



Tinapa Business Resort: A Strategy for Sustainable Rural Livelihood in Cross River State, Nigeria

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Abstract

The development of Tinapa Business Resort in Cross River State has served as an anchor point to service other tourism destinations. At the same time it is transforming Calabar into a natural paradise with internal and external influences over the livelihood of most rural communities especially Adiabo community through income generation, investment opportunity, employment generation, and socio-economic upliftment. This paper critically assessed the various ways in which the development of Tinapa Business Resort has impacted on the livelihood of Adiabo (host community) as regards employment provision by the various construction companies, emerging socio-economic activities in the enclave community, present employment distribution and ecological problems in the area. Data were obtained using a combination of questionnaires, interviews direct field observation and on the spot assessment. Systematic random sampling techniques was employed to allow every member of the population have equal chances of being selected. However, Data collected reveals that Tinapa Business Resort has impacted significantly of the livelihood of the host community. Therefore the sustainability of this laudable investment (Tinapa Business Resort) will be greatly determined by the interplay of the stakeholders, continual utilization of the resort and general tourism growth within the region.

Keywords: Tinapa business resort, Cross River State, Livelihood, Sustainability

1. Introduction

The world is gradually turning into a global village as a result of development strides, with tourism playing a big role. As an outward sign, mankind is beginning to reshape his attitude in keeping with the mould of nature-landscape, the immersion concept geared towards the conservation of the natural environment, complete with animals, plants, stonework, vines, mist, sand and even man himself, which are all active compliments of the earth. The over reliance of the Nigeria economy on crude oil calls for diversification into other sectors in search of an improve revenue status. This quest for an alternative form of income generation other than petroleum in Nigeria calls for the recognition of the need to implement the concept of sustainable development, which include the development of a liable tourism industry.

The development of the Tinapa Business Resort in the state is basically channeled at harassing the historical, natural and cultural potentials of the state into an exciting tourist destination of international standard, as well as utilizing the potentials of the port and free trade zone to establish Calabar as a global trading distribution hub in West Africa inspite of the numerous dividend the Tinapa Business Resort is yielded to Cross River State, what happen to the livelihood of a fishing, rivers, environment and farming community like Adiabo the host community with over 200 hectares of their land affected due to the construction of the Tinapa project? It is therefore very important to look into the community life and their means of survival, so as to know what value they stand to derive and to make provisions for allowable level of loss they are going to suffer. To thus end this paper focus on the level of benefits the Adiabo community have derived since it establishment with regards to employment provided to the Adiabo community by the various construction companies between 2004-2007, Businesses that have emerged in the area due to the posit obtained by the indigene (host community) from the various construction companies, present attractions, employment distribution and ecological problem resulting from the development of the Tinapa Business Resort in the area.

2. Study area

This study is basically within the confines of Adiabo village in Odukpani Local Government area of Cross River State, Nigeria. The Tinapa business resort (site) is bounded to the North by the settlement of Adiabo, to the south by the Pamol industrial estate and Pamol Rubber Plantation. While to the East and West by Farmlands and Calabar River respectively. The area lies within the geographical coordinates of 422671.665-426400.373E and 55431.948-959730.205N (GPS).

3. Methodology

The area has an estimated population of 15,000 with about 500 houses clustered at some point and scattered at other points. The houses were sample using systematic sample technique while random sample techniques was adopted in other to allow every member of the population have equal chances being selected. The research also made use of a combination of questionnaire, interview, direct field observation are on the spot assessment. A population of five hundred (500) household were used of which two hundred (200) household were drawn from the entire population which represent the sample population for this study.

4. Literature review

4.1 Tourism and economic development

Hall (2003) in his study on the socio-economic impact of tourism discovered that tourism has become a significant source of foreign exchange revenue for many countries of the world. According to him tourism activities in Maldives contributed 66.6 per cent of the country's Gross Domestic Product (GDP) and accounted for 65.9 per cent of its exports. Roe and Godwin (2002) supported the works of Hall, according to their analyses tourism industry in Vanuatu has contributed 47.0 per cent of the country's GDP and 73.7 per cent of its total export earnings. They went further to emphasized that (thirteen (13) developed countries in Asia (Cambodia, Lao people's Democratic Republic and Neps), tourism accounted for more than 15 per cent of export earnings.

There further stress that tourism alone contributed 43.5 per cent of the total export earnings of Fiji and one third of its GDP. Other small Islands such as Tonga and Vanuatu are dependent on tourism for half or more of their export earnings. Prentice (2007) in his study opines that tourism in China has provided a substantial contribution to its GDP, amounting to 13.7 per cent in 2006. Taking full advantage of the potential of their natural and cultural tourist resources, countries in the greater Mekong sub-region are benefiting from the tourism industry. He went further to stress that in 2006, tourism in Cambodia and the Lao people's Democratic Republic accounted respectively for 22.3 and 21.4 percent of their total export earnings and contributed 19.6 and 9.3 per cent respectively of their GDP.

According to UNWTO (2004) tourism industry contributes significantly to the creation of employment both directly and indirectly. According to UNWTO the industry in the Asian and pacific region provide jobs for about 140 million people representing an average of 8.9 per cent of total employment. It also emphasized that tourism employment in North-East Asia is estimated at 86 million jobs, or 10.1 per cent of total employment. This situation is attributed mainly to China, where 1 out of 10 persons works in a tourism-related industry. In support of UNWTO's argument, Sharpley and Telfer (2002) following empirical findings, indicated as part of his illustration, that in Oceania, the workforce in the

tourism sector accounted for 14.5 per cent of total employment, or 1 in every 6.9 jobs. The importance of tourism becomes more significant when the structure of the workforce in selected Pacific Island economies is analysed. For instance in 2003, 1 in every 3.2 persons was employed in the tourism sector, while in Vanuatu the ratio was 1 in every 2.4 jobs.

Richards and Hall (2003) opines that tourism industry has become a significant provider of employment in countries of the Asian and Pacific region, thereby improving the economic situation of the people of those countries. In addition, revenue generated from tourism has enabled Governments to allocate financial resources for improving education and health countries. They further stress that in Maldives, where tourism activity is the economic mainstay, almost 100 per cent of the population is now literate, while the infant mortality rate has improved from 121 per 1,000 in 1977 to 38 per 1,000 in 2002 and over the same period, the average life expectancy at birth increased from 47 years to 67 years. Okunbawa (2001) asserts that tourism is an important engine of economic growth and job creation. According to him, the industry continues to expand faster than average world economic growth, as disposable income and free time increase in developed countries. Grollier (1978) opines that Tourism is also a motor of development, foreign exchange earner and promotion of international understanding, friendship and world peace. Lawal (2001) drawing from the World Tourism Organization Report (2000) regards tourism to be the fastest growth industry in the world. It accounts for over 50% of the foreign exchange earnings of most countries in the world. Kigoth (2000) posits that the industry is reputed to be the largest contributor of global foreign exchange earnings. Ofulue (2001) affirming the works of Lawal asserted, that if tourism is properly handled in Cross River State the industry could generate as much as 5 billion US dollars per annum and also sustain the economy of Cross River State, the state which is blessed with great tourism potentials. The potential if fully exploited could go a long way to solving the problem of unemployment while promoting peace and cross-cultural understanding. In his contribution, Shrumann (1981) in Atsu (1983) pointed out said the commonest argument in favour of promoting tourism is the anticipated foreign exchange profits especially where a country lacks significant export oriented agricultural sector.

Robinson (1979) noted the economic significance of tourism, dividing these into the direct effect relating to the income accruing from the actual expenditure involved in tourism and the direct effects which arise from the fact that trades directly involved also depend on the products of other industries in meeting the demands of tourists. Abdullah (2005) drawing from UAE chapter of the hotel industry body pointed out that Dubai tourist resort provides over 255 hotels with a total of 17,253 rooms and occupancy in 1998 averaged 49.3 percent. According to him since January 1997 when the Department of Tourism and Trade Promotion Council was formed, there have been tremendous achievements in terms of promoting and marketing of the resort product to international tourists. He further argued that tourism industrial in Dubai has accounted for a steadily increasing percentage of Dubai's GDP, with some estimates putting it as high as 20 percent. He also opines that tourism in Dubai is expected to overtake oil export as an important source of revenue in the near future.

Salem (2004) in his analysis of Dubai tourism resort pointed out some positive impact which includes.

- The pride of native place from local inhabitants in creeds.
- New social contacts appear
- Revenues from tourism help to support the cultural and historical heritage
- Increases educational level of the inhabitants
- Helps to develop the trade and prevents the disappearance of the culture and customs of a country
- Development of local culture and crafts.

According to UAE chapter of the hotel industry body and catering international management association (HCIMA) the investment in Dubai land projected to be more than 20 billion will be pivoted to the next wave of growth for tourism. According to UAE the overall aim of Dubai resort is to create an ideal city, against world benchmarks, that will become the ultimate leisure and entertainment destination between Hong Kong and Paris.

Kigoth (2000) in assessing the degree of impact of tourism in Nigeria discovered that whether tourism impact is beneficial or adverse is a function of a particular form or scale of tourist activities, the environment and socio-economic characteristic of the area and the degree to which the industry is planned and managed. Jombo (1983) argued that the tourism industry does not require heavy and sophisticated technology and is less labour intensive. It can absorb unemployed labour resources, improve the standards of living, increase infrastructure and social amenities for the visited region relatively quicker than any other source. By providing or expanding infrastructure. He inferred that tourism could form the basis and the stimulus for the development of other industries.

According to Aremu (2001) World Tourism Organization (WTO) finding revealed that:

(1) Receipt from international tourism (Excluding transportation) constitutes 6.8% of world's international trade in goods and services in 1989.

(2) Travel and tourism constituted the world's largest creator of jobs in most countries providing employment for a total of 101 million people or one in 16 workers worldwide.

(3) Travel and tourism is responsible for almost 7% of total global capital investment contributing about US & 166 billion of tax revenue and creating opportunities for employment and small-scale business establishment.

(4) Travel for holiday purposes accounts for 60% of world travel and 30% of business trips.

(5) African's share of international tourism receipts grew from US & 88 million in 1950 to US & 1.13 billion in 1975, US & 1.13 billion in 1975, US & 2.71 billion in 1980.

According to Aremu, Nigeria and other African countries have since recognized the above statistics. He said if government of federal, state, local and private sector can accord tourism the desired attention, tourism would go places.

Falade (2001) emphasizing the need for tourism development posited that tourism industry, "if developed" would as a matter of fact facilitate the diversification of Nigeria economy from the prevailing high dependence on oil. He admitted that international tourism has long been a major source of foreign currency earning and thus a contributor to the economy of African countries such as Kenya, Senegal, Gambia etc. further, tourism is an important factor in national prosperity and as a vehicle for economic growth. However, Falade believed that successful tourism can be developed at local, state and national level requiring useful feasibility studied and market research to assess the potentials of the development of local tourist services and infrastructure on planned basis among others.

5. Discussion of findings

The development of the Tinapa Business Resort in Calabar, Cross River State brought about different companies, which operated between 2004 to 2007. Table 1 shows the number of staff and percentage employment from Adiabo (host community) by the various construction companies between 2004-2007

The data collected reveals that out of the eleven (11) companies that existed in Tinapa Business Resort during construction work, CAT construction company recorded the highest unskilled workers from the host community with a value 80% followed by Naira company with 65%. Although other companies also provided unskilled employment to the host community as presented in the table 1. Furthermore, data collected for skilled workers from Cross River State, it was notice that Julius Berger Nigeria limits out of 337 workers only 11 workers from Adiabo the (host community) were skilled workers with a value 15% followed by GITTO construction limited with 67 workers but only 21% of the Adiabo people were in the skilled cadre. The table also shows that ARUB consultant due to the technical nature of their job employed only two (2) skilled workers none from Adiabo (host community) as shown in the table 1. Nevertheless table 1 reveals that our of eight hundred and eighty six (886) workers employed by the various construction companies between 2004-2007, seven hundred and ninety six (796) employed were recorded in Adiabo (host community) at the same time four hundred and eighty one percent (481%) employment was also provided in the area

Furthermore data on the number of people from Adiabo community (host community) who are currently employed in the Tinapa Business Resort was obtained table 2 reveals that the host community (Adiabo) were represented in all the employment cadre provided in the Business Resort. Although 31.3% of the people (host community) were employed to work in the hotel industry while 23.4% of the villagers were employed as cleaners. Table 2 shows that 15.6% were also employed in the shopping complex as sales representatives. The table also shows that the fishermen village and the craft village provided 6.3% and 4.7 employment respectively.

Nevertheless, table 2 indicate that at the full commencement of the Tinapa Business Resort only 71 persons from Adiabo Community (host community) were employed in the various job cadre.;

Furthermore, data were obtained based on the benefits derived by the people of Adiabo (host community) due to the present of Tinapa Business Resort is presented in the area.

Figure 1 reveals that most people who were engage in the Tinapa business resort during the construction stage have fully utilized the wages they were paid during the construction stage of the Tinapa Project. Today there are emerging businesses in Adiabo community as majority of the people owned sewing centers, internets service, welding and fabricator workshops dressing saloon amongst others making them self employed with value 35.6%. Table 2 also indicates that majority of the people from Adiabo (most community) who were workers in the Tinapa Business resort are today mechanic and drivers with a value 20% compared with barbing/heir dressing saloon, laundry services workshop as presented in fig 1.

Internet services and sewing centers was another benefits derived by the people (host community) from the establishment as it had a value of 5.6% and 6.7% respectively as shown in fig 1. All the percentages in Fig 1 were frequencies of responses in each variable observed as a socio-economic activities in Adiabo Community.

With respect to the data collected base on ecological problem in the area is presented in figure 2. Figure 2 indicate that the sitting of the Tinapa Business Resort had destroyed the cultural grow in Adiabo with a value 31.1% compared to other variable such as water pollution 8%, erosion 12% limiting ground 17.8% respectively. Although other ecological

problem ranged from biodiversity loss to 16.7% loss economic stress 3.3% air pollution 10% respectively as shown below in figure 2

However, figure 2 also reveals that Tinapa Business Resort in Adiabio (Host Community) had little or no impact in terms of its impact on water and air pollution in the area has both had a least value of 8% and 10% respectively. However the percentages were derived from frequency of responses in each variable notice as ecological problems in the study area.

6. Conclusion

Tourism has become the most powerful engines for economic growth of most nations of the world of which Nigeria is one with a great tourism potentials such as Obudu Ranch Resort, Marina Resort, Waterfall, Tinapa Business Resort among others. The big tourism project in Cross River State "Tinapa Business Resort" has much to offer in Nigeria and Cross River State in Particular. The Tinapa Business Resort has the potential for poverty eradication, promotion for gender equality, and women empowerment reduction in child mortality environmental sustainability, global partnership for development among others. The hope of the common man is yet another great issue which the tourism industry in Cross River State is yet to tackle.

The of Africa's premier Business Resort in Cross River State is a great hope for the helpless societies and communities in the state whose resources are deteriorating and untapped yet the livelihood of these rural communities is rested upon this laudable natural resources.

Nevertheless the development of the Tinapa Business Resort even though much has not been felt in the state, it has offered much dividend to the Adiabio (host community) in Cross River State as their livelihood and environment has been transformed through the development and provision of social amenities in the area. However, it is quite clear from the research finding that much is still needed to be done to ensure the viability and sustainability, of the resort in Cross River State.

Therefore, the spread for this viable indices (socio-economic) to other rural communities will be a welcome development to all stakeholders in this great industry.

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Table 1. Employment provision by the various companies to adiabo community between 2004-2007 in tinapa business resort during construction

NAME OF COMPANIES	NATURE OF WORK	TOTAL EMPLOYMENT LEVEL ADIABO	DIABO COMMUNITY SKILLED WORKERS	PERCENTAGE OF SKILLED WORKER	DIABO COMMUNITY UNSKILLED	PERCENTAGE OF UNSKILLED
JBN LTD	Const of Emperia H20 Reservoir, shopping complex, drainages W/H 3-5	337	11	15	236	30
GITTO CONS LTD	Clearing of project site/pilling of Emperia A-D	67	6	21	61	42
ITB CONS COMPANY	Const at Tinapa 3 star Hotel	122	8	20	114	35
TREV NIG LTD	Pilling o the Hotel foundation	13	0	0	13	48
ARUB CONSULTANTS	Consultancy services to all contractors on site for quality control	0	0	-	0	-
PONET	Construction of the swimming pool	42	2	18	40	46
NAIRDA	Installation electrical materials/Fitting	85	6	30	79	65
CAT CONSTRUCTION COMPANY	Construction steal work for W/H 1&2, 4 & 5	58	2	15	56	80
DREAM ENTERTAINMENT	Construction of studio Tinapa	50	1	12	49	60
VANOARD NIG LTD	Dreading of Tinapa lake 45	4	2	45	2	50
AVOT	Landscaping	108	0	0	108	60
TOTAL		886	38	120	758	361

Source: Field Work 2008

Table 2. Host community employment generation in tinapa business resort (host community)

EMPLOYMENT CADRE	NO OF EMPLOYEE (HOST COMMUNITY)	PERCENTAGE
Fisher man village	4	6.3
Craft village	3	4.7
Shopping complex	10	15.6
Entertainment centers	7	10.9
Security	4	6.3
Hotel	20	31.3
Administrative staff	3	4
Clerks	5	7.8
cleaners	15	23.4
	71	

Source: Field Work 2008

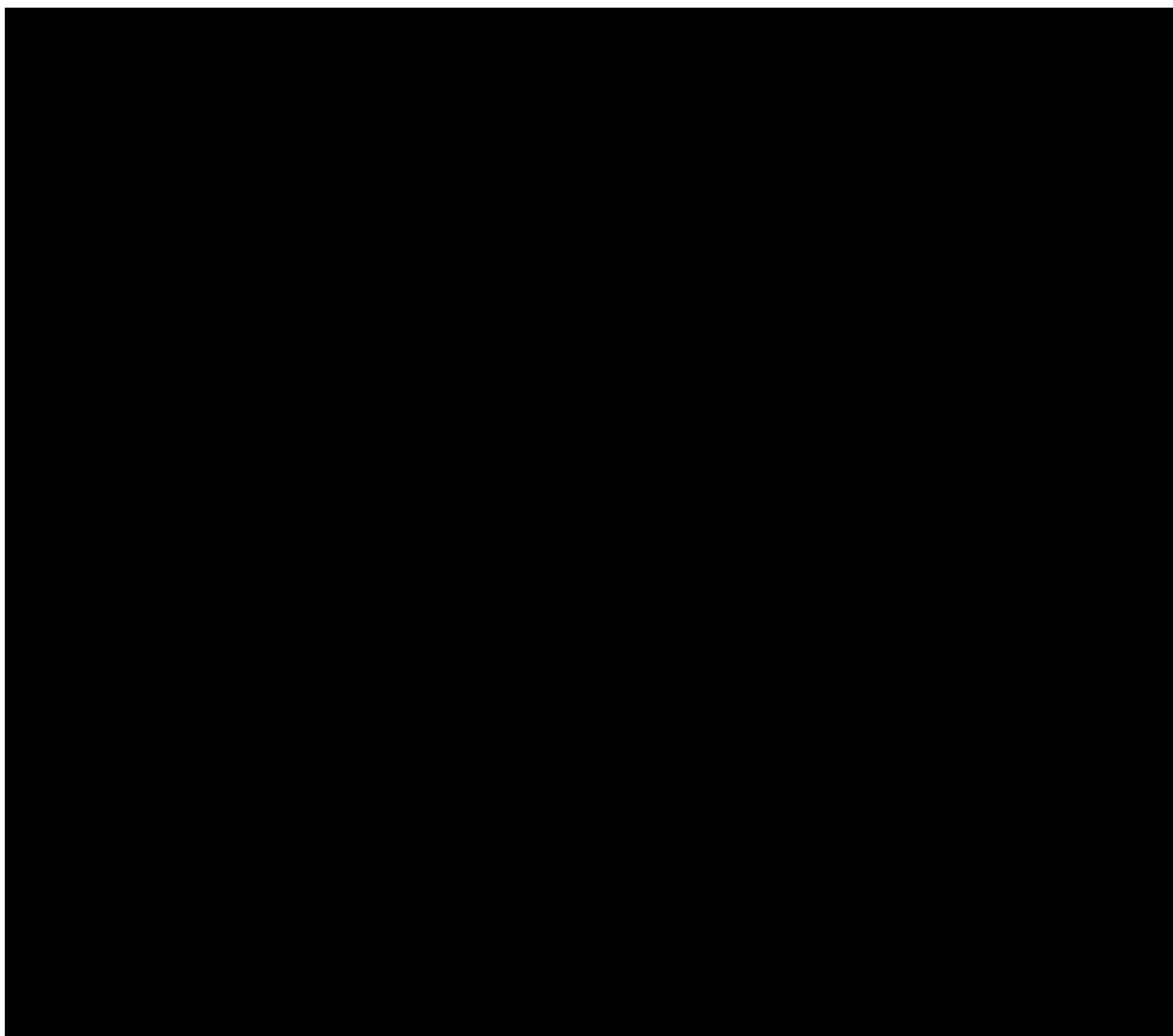


Figure 1. Socio Economic Activities in Adiabo (Host Community)

Source: Field Work 2008

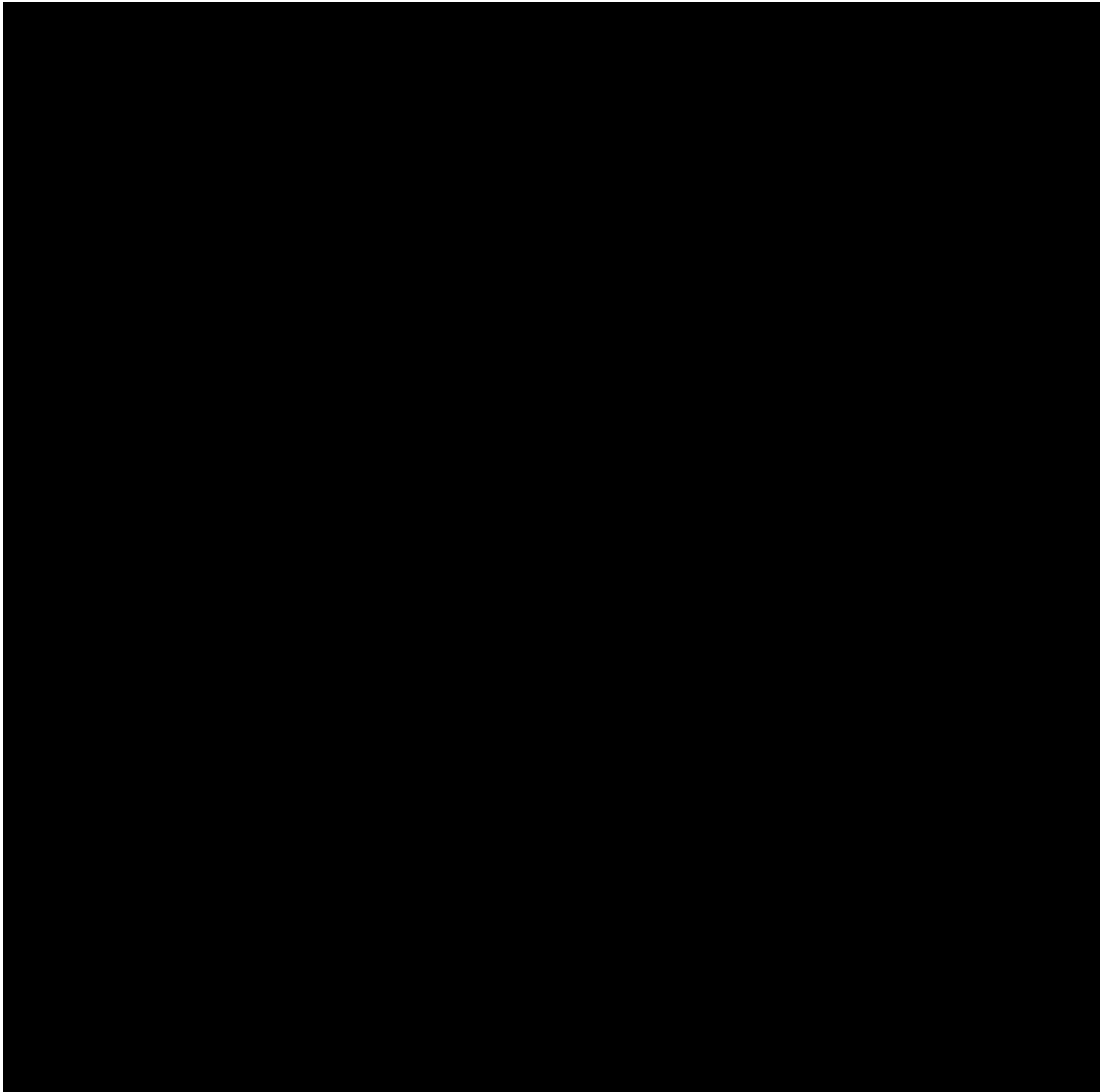


Figure 2. Ecological Problems in the Area Ecological Problem

Source: Field Work 2008