

Resorts Utilization: Who Bear the Burden and Reap Dividend in DESTINATION Calabar, Nigeria

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Abstract

Calabar is one of the major cities with various recreational resorts that are usually utilized by various individual during leisure hours. This research is anchored on resort utilization with emphasizes on who bear the burden and reap dividend in Calabar. Questionnaire and checklist were used as instrument for data in obtaining from the field. The result from that data collected indicates that the resorts operators even though they reap from the resorts through income generation, increase in visitors arrivals they also encounter various burden such as poor patronage, high taxation from the government, poor government commitment in tourism activities and residents poor attitude tourists recreation. The data obtained also reveals that visitors had some burden in the course of resorts utilization in Calabar such as lack of space in the resort, poor resort maintenance. However, form study findings, to ensure effective resorts utilization, it was recommended that all stakeholders in resort development must ensure that the needed facilities are put in place to ensure increase in resorts utilization in Calabar.

Keywords: Resorts, Dividend, Operators, Utilization, Reap

INTRODUCTION

Background to the study

Resorts are tourism potentials which generate multiplier effect and any tourism destination. Resorts create opportunities for interactions of many visitors and other recreationist in abid to recreate with one another. In most countries of the world such as Brazil, Kenya, Thailand resorts are usually fully utilized because of the facilities and services these provide to different categories of visitors (Eja, Ojong and Edet, 2019). The utilization to tourism resorts in most destination is usually a function of availability of some essential facilities which according to (Eja, Ojong and Edet, 2019) reveal that reduction in taxation, increase in social amenities and adequate security can encourage effective utilization of tourist resorts in any given destination.

The increasing demand for recreation and leisure time necessitated towards the rapid development of resorts in Cross River State and particularly Calabar. Besides, most of the existing resorts even though their utilized by visitors and other recreationist, one cannot really ascertained who bears the burden or reap the dividend in the course of operation. A part from this, there exist in most cases complaints from either the resorts users or operators of these laudable resorts in Calabar. It is on this note one who asks “who bears the burden and who reap the dividend in the course of resort utilization and operations in Calabar which is the bases of this research work in Calabar as a tourism destination.

Tourism development is complex phenomenon whose social, political, cultural and economic implications are bigger and becoming the main engine at local economy, at the level of certain territorial systems (Seetanah, et al, 2011). Panasiuk in his analysis stress that (2007), tourism resort is component or regional tourist product which services and facilities such as resorts,

accommodation, transportation and retail networks which provide and enhance a smooth operation and service delivery to tourists a visitors in a destination. Scholars like Gunn (1988) and Inskeep (1991). Eja, Inah, Osonwa, & Prince (2019) reveal that resort operations and utilization are constructed with several challenges which constitute great burden to both resorts users and operators in Calabar. According to (Eja, Ojong and Edet, 2019) tourism resorts and facilities provide opportunities for different categories to people to recreate which inturn provide income to the operators of the resorts in Calabar. Arising from the empirical finding of (Eja, Inah, Osonwa, & Prince, 2019). Patronage of resorts improve the revenue base of the government and also enhanced socio-economic activities inn Cross River State and Calabar in particular. (Osonwa, Kalu, Eja, & Emeka, 2015) affirm that resort utilization enhance income and revenue based of both the public and private sector especially Cross River State as a tourism destination.

Tourism and recreation resort development

Tourism and recreation are as old as man such that people stated the sectors for good habitat and at the earliest times, recreation the work, love and worship has been an important aspect of living, dances festivals, music and games have been in existence although there has been some sort of condemnation by a section of the society (Butler, 1980). Tourism activities such as dance, music and ceremonies existed long ago and these activities where unique cultural heritage of some people in a given destination of different form of recreation has been left by the Chinese, Egyptians, Aztec, Babylonian and other early civilization. The ancient were known Greeks at the height of their achievement and in high esteem with respect to games, athletics. The unique cultural arts and during the Dark Age, the ideal of chivalry as well as the institution of minstrelsy, through song and story of the Greeks helped maintain the play tradition. The popular arts and sports was reinforced, growing rapidly up to the present time despite several attempts by small groups to suppress it. The tremendous advance was made possible by various philosophers and educators who since the 16th century have advocated for recreation as an activity of social and education values (Butler, 1980).

During the 20th Century, Recreation in the 20th Century has extended to an exceptional extent. Extensive land and water bodies have been set aside as protected areas for recreational use and facilities for a wide range of recreation activities have been devised. The important and values of recreation activities are widely publicized by various information outfit that exist in the destination where tourism is practice and also a mean of economic development. In most countries destination, the desire for recreation opportunities has been published such that the American people even during a depression and world war, spent several billion dollar annually for them (Edginton, 2007).

Here in Nigeria, the pre-colonial forms of recreation were comparatively few traditionally or culturally – oriented and primitive. During the colonial era some recreational resorts and other form of recreational activities such as sports and amusement were introduced. In most destination recreational facilities such as golf card games, athletics and excursions which were limited to the upper class of citizen and the colonial masters.

The early half of the 19th century, popular amusement and other tourism activities followed the main patterns set during the colonial period and were looked upon with influential leaders. Recreation continued is based on individual concern although; various sport clubs and other recreational activities were organized especially among the wealthy. The history of recreation in Nigeria cannot be complete without plenty emphases on some tourism event and activities which form part of the evolution process. The recreation movement has the result of ideas activities experiments and developments (Omolewa 1988). In whatever way one could look at recreation, it is as well-known fact that recreation has assumed substantial vertical and horizontal development in Nigeria Over time. Why is man always questing for recreation and why is he seeking for it so relentlessly today? What are the morals behind the rapid development and growth in the field of recreation in the early century? What reasons have help to the increase recognition and importance of recreation in today' modern life? Why are the Federal, State and Local Government as well as voluntary organizations spending increasing amounts of resources on recreation? Brokman (1973) suggested that each individual needs some form of recreation if maximum efficiency the business of living is to be achieved. His analysis has provided an adequate and was to the above questions. The stresses and strains of modern life must be relieved by periods of physical and mental relaxation properly coordinated with routine tasks.

It is quite time that the value of recreation to mankind is significant and not far- fetched. This is true because it plays a role in man's physical, socio-cultural and economic developments of man are considered. Butler (1980) asserts that recreation is positively correlated to human happiness, character development. Education, international cooperation and above all the Doctor prescribes recreation as a therapy for preventing and curing certain physical and mental sickness. In connection with this last benefit, Amusa (1988) also emphasized the significant of constant physical recreation, according to him those individuals who are predisposed to obesity, diabetes and hypertension would have their conditions controlled. With age and sedentariness, individual's cardio-respiratory systems are known to the weak. Active participation in physical activity will avoid these conditions and the individual is radiant filled with vigour, energy optimal health, in the same vein.

On the other hand, the Macmillan Family Encyclopedia (1980) in his analyses explains that tourism varies from travel, and leisure is different from labour. He's reason was that several people travel for business, religious trips, developing on what they want to do and the time available for them to make the trips. Tourism, accordingly, is trip assumed for satisfaction. It involves lounging, fun and games, educational exchange, learning and attractive understanding or eating and shopping depending on personal conception.

Tourism into two categories international and domestic tourism Ojo, (2001), classify domestic tourism illustrates an internal movement inside the resident county, while international tourism implies trips that require crossing the borders.

The concept of tourism is based on the following assumption (Pearce, 2007) which includes:

1. It involves non-resident traveling along transit routes and from a destination.
2. Tourism includes the journey to destinations and activities at the destination.
3. The character of tourist may be influenced
4. A variety of impacts are incurred at destination and along the transit route.
5. Tourism is temporary and concise.
6. Most visits are usually for other purposes rather than a permanent stay.

Gamble (1989) in believes that tourism whether domestic, inbound or outbound involves series of complex human activity covering the consumption of various goods and services. It also includes transportation, accommodation, meals, entertainment and sports before, during and after consumer's travels away from their homes.

Eboka, (1999) depicts tourism to be "a movement of people to destinations outside their abode on temporary or short term visits as well as services other industries create to satisfy the needs arising from these movements within or across

Methodology

This research is conducted in calabar taking into consideration three resorts namely, Orange resort, Aqua-vista and Marina resort. In order to carry out this research work a total of one thousand four hundred and ninety was used as population size drawn from staff and visitors for this study.

A checklist and questionnaire where the instruments uses in data collection forty eight thousand six hundred respondents were use of seven hundred and forty eight were drawn each from resorts staff and visitors. Information such as estimated visitor's expenditure in the resorts, management observed burden in resort development, visitors observed burden in the resorts where obtained with the aid of the questionnaire. Information such as estimated annual resorts utilization in destination Calabar where obtained using the checklist. The seven hundred and forty eight respondents drawn from resorts staff same with visitors constitute the sample size used for the study.

Findings

Estimated resort utilization of the resorts

The estimated resort utilization in Calabar resorts presented in Table 1 shows that 2017 and 2017 recorded the highest level of annual utilization as observed with values of 82075 and 68,611 which indicate 26 percent and 22 percent of annual resort utilization of the resorts. It was noticed that 2018 also recorded total annual resort utilization of 55014 in the resorts as observed with a value of 18 percent followed by 2011 and 2014 with values of 17 percent respectively. The data obtained shows that Marina resort and Orange resort recorded the highest level of annual patronage observed with values of 42 percent and 28 percent respectively.

Table 1

Estimated Annual Resorts Utilization in Destination Calabar (2015 - 2019)

Estimated Resort Utilization	Resorts				Total Resort Utilization	Percentage
	Marina Resort	Calabar harbour resort	Orange resort	Aqua vista resort		
2015	31445	19841	9456	21332	82074	26
2016	24911	8956	12112	7654	53633	17
2017	35346	9135	15784	8346	68611	22
2018	21346	7363	18345	7959	55014	18
2019	19956	6123	19846	6346	52271	17
Total	133004	57419	87419	39781	311603	100
Percentage Annual Resort utilization	42	17	28	13		

Source: Authors field survey (2022)

Estimated monthly expenditure of visitors in the resorts

The estimated visitors monthly expenditure in the resorts presented in Table 2 shows estimated expenditure range of the visitors falling between N1,000 to N10,000 in the resorts indicated with values of 44 and 42 percent respectively with a total observed values of 331 and 317 respectively. Although, it was observed in the data collected that visitors spend more income each month in the Marina and Orange resort with values of 32.48 and 27.13 percent respectively compared to monthly income spent by visitors in Calabar harbor resort and Aqua vista resort with the attendant values of 23.79 and 16.37 percent respectively. Table 2 shows that high income visitors formed the smallest percentage on the entire monthly expenditure of visitors in the tourism resort and it occupies the percentage value of 3 to 7 percent of the total monthly expenditure of visitors in the tourism resorts.

TABLE 2

Estimated Visitors Monthly expenditure in the resorts

Monthly expenditure (₦)	Resorts				Total	Percentage
	Marina Resort	Calabar Harbor Resort	Orange resort	Aqua- vista resort		
1.000	118	95	66	52	331	44
1000-10000	79	59	111	68	317	42

20001-30.000	24	9	13	4	50	7
30.001-40.000	12	8	9	0	29	4
40.001 and above	10	7	4	0	21	3
Total	243	178	203	124	748	100
Percentage	32.48	23.79	27.13	16.57		

Source: Author's field survey (2022)

Management observed burden in tourism resorts development

The management observed burden in tourism resort development presented in Table 3 revealed that poor patronage, and high taxation was a major burden confronting the management of the resorts in Calabar with values of 32.0 percent and 24.0 percent respectively. It was also noticed that lack of tourism activities and seasonality in the operation was also observed a burden to the management of the tourism resorts development in Calabar with values of 16.0 percent and 12.0 percent respectively.

Table 3

Management observed burden in the tourism resorts development

S/N	Management challenges	Resorts				Total	percentage
		Marina resort	Calabar harbour resort	Orange resort	Aqua vista resort		
1.	Poor patronage	11	4	6	3	24	32.0
2.	Seasonality in the operation	6	0	2	1	9	12.00
3.	Lack of tourism activities	5	2	3	2	12	16.00
4.	High taxation	9	3	4	2	18	24.00
5.	Poor government commitment in tourism	3	1	1	1	6	8.00
6.	Poor attitude to recreation	2	1	2	0	5	7.00
7.	Other (Specify)	0	0	1	0	1	1.00
	Total	36	11	19	9	75	100

Source: Author's field survey (2022)

Visitors burden in the resort utilization

The observed visitors burden in resort utilization in Calabar presented in Table 4 indicates that obsolete facilities, poor maintenance, inadequate facilities and congestion was dominant visitors burden with total value of 204, 151 138 and 130 represented by 27, 20, 19 and 17 percent respectively. It was further observed that though facilities provided were not adequate to carter for the need of the visitors in the resorts, the available facilities were poorly maintained while most of the facilities were absolute. However, Table 4 further reveal that inspite of the huge annual resort utilization enjoyed by the management of Marina resort and Orange resort in the area, visitors still face challenges in those resorts represented with vales of 243 and 203 respectively.

Table 4

Visitors observed burden in the resort utilization

s/n	Visitors observed burden	Resorts				Total	percentage
		Marina resort	Calabar harbour resort	Orange resort	Aqua vista resort		
1	Poor maintenance	19	14	118	0	151	20
2	Lack of space	0	47	43	0	90	12
3	Obsolete facilities	96	35	6	67	204	27
4	Inadequate facilities	6	71	29	32	138	19
5	Insecurity	10	3	3	15	31	4
6	Congestion	109	7	4	10	130	17
7	Other	3	1	0	0	4	1
	Total	243	178	203	124	748	100
	Percentage	32.50	23.80	27.14	16.60		

Source: Author’s field survey (2021)

The socio-demographic characteristics of the visitors in the resorts

The socio-demographic characteristics of the visitors to the resorts presented in Table 5 shows that majority of the visitors who visited the resorts were male and single with values of 74 and 70 percent, and visitors who dominates the resorts were between the ages of 26 – 35 years and 36 years to 45 years represented with the values of 29 and 43 percent respectively. While 30 and 43 percent of the visitors represents those of secondary education and high degree. Table 4.6 also indicated that majority of visitors are businessmen with values of 46 percent and are Nigerians with values of 66 percent. However, Table 5 also indicated that though there have been dominance of Nigerian visitors to the resorts, there are as well other visitors from other parts of Africa, America and other countries of the world visits the resorts with values of 24, 2 and 8 percent.

Table 5
The socio-demographic characteristics of visitors in the resorts

s/n	Socio-demographic characteristics	Resorts				Total	percentage
		Marina resort	Calabar harbour resort	Orange resort	Aqua vista resort		
1.	Sex						
	Male	198	112	166	75	551	74
	Female	45	66	37	49	197	26
	Total	243	178	203	124	748	100
2.	Age						
	15-25	14	10	12	10	46	6
	26-35	64	59	58	34	215	29
	36-45	90	77	89	325	43	43
	46-55	39	20	18	7	84	11
	56-65	24	8	15	3	50	7
	66 and above	12	4	11	1	28	4
	Total	243	178	203	124	748	100
3.	Marital status						
	Married	40	24	20	7	91	12
	Divorced	59	33	35	9	136	18
	Single	144	121	148	108	521	70
	Total	243	178	203	124	748	100
4.	Educational						
	Non – formal education (NFE)	32	11	16	11	70	9
	Primary education	49	35	35	20	132	18
	Secondary education	69	56	58	38	221	30
	High/degree	931	83	94	55	325	43
	Total	243	178	203	124	748	100
5.	Occupation						
	Student	14	11	14	12	51	7
	Civil servant	39	9	14	12	74	10
	Businessman	97	87	91	69	344	46
	Applicant	11	11	12	4	38	5
	Artisans	14	12	13	13	52	7
	Politicians	68	48	59	14	189	25

Total	243	178	203	124	748	100
6. Nationality						
Nigerian	133	128	130	104	495	66
African	69	23	65	20	177	24
American	15	2	0	0	17	2
Others	26	25	8	0	59	8
Total	243	178	293	124	748	100

Source: Author’s field survey (2022)

Conclusion

Resorts provide recreational facilities which are mostly utilized by individual during leisure hours. In calabar resorts such as Aqua-vista, Orange, Calabar harbor resort and Marina resort have great benefits to both the resorts visitors and the operators of the various resorts. The results from the data obtained in this research indicate that the resort visitors made some expenditure in course of utilizing and recreating in each of the resort. It was noticed that both the resort operators and visitors encounter several burdens which need attention by different stakeholders in the industry. It is on this note that the following recommendations are hereby put forward to avert the burdens associated with operations and utilization of the various resort in the area.

1. The operators of the resorts should ensure that they promote the needed tourism facilities so as to create a conducive environment for recreation.
2. The government should encourage the operators of the resorts by reducing the rate of tax levied on each recreation resorts in the area.
3. The tourism stakeholders in recreational resort development should partner with the government so as to create tourism of the resorts activities which would help increase the rate of patronage.

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