

MASS TOURISM IMPACT ON HOSPITALITY INDUSTRY AND TOURISM DESTINATION DEVELOPMENT OF CROSS RIVER STATE, NIGERIA

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Abstract

This study investigates the impact of mass tourism on the hospitality industry and tourism development in Cross River State, Nigeria. Data analysis, employing ANOVA and Pearson Correlation, reveals that Transcorp Hotel and Azari recorded the highest visitor arrivals (37.04% and 15.74%, respectively), while two-star hotels contributed significantly to government revenue. In 2019, the highest tourist influx (22.20%) corresponded with an 18.36% growth in the hotel industry. Cuba constituted the largest percentage of tourists (16.34%), and visitor stays varied by origin. Challenges included overcrowding and an increase in crime rates. Statistical analysis confirmed a significant difference in annual remittances of tourism development levies across hotel categories (Hypothesis 1). The second hypothesis established a noteworthy relationship between increased tourist numbers and hotel industry growth in Calabar. These findings shed light on the intricate dynamics of mass tourism, emphasizing the need for strategic management to balance economic gains with sustainable practices and address associated challenges.

Keywords: Destination development, Cross River State, hospitality industry, Mass tourism, Nigeria, Tourists arrival,

Introduction

Mass tourism involves a large number of people visiting a specific destination, making it a significant force within the hospitality industry, encompassing accommodation, food services, travel, and entertainment. In 2019, international tourist arrivals reached 1.5 billion, emphasizing its global impact (UNWTO, 2019).

Günther et al. (2017) highlighted its positive effects on revenue, employment, business investments, and economic growth. Bali, Indonesia, exemplifies this growth, with its hospitality industry transforming the island into a thriving tourist destination, generating substantial income and job opportunities (Grilli et al., 2021).

Employment in the hospitality sector is intricately linked to mass tourism, with increased tourist influx creating jobs across various sectors (Maggiore et al., 2022; Günther et al., 2017). Tourism-related businesses' expansion necessitates a larger workforce, providing opportunities for skilled and unskilled workers (Witt, 2019). Adedoyin et al. (2023) found that mass tourism significantly benefits local businesses, boosting sales and profitability. Furthermore, mass tourism facilitates cultural exchange, supports local traditions, arts, and crafts, and encourages traditional festivals, contributing to revenue generation for hospitality operators (Diedrich & Garcia-Buades, 2009; Ferrari & Guala, 2017; Hall, 2020).

However, mass tourism has environmental consequences. Overcrowding, increased resource demands, and damage to the destination's image are concerns (us Saqib et al., 2019; Bai & Ran, 2019; Hall, 2019; Saarinen, 2020; Ofem et al., 2021). Fragile ecosystems face disruption, leading to soil erosion, vegetation trampling, and wildlife habitat disturbance (Simpson et al., 2020; Benckendorff et al., 2019; Hall & Higham, 2018). Tourism infrastructure contributes to carbon emissions, energy consumption, and climate change impacts (Mondal & Samaddar, 2021; Gössling et al., 2020; Anser et al., 2020; Higgins-Desbiolles et al., 2021). These environmental challenges pose risks to the sustainability and resilience of tourist destinations. Addressing these issues requires a balanced approach that ensures the economic benefits of mass tourism are coupled with responsible and sustainable practices to preserve the environment and local communities.

Various studies have been conducted globally and at regional levels to examine the socio-economic and environmental impacts of mass tourism in different destinations (Arabadzhyan et al., 2021; Moyle *et al.*, 2022; Nijman, 2018; Omang et al., 2022; Okoi et al., 2022). In Nigeria, studies such as those conducted by Okafor (2021), Okello (2021), and Oyedele & Adagba (2020) have explored the socio-economic impacts and challenges of mass tourism on the hospitality industry and destination development. These studies have revealed that mass tourism serves as a significant catalyst for destination development, leading to job creation, tourism infrastructure development, and improved revenue and income for both the public and private sectors (Oyedele & Adagba, 2020; Khan et al., 2020). In the specific context of Cross River State, particularly Calabar, research has been conducted on the socio-economic impact of mass tourism, challenges in destination development, visitor arrivals, and the impact of festival activities on the hospitality industry and tourism support services (Okech, 2021; Toylan *et al.*, 2020; Agbu & Nzeribe, 2023; Idowu, 2021). However, there has been limited emphasis or critical analysis of the impact of mass tourism on the hospitality industry and tourism destination development of Calabar, Cross River State, Nigeria. This research aims to address this gap by assessing the population threshold and origin of tourist or visitor arrivals in the hospitality industry, examining tourism development remittances from the hotel industry to the government, analyzing the origin of tourist arrivals in the hospitality industry, and evaluating the length of stay of visitors in the hospitality industry.

Materials and method

This research was conducted in Cross River State taking into consideration Calabar the State capital of Cross State River State. Information such a tourist or visitors arrivals in the hospitality industry, tourism development remittance in the hotel industry to government, hotel growth rate, tourism development levies remittance by the hotel industry to government, origin of Tourist arrivals in hospitality industry, tourists arrival and purpose for mass tourism and visitors and length of stay in the hospitality industry. This information was obtained in hospitality industry (Hotels) from their daily records using a check list. Five hundred and forty copies of questionnaire were purposively administered to hotel industry staff to obtained information such as the challenges associated with mass tourism in the study area. Two hypotheses were formulated which include thus; there is no significant variation in the annual remittance of tourism development levies by the various categories of hotels in the study area. This was tested using the One-way

analysis of variance (ANOVA). The second hypothesis which state thus; there is no significant relationship between the increase in the number of tourists arrivals and the hotel industry growth rate in the study and was tested using Pearson Product Moment Correlation Co-efficient.

Results and Discussion

Origin of Tourist arrivals in hospitality industry (hotel industry)

The origin of tourists arrivals in the hospitality industry (hotels) is presented in Table 1. According to the data, respondents strongly agreed that Cuba was the origin of the highest percentage of tourists in the area, accounting for 16.34 percent (Eja & Amalu, 2017). Cameroon and India followed closely with values of 15.13 percent and 11.81 percent, respectively (Osonwa *et al*, 2015). China and Ghana were observed to be the origin of tourists with values of 11.30 percent and 9.99 percent, while South Africa accounted for 7.98 percent of the tourists (Eja *et al*, 2015). The data also showed that Brazil and the USA were the origin of tourists with values of 7.77 percent and 7.67 percent, respectively, followed by Togo with a value of 3.63 percent (Al Shehhi & Karathanasopoulos, 2020; Assaf *et al*, 2019; Aniah *et al*, 2009). Canada, Kenya, Ireland, and Germany had the lowest values of origin of tourists, with percentages of 3.13 percent, 3.03 percent, 1.21 percent, and 1.01 percent, respectively (Golestaneh, 2021; Eja *et al*, 2011).

Table 1: Origin of Tourist arrivals in hospitality industry

s/n	Origin of tourists	2016	2017	2018	2019	2020	2021	2022	Total	%
1	Cuba	59	55	19	16	0	11	2	162	16.34
2	South Africa	31	23	7	6	0	6	6	97	7.98
3	Brazil	38	35	0	1	0	-	3	77	7.77
4	Cameroon	50	46	7	2	0	21	24	150	15.13
5	Ghana	40	31	8	3	0	11	6	99	9.99
6	India	55	34	17	1	0	3	7	117	11.81
7	China	35	25	23	5	0	10	14	112	11.30
8	U.S.A	27	21	9	2	0	6	11	76	7.67
9	Kenya	12	7	0	3	0	2	6	30	3.03
10	Canada	12	9	0	1	0	5	4	31	3.13
11	Irish	8	0	0	0	0	2	2	12	1.21
12	Germany	0	0	5	1	0	1	3	10	1.01
13	Togo	11	2	5	4	3	2	9	36	3.63
	Total	378	282	100	45	3	80	97	991	100

Source: Field survey, 2023

Visitor’s arrival in the hospitality industry (Hotel 2016 - 2022)

The rate of visitors' arrival in the various hospitality industries (hotels) are presented in Table 2. Table 2 shows that the hotel with values of 37.04% and the hotel with values of 15.74% were the major hotels in the study. This means that these two hotels received the highest percentages of tourists compared to other hotels during the given period Agbu & Nzeribe, 2023; Buckley, 2012; Papatheodorou & Pappasi, 2017). Additionally, the table reveals that over 9.40% of the visitors visited another hotel, while 8.49%, 8.33%, and 8.28% of the visitors respectively stayed at minor hotels (Hall, 2019). Furthermore, 6.94% and 5.78% of the visitors arrived at the hotels mentioned (Li *et al*, 2020). From these findings, it can be concluded that Transcorp and Azari hotels experienced a higher number of tourist arrivals during the visiting periods from 2016 to 2022. These two hotels were the major hotels in terms of attracting international tourists in the study area (Ozturk & Arslan, 2021; Kilichov & Dolores, 2021; Bassil & Yap, 2023)

Table 2: Visitor’s arrivals in the hospitality industry (Hotel 2016-2022)

Hotels Year	2016	2017	2018	2019	2020	2021	2022	Total	Percentage
Azari	4320	7,014	10,236	15,245	431	2,345	5,361	44,952	15.74
Doris ‘O	3,564	5,678	5,956	3,961	275	956	3256	23,646	8.28
Transcorp	23,350	11,369	31,456	10,465	1,550	2,964	24,569	105,723	37.04
Pyramid	5,420	6,648	4,926	2,945	89	1,846	4945	26,819	9.40
Channel View	4,256	5,784	4975	3,364	45	1,356	3,985	23,765	8.33
Le-Cheaten 2	2,958	3,156	4,124	3,245	29	2,357	3,956	19,825	6.94
Blusea	3,895	2,561	4,213	2,952	14	2,841	-	16,476	5.78
Lasmoto	3,945	6,537	4,368	3,245	75	2,184	2,845	24,238	8.49
Total	51,747	48,747	70,254	45,422	2,508	16,849	49,917	285,44	100

Source: Field survey, 2023

Tourist’s arrivals and purposes for mass tourism

The rate of visitors arrivals in hotels and purposes for mass tourism in Calabar presented in table 3. Table 3 indicates the tourists were influence by difference purpose between 2013 to 2022 in the study area. The finding Shows that the carnival had great influence on mass tourism as it had a value of thirty nine thousand seven hundred and ninety seven (39,797) tourists between 2018 to 2022 in the hotel industry. (Hall, 2020; Debbage & Debbage 2019). It was also discovered that visitors who came for the purpose of visiting friends were more in numbers with a value of twenty six thousand nine hundred and seventy eight (26,978) tourists compared to recreation, business and expedition with values of fourteen thousand nine hundred and sixty eight (14,968), twenty thousand four hundred and sixty seven (20,467) and nine thousand five hundred and six (9,506) tourists respectively (Papadopoulou & Vogiazas, 2020. However, it was also noticed that in 2018 the majority of the visitors came for carnival purpose as it had a value of fourteen thousand three hundred and twenty five (14,325) tourist compared to other years under investigation. (Prideaux *et al.*, 2021)

Table 3: Tourists arrivals and purpose for mass tourism in the study area

Year	Tourists arrivals	Purpose for mass tourism					percentage
		Recreation	Visit friends	Business	Expedition	Carnival	
2013	7,680	778	3,862	2,399	641	0	
2014	10,920	1,985	5,928	2,184	823	0	
2015	6,892	573	3,643	2,177	499	0	
2016	4,957	299	2,505	1,864	289	0	
2017	6,988	596	3,477	2,327	588	0	
2018	15,984	3,793	1,753	1,899	2,662	14,325	
2019	22,223	2,951	1,985	2,031	931	12,325	
2021	11,307	1,998	1,032	2,351	321	5,695	
2022	13,156	1,995	2,793	3,235	2,752	7,452	
Total	100,107	14,968	26,978	20,467	9,506	39,797	

Source: Field survey, 2023

Tourism development remittance in the hotel industry to government

According to the findings presented in Table 4, the annual average tourism development remittances by "Two star" categories of hotels were significantly higher, with an average remittance of 2,757,063.0, compared to other hotel categories in the study area (Croes, *et al*, 2020). The table also indicates that 2021 experienced the highest annual average revenue remittance by the hotel industry in the study area, whereas the lowest average remittance occurred in 2020 (Buhalis, 2022). Moreover, the data reveals that the revenue remitted by hotels of different categories varies from year to year (Hall & Page, 2014). Consequently, these findings suggest a lack of commitment from the hotel industry in Calabar towards tourism development levies (Aniah & Eja, 2010). This means that the hotels industries in Calabar are not commitment to the tourism development levies.

Table 4: Annual tourism development levies remittance by the hotels to the government

Hotels Categorization	2016	2017	2018	2019	2020	2021	2022	Total remittance
No star Hotel	2,655,910.00	959,840.00	3,431,345.00	4,531,251.00	22,356	3,501,210.00	4,031,211.00	1913312.3
One star Hotel	305,930.00	1,203,101.00	3,212,351.00	4,250,734.00	11,265	4,935,250.00	3,213,250.00	1713188.1
Two star Hotel	2,457,858.00	3,982,674.00	6,341,102.00	4,340,815.00	15,568	6,131,256.00	4,301,357.00	2757063.0
Three star Hotel	3,785,653.00	2,346,457.00	5,945,489.00	3,025,347.00	10,628	5,356,755.00	3,132,342.00	2340257.1
Total	920,535.1	849,207.2	1,893,028.7	1,614,814.7	59,808	1,992,447.1	1,4678,16.8	8743820.5

Source: Tourism bureau, 2023

The hypothesis presented in Table 5 states that there is no significant variation in the annual remittance of tourism development levies among the different categories of hotels in the study area. However, the results obtained from the One-way analysis of variance (ANOVA) presented in Table 5 reveal a calculated F-value of 2.97, which is greater than the tabulated F-value of 2.49 at a significance level of 0.05. Based on these findings, the null hypothesis was rejected, and the alternative hypothesis was accepted. Therefore, it can be concluded that the annual remittance of tourism development levies significantly varies among the various categories of hotels in the study area.

Table 5: Result of One-way analysis of variance (ANOVA) of the difference in the annual remittance of tourism development levies by various categories of hotels in Calabar

Sources of variation	SS	Df	MS	F-value
Between group	321E+13	3	6.4218	
Within group	1.12E+14	36	3.1005	2.97
Total	1.44E=14	41		

Source: Data analysis, 2023

Visitor’s arrivals and hotel industry growth rate (2013-2022).

The analysis of visitor arrivals and hotel growth between 2013 and 2022, as presented in Table 6, reveals several significant findings. In 2019, the highest number of tourist arrivals was recorded, accounting for 22.20 percent, accompanied by a corresponding hotel industry growth rate of 18.36 percent (Tariq Humaid *et al*, 2021; Winkler, & Matarrita-Cascante, 2020). Similarly, in 2018 and 2022, the hotel industry experienced growth rates of 12.31 percent and 25.26 percent, respectively, while the rates of tourist arrivals stood at 15.97 percent and 13.14 percent (Horner & Swarbrooke, 2020). These figures indicate a modest increase in both visitor arrivals and the growth of the hotel industry.

The growth rate of the hotel industry saw a rise of 3.02 percent in 2014, indicating a slightly higher rate compared to the previous year (Mason, 2020). The upward trend continued in 2015, with a growth rate of 4.32 percent, signifying a continued expansion of both visitor arrivals and hotels (Preko, 2020). A significant acceleration in growth occurred in 2016, with a growth rate of 5.18 percent, demonstrating a notable expansion in both sectors (Adeola & Evans, 2020)

In 2017, the growth rate further increased to 8.21 percent, suggesting a substantial rise in visitor arrivals and the expansion of the hotel industry (Saarinen *et al*, 2017). The peak growth rate was achieved in 2018 at 12.31 percent, signifying a period of rapid growth and increased demand for visitor accommodations and hotel infrastructure (Mbaye & Tani, 2019). Although there was a slight decline in 2019 to 18.36 percent, this still represents a high growth rate, indicating a positive trend in the hotel industry (Okupe *et al*, 2018). Overall, the data reflects a general upward trend in both visitor arrivals and hotel growth from 2013 to 2022, with some fluctuations attributed to external factors such as the COVID-19 pandemic (Ajagbe *et al.*, 2022). Notably, the years 2018 and 2021 stand out as particularly robust periods of growth in the hotel industry (Okonkwo & Odey, 2018).

Table 6: Visitor’s arrivals and hotel industry growth rate (2013-2022).

s/n	Year	No. of tourists arrivals	Percentage	No. of hotel industry	Percentage	Hotel industry growth	Percentage
1	2013	7,680	7.67	9	8.04	9	1.94
2	2014	10,920	10.90	5	4.46	14	3.02
3	2015	6,892	6.90	6	5.36	20	4.32
4	2016	4,957	4.95	4	3.57	24	5.18
5	2017	6,988	6.98	14	12.50	38	8.21
6	2018	15,984	15.97	19	16.96	57	12.31
7	2019	22,223	22.20	28	25.00	85	18.36
8	2020	0	0	0	0	0	0
9	2021	11,307	11.29	14	12.50	99	21.40
10	2022	13,156	13.14	13	11.61	117	25.26
	Total	100107	100	112	100	463	100

Source: Field survey, 2023

The results from hypothesis 7, which tested the relationship between the number of tourist arrivals and the hotel industry growth rate in Calabar, are presented in Table 7. The result in table 6 reveals a correlation coefficient value of 0.79, indicating a strong positive relationship between the number of tourist arrivals and the rate of hotel industry growth in the study area (Eja et al, 2011). Additionally, the coefficient of determination yielded a value of 0.62, suggesting that 62% of the variation in hotel industry growth can be attributed to the increase in the number of tourists, while the remaining 38% is influenced by other factors such as infrastructure and related tourism activities in the study area (Tariq Humaid *et al*, 2021).

Moreover, the calculated t-value of 3.64 exceeds the tabulated t-value of 2.31 at a 0.05 significance level with 8 degrees of freedom (Naseem, 2021). Based on this finding, the null hypothesis is rejected, and the alternative hypothesis is accepted. Therefore, it can be concluded that there is a significant relationship between the increase in the number of tourists and the growth of the hotel industry in Calabar (Ali et al, 2021).

Table 7: Results of Pearson’s product moment correlation analysis of the relationship between increase in number of tourist and the growth of hotels in Calabar

Variables	Mean	SD	Cal. T	Rho	Tab.t.
Increase in Tourist Arrival	21.10	7.27	3.64	0.79	2.31
Growth of hotels	12447.50	6064.28			

Source: Data analysis, 2023

Origin of visitors and length of visitors stay in the hospitality industry

The origin of visitors and length of visitors stay in the hospitality industry presented in table 8. Comparing the origin countries, it can be observed that Cuba had the highest total number of visitors, with 133 individuals. This was followed by India with 105 visitors and Brazil with 73 visitors (Page & Hall, 2019). In terms of length of stay, the majority of visitors across all countries stayed for 1-3 days, ranging from 23 visitors from Brazil to 51 visitors from China (Ajake & Eja, 2005). When examining the distribution of visitors based on length of stay, the table reveals that the highest number of visitors staying for 1 day was from Cuba with 11 individuals, followed by India with 14 individuals (Ozturk & Arslan, 2021). On the other hand, Cameroon had the highest number of visitors staying for 1-3 days with 51 individuals, while China had the highest number of visitors staying for 3-5 days with 20 individuals (Eja et al, 2011). For stays of 5 days and above, Cuba had the highest number of visitors with 21 individuals (Williams *et al*, 2014). In terms of overall percentages, Cuba accounted for the highest proportion of visitors at 17.88%, followed by India at 14.11% and Cameroon at 11.70% (Higham & Miller, 2018). This indicates that these countries contributed significantly to the total number of visitors in the hospitality industry. Overall, the table provides a

comprehensive comparison of visitor origin and length of stay, highlighting the countries with the highest number of visitors and their respective durations of stay Bassil & Yap, (2023).

Table 8: Origin of visitors and length of stay in the hospitality industry

s/n	Origin of visitors	1 day	1-3 days	3-5 days	5 and above	Total	Percentage
1	Cuba	11	45	56	21	133	17.88
2	South Africa	2	29	19	9	59	7.93
3	Brazil	0	23	35	15	73	9.81
4	Cameroon	5	51	29	2	87	11.70
5	Ghana	3	28	31	17	79	10.61
6	India	14	41	23	7	105	14.11
7	China	0	51	20	12	83	11.15
8	U.S.A	0	36	18	1	55	7.40
9	Kenya	0	9	11	0	20	2.68
10	Canada	0	12	7	2	21	2.82
11	Irish	0	6	2	0	8	1.07
12	Germany	0	3	1	1	5	0.67
13	Togo	1	12	3	0	16	2.15
	Total	36	346	255	107	744	100

Source: Field survey, 2023

Challenges associated with mass tourism in the study area

The challenges associated with mass tourism presented in Table 9. Table 9 shows that over 18.90 percent and 17.60 percent of the sample respondents attest to the fact that increase in that rate and overcrowding were the measure challenges that are associated with mass tourism in the study area. (Gössling et al., 2020; Valderrama & Polanco, 2022). More so, it was discussed that 15.20 percent and 11.70 percent of the sample population also agreed that mass tourism contributes to increase in waste generation and urban pollution. (Hall, 2019; Fennell & de Grosbois, 2023). According, it was observed that 10.37 percent and 10 percent of the respondents are of the opinion that mass tourism gave rise to diffusion of indigenous culture and infection. Although, only 5.37 percent, 4.81 percent and 4.30 percent also agreed that mass tourism is associated with increase in diseases incidents, climate change and prostitution in the study area. However, only 2.22 percent of the sampled populations attest to the fact that mass tourism causes separation of homes (Saarinen, et al, 2017).

Table 9: Challenges associated with mass tourism in the study area

s/n	Challenges associated of mass tourism		
1	Cover crowding	95	17.60
2	Increase in crime rate	102	18.90
3	Increase in urban pollution	63	11.70
4	Increase in waste generation	82	15.20
5	Diffusion of indigenous culture	56	10.37
6	Increase in prostitution	23	4.30
7	Homes inflection	45	10.00
8	Increase in diseases incidents	29	5.37
9	Separation of involves	12	2..27
10	Cause climate change	26	4.81
11	Any other (Specify)	7	1.30
	Total	540	100

Source: Field survey, 2023

Conclusion

Mass tourism is one of the major catalyst that has led to the rapid growth of the hospitality industry and destination development especially a destination driven by tourism industry. This research has shown a vivid

account of the implications of mass tourism impact on the development of the hospitality industry and destination development in Calabar, Cross River State, Nigeria. The data collected and analyzed using appropriate tools revealed that many counties in the world are attracted to Cross River State particularly Calabar due to the rich Carnival Calabar which showcase the unique tourism heritage of the people. The study has also shown the hospitality industry has greatly benefited from mass tourism through tourists and visitors arrivals. Moreover, it was observed from the research findings that the longer days spend by tourist the more income or revenue id bring generated by both the public and private sector. A part from this, there is increase in hotel industry growth which as a result of increase in the rate of visitors arrival. Furthermore, the research findings also indicate that despite the significant impact of mass tourism on hospitality industry and destination development, it activities are not devoid of socio-economic challenges such overcrowding, inflation increase in crime rate among other in the study area. Therefore, an effective measure is hereby recommended to avert the menace that is associated with mass tourism in the study area.

Conflict of Interest

The authors report there are no competing interests to declare.

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