

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

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Citation: Ofem, N.O., Uttah, C., Etim, N.S., Ayeni, Q.O., Emeka, J.O., Ewuru, A.A., Eba, M.A.A., Eja, E.I., Abanbeshie, J., James, D.D., Achu, A.A., Otu, M.T., Akwaji, F.N., & Etta, E.O. (2024). EVALUATING THE IMPACT OF MASS TOURISM ON THE HOSPITALITY INDUSTRY AND TOURISM DESTINATION DEVELOPMENT OF CROSS RIVER STATE, NIGERIA. *Geojournal of Tourism and Geosites*, 55(3), 1208–1218. <https://doi.org/10.30892/gtg.55321-1293>

Abstract: This research aimed to evaluate the impact of mass tourism on the hospitality industry and tourism destination development in Cross River State, Nigeria. Primary and secondary data were collected through a checklist and questionnaire, and subsequently analyzed using one-way analysis of variance (ANOVA) and the Pearson Product Moment Correlation Coefficient. The findings indicated that Transcorp Hotel and Azari had the highest number of visitor arrivals, with Cuba contributing the largest percentage of tourists in the region. Moreover, the study identified overcrowding and an increase in crime rates as the primary challenges associated with mass tourism in the area. Consequently, the results emphasize the necessity of implementing effective measures to alleviate the negative impacts of overcrowding and address the challenges arising from mass tourism.

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

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INTRODUCTION

Mass tourism is the term used to describe the extensive travel trend wherein a significant number of individuals travel to a particular location (Weaver et al., 2022; Kayal, 2023). The hospitality industry encompasses several sectors, including lodging, food and beverage services, travel and tourism, and entertainment (Weaver et al., 2022; Kayal, 2023). In most tourism destination, researches conducted highlights the impact of mass tourism on tourism destinations, emphasizing its contribution to the revenue streams of hospitality industry operators, job creation, increased business investments, and stimulation of economic growth (Nunkoo et al., 2023). In 2019, international tourist arrivals reached an astounding 1.5 billion, underscoring the pivotal role of the industry in promoting global travel (Weaver et al., 2022; Kayal, 2023).

A pertinent example of this impact is Bali, Indonesia, which has witnessed significant growth in its hospitality industry, consequently transforming the island into a bustling tourist hotspot and generating substantial income and employment opportunities for the local populace (Grilli et al., 2021). The influence of mass tourism on the employment landscape in the hospitality industry is substantial. The surge in tourist numbers creates a heightened demand for a diverse array of services, resulting in job opportunities spanning accommodation, food and beverage, transportation, entertainment, and retail sectors (Maggiore et al., 2022; Nunkoo et al., 2023). Many destinations heavily reliant on tourism experience an expansion of tourism-related businesses, necessitating a larger workforce to cater to the needs of tourists and visitors, thus providing employment for both skilled and unskilled workers (Witt, 2019). Furthermore, the infrastructure developed around hospitality establishments, owing to tourism, not only generates income but also finances critical facilities, ensuring a comfortable stay for visitors in the destination (Witt, 2019). Local businesses such as restaurants, souvenir shops, tour operators, and craft producers benefit significantly from mass tourism, as observed in the empirical study by, leading to heightened sales and profitability (Adedoyin et al., 2023; Thommandru et al., 2023). Additionally, mass tourism encourages cultural exchange, plays a role in preserving and displaying local traditions, arts, and crafts, and thereby supports and revitalizes cultural heritage (Fang and Fang, 2020). Traditional festivals, which serve as sources of revenue for hospitality industry operators, are further encouraged through the phenomenon of mass tourism (Yabanci, 2023).

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; Raihan, 2023). In Nigeria, studies such as those conducted have explored the socio-economic impacts and challenges of mass tourism on the hospitality industry and destination development (Metilelu et al., 2023; Adedeji, 2023). 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 (Adedeji, 2023; 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 (Marima, 2021; Toylan et al., 2020; Agbu and Nzeribe, 2023; Idowu, 2021). Numerous studies have delved into the intricacies of tourism development and its socio-economic implications on destinations, as evidenced by the works of scholars such as (Taneja, 2023; Wasaya et al., 2024). From a global perspective, research underscores that mass tourism brings about both environmental and socio-cultural benefits, exerting a substantial influence on the host region (González-García et al., 2022; Iqbal and Ahmed, 2022; De Simone et al., 2023).

Further investigations propose that mass tourism fosters cultural exchange and social integration (Prempeh, 2022). However, amidst these contributions, challenges tied to mass tourism emerge, encompassing an upsurge in crime rates, inflation, and heightened waste generation in tourism destinations. Significantly, despite the considerable body of research by various scholars on mass tourism and its environmental ramifications, none have specifically addressed the scenario in Cross River State, particularly in Calabar. This research endeavor is dedicated to evaluating the impact of mass tourism on the hospitality industry and the holistic development of tourism destinations in Cross River State, Nigeria.

The study's precise objectives encompass investigation into the origin of tourist arrivals in the hospitality sector, a detailed analysis of visitor arrivals in hotels spanning the period from 2016 to 2022, an exploration of the motivations driving mass tourism, an assessment of remittances for tourism development within the hotel industry to the government, assessing the hotel industry's growth rate in relation to visitor arrivals from 2013 to 2022, an inquiry into the origin of visitors and duration of their stay in the hospitality industry and the challenges associated with mass tourism in the study area. The research findings emphasize that the introduction of the carnival in the study has played a pivotal role in promoting mass tourism. Nevertheless, this influx of tourism has resulted in a simultaneous increase in the crime rate in the study area. The study has revealed that the hospitality industry, notably in Calabar, Cross River State, has made significant contributions to the government's revenue. Despite these positive contributions, the research seeks to offer valuable insights into the challenges confronting the hospitality sector in the study area. Its goal is to empower diverse stakeholders in the industry, enabling them to gain a better understanding of and navigate through the constraints associated with the local hospitality sector in the study area. However, the data utilized for this study primarily originated from records within the hospitality industry which were only provided by the hospitality management in the study area.

LITERATURE REVIEW

Mass tourism stands out as a powerful driver of economic growth within tourism destinations, generating substantial employment opportunities. Scholars affirm that the tourism sector holds a significant capacity to create both direct and indirect jobs, spanning roles from hotel staff and tour guides to artisans and transportation services (Ali, 2023). The economic importance of mass tourism extends further to revenue generation, infusing essential funds into the local economy, as emphasized by the World Travel and Tourism Council. Tourism-related spending significantly contributes

to the Gross Domestic Product (GDP) of numerous destinations, offering crucial support to businesses such as hotels, restaurants, and local attractions (Qamari et al., 2023). Overall, mass tourism has become a global phenomenon, attracting millions of tourists to popular destinations each year. The activities associated with mass tourism have resulted in various environmental consequences. These include overcrowding, increased demands for water, energy, and materials related to accommodation, transportation, and recreational activities, ultimately leading to damage to the destination's image (Bai and Ran, 2022; Perkumienė et al., 2023; Zulfaqar et al., 2023). In most tourism destinations, mass tourism acts as a facilitator of cultural exchange by bringing together individuals from diverse backgrounds. Tourists actively engage with local customs, traditions, and arts, contributing to a vibrant tapestry of cultural experiences.

Additionally, fragile ecosystems are at risk of disruption due to activities like hiking, off-road vehicle use, and wildlife interactions, which can cause soil erosion, trampling of vegetation, and disturbance of wildlife habitats (Simpson et al., 2020; Enríquez de Salamanca et al., 2023; Huddart et al., 2020; Alrawaf et al., 2023). The construction and operation of tourism infrastructure to cater to mass tourism also contribute to carbon emissions and energy consumption, exacerbating the issue of climate change impacts such as rising temperatures, sea-level rise, and extreme weather events in tourism destinations, which can lead to displacement of settlements and unfavorable living conditions for residents (Samaddar and Mondal, 2023; Irfan et al., 2023; Anser et al., 2020; Higgins-Desbaillet et al., 2021).

This interaction fosters mutual understanding and tolerance, nurturing a global perspective (Marujo and Casais, 2021). Moreover, mass tourism plays a pivotal role in the preservation of cultural heritage. Revenue generated from entrance fees and tourism often contributes to the maintenance and restoration of historical sites and monuments, ensuring their longevity for future generations (Smith, 2021). The demand stimulated by mass tourism frequently drives destinations to enhance their infrastructure. Investments in transportation, public facilities, and amenities not only improve overall accessibility, thereby enhancing the visitor experience, but also bring positive impacts to local residents and businesses (Kanwal et al., 2020). Studies consistently underscore the challenges that most tourism destinations face in managing the impact of mass tourism. These challenges often materialize in the form of community-focused infrastructure projects, encompassing initiatives like affordable housing and measures aimed at preserving the city's cultural heritage (El Archi et al., 2023). Furthermore, scholars accentuate the environmental consequences of mass tourism, contending that it profoundly shapes infrastructure development. The escalating demand for hotels, resorts, and recreational facilities may result in urbanization, habitat degradation, increased energy consumption, and heightened waste generation (Blasi and De Noni, 2023; Peterson, 2023).

In response to environmental concerns, several tourism destinations, exemplified by Amsterdam, have proactively implemented sustainable tourism initiatives. These endeavors highlight the importance of eco-friendly infrastructure development and the adoption of responsible tourism practices (Li et al., 2023; Teo and Divakar, 2022). Furthermore, the adverse environmental impact of mass tourism in African destinations, such as pollution, habitat destruction, and improper waste disposal, presents a significant challenge (Baitalik and Bhattacharjee, 2023; Holden et al., 2022).

In Nigeria, mass tourism places immense pressure on existing tourism infrastructure, encompassing transportation, accommodation, and sanitation facilities. Cross River State, renowned for its rich cultural festivals, particularly the acclaimed carnival, has witnessed a surge in mass tourism (Mbaiwa and Siphambe, 2023). The annual carnival has attracted a considerable influx of visitors and tourists, contributing to an overall increase in footfall to the state (Bradbury et al., 2023). However, the grand cultural festival often contends with challenges related to inadequate infrastructure, underdeveloped transportation networks, and insufficient accommodation facilities and public amenities in Calabar (Tullett et al., 2022; Obijuru, 2023; Jimoh, 2022). Despite these challenges, the Calabar Carnival remains a global attraction, drawing visitors from around the world who not only attend the event but also showcase their unique identities on an international stage (Ejikeme, 2023). This research study therefore, evaluates the impact of mass tourism on hospitality industry and tourism destination development of Cross River State, Nigeria.

MATERIALS AND METHODS

The study evaluates the impact of Mass tourism on hospitality industry and tourism destination development of Cross River State, Nigeria. Check list and questionnaires were the major tool used in data collection,

However, five hundred and forty respondents drawn from the hospitality industry (Hotels) constitute the sample size for the study. The sample size was purposely selected due to the information and the data needed for the study. 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 (hotels) were obtained from the hotels record with the aid of a checklist. Furthermore, 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 in this research work. Hypothesis one state thus; there is no significant relationship between the increase in the number of tourist's arrivals and the hotel industry growth rate in the study. Hypothesis tested using Pearson Product Moment Correlation Co-efficient which is mathematically represented as:

$$r = \frac{N\sum xy - (\sum x)(\sum y)}{\sqrt{[(N\sum x^2) (\sum x)^2] [N\sum Y^2) - (\sum Y^2)]}}$$

Where: r = Correlation Coefficient; X= Number of tourists arrivals; X= Number of tourists arrivals; Y²= Number of hotels in each successive year; N= Number of variables; \sum = Summation; $\sum X$ = Sum of X (independent variable); $\sum Y$ =Sum of Y (dependent variable)

However, the independent variable in this hypothesis was the number of tourists arrivals (x) while the dependent variable was the number of hotels in each successive year. Hypothesis is stated thus; there is no significant variation in the annual remittance of tourism development levies by the various categories of hotels in the study area. The second hypothesis was tested using One-way analysis of variance (ANOVA) which is mathematically presented as:

$$TSS = B + WSS \quad \text{Where: } BSS = \frac{\sum(\sum x^2) - (\sum \sum x)^2}{N} \quad WSS = \frac{\sum \sum x^2 - \sum(\sum x)^2}{N}$$

Degree of freedom for BSS; $df_B = k-1$; Degree of freedom for WSS; $df_w = N-K$

$$MBS = \frac{BSS}{df_B} \quad \text{or} \quad \frac{BSS}{K-1} \quad MWS = \frac{WSS}{df_w} \quad \text{or} \quad \frac{WSS}{N-K} \quad F = \frac{MBS}{MWS}$$

K = number of samples or groups (sampled support zone communities); N = number of observations in the sample; X = mean for all observations (grand mean); F = fisher ratio; \bar{X}_i = mean for the first sample; $\sum \sum$ = the sum of all the items (k column); TSS = total sum of squares; BSS = between sample sum of squares; WSS = within sample sum of squares

In hypothesis 3 the independent variable was the various categories of hotels (No star to three star) while the dependent variable was the annual remittance of tourism development levies by the various categories of hotels.

RESULTS AND DISCUSSION

Origin of Tourist arrivals in hospitality industry (hotel industry)

Respondents strongly agreed that Cuba has the highest percentage of tourist arrivals in the hospitality industry within the study area, contributing to 16.34 percent of the total. The breakdown of the origin of tourist arrivals in the hospitality industry (hotels) is detailed in Table 1. Following closely, Cameroon and India recorded values of 15.13 percent and 11.81 percent, respectively. China and Ghana were identified as the origins of tourists, accounting for 11.30 percent and 9.99 percent, while South Africa represented 7.98 percent of the total tourist influx. Additionally, Brazil and the USA emerged as key sources of tourists, each contributing values of 7.77 percent and 7.67 percent, respectively, with Togo following at 3.63 percent. On the lower end, Canada, Kenya, Ireland, and Germany registered the lowest percentages as origins of tourists, with figures of 3.13 percent, 3.03 percent, 1.21 percent, and 1.01 percent, respectively (Table 1).

Table 1. Origin of Tourist arrivals in hospitality industry (Source: Field survey, 2023)

s/n	Origin of tourists	2016	2017	2018	2019	2020	2021	2022	Total	Percentage
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

Table 2. Visitor's arrivals in the hospitality industry (Source: Field survey, 2023)

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

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

The data on visitor arrival rates in various hospitality industries, specifically hotels, indicates that the hotel with a rate of 37.04 percent and another with a rate of 15.74 percent emerged as the primary establishments in the study. These two hotels attracted the highest percentages of tourists compared to their counterparts during the specified period (Figure 1).

Additionally, the table illustrates that 9.40 percent of visitors opted for alternative accommodations, while 8.49 percent, 8.33 percent and 8.28 percent of visitors, respectively, chose to stay in minor hotels. Moreover, 6.94 percent and 5.78 percent of visitors were recorded to have arrived at the mentioned hotels. Based on these findings, it can be inferred that Transcorp and Azari hotels experienced a greater influx of tourists during the period spanning from 2016 to 2022 (Table 2, Figure 2).

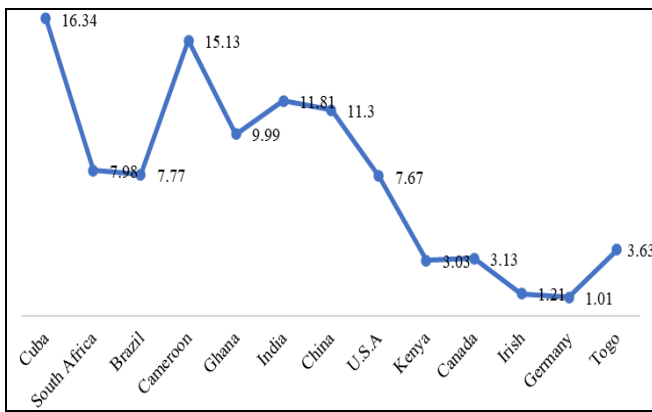


Figure 1. Origin of tourists' arrivals in hospitality industry (Source: based on the authors' calculations)

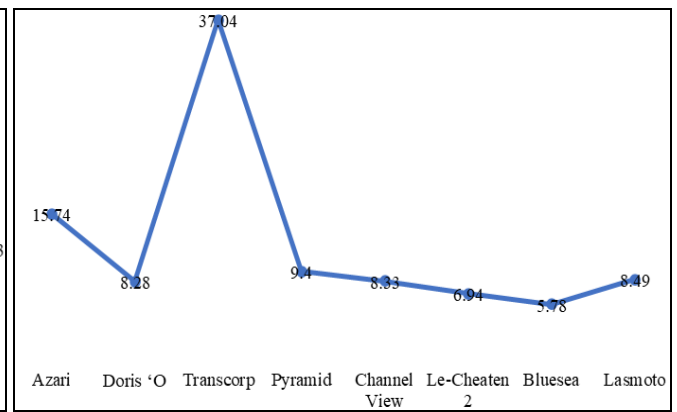


Figure 2. Visitor's arrivals in the hospitality industry (Source: based on the authors' calculations)

Tourist's arrivals and purposes for mass tourism

The influx of visitors to hotels and the various motivations for mass tourism in Calabar indicate that tourists in the study area were influenced by different purposes from 2013 to 2022. Notably, the carnival had a significant impact on mass tourism, attracting a substantial number of tourists with a value of 35.62 percent. Furthermore, a higher number of visitors came for the purpose of visiting friends, totaling 24.14 percent tourists, as compared to those arriving for recreation, business, and expedition, with values of 13.40, and 8.51 percent of tourists. It is noteworthy that in 2018, 2019 and 2022 recorded the highest number visitors who weredrawn to Calabar for carnival-related activities, reaching a value of 24.40 percent, 20.20 percent and 18.20 percent tourists, surpassing other years under investigation (Table 3) (Figure 3, Figure 4).

Table 3. Tourists arrivals and purpose for mass tourism in the study area (Source: Field survey, 2023)

Year	Tourists arrival	Purpose for mass tourism					Total	Percentage
		Recreation	Visit friends	Business	Expedition	Carnival		
2013	7.680	778	3.862	2.399	641	0	7680	7.67
2014	10.920	1.985	5.928	2.184	823	0	10920	10.90
2015	6.892	573	3.643	2.177	499	0	6892	6.88
2016	4.957	299	2.505	1.864	289	0	4957	4.95
2017	6.988	596	3.477	2.327	588	0	6988	6.98
2018	15.984	3.793	1.753	1.899	2.662	14.325	24432	24.40
2019	22.223	2.951	1.985	2.031	931	12.325	20223	20.20
2021	11.307	1.998	1.032	2.351	321	5.695	11397	11.38
2022	13.156	1.995	2.793	3.235	2.752	7.452	18227	18.20
Total/	111.716	14.968	26.978	20.467	9.506	39.797		100
Percentage		13.40	24.14	18.32	8.51	35.62	111.716	

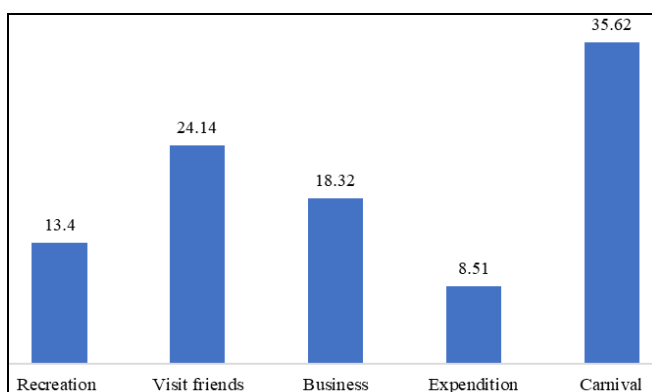


Figure 3. Purpose of mass tourism

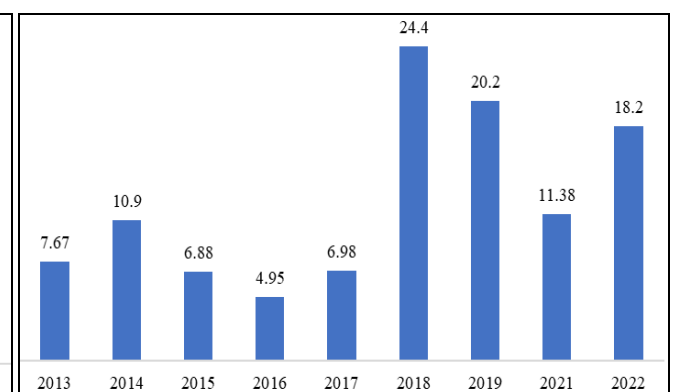


Figure 4. Years of tourists arrival

Tourism development remittance in the hotel industry to government

The "Two-star" category of hotels exhibited significantly higher annual average tourism development remittances, registering an average remittance of 2,757,063.0, as compared to other hotel categories in the study area. Notably, the year 2021 witnessed the highest annual average revenue remittance by the hotel industry in the study area, while the lowest average remittance occurred in 2020. Furthermore, the data indicates that the revenue remitted by hotels of different categories varies from year to year. Consequently, these findings imply a lack of commitment from the hotel industry in Calabar towards tourism development levies, suggesting a general lack of commitment from the hotel industry in Calabar to fulfill their obligations regarding tourism development levies (Table 4).

The outcomes derived from the tested hypothesis suggest that there is no noteworthy variation in the annual remittance of tourism development levies among the distinct hotel categories in the study area. However, the One-way analysis of variance (ANOVA) results further indicate a computed F-value of 2.97, surpassing the tabulated F-value of 2.49 at a significance level of 0.05. Based on these findings, the null hypothesis was dismissed, and the alternative hypothesis was embraced. Consequently, it can be inferred that the annual remittance of tourism development levies significantly differs among the diverse categories of hotels in the study area (Table 5).

Table 4. Annual average tourism development levies remittance by the hotels to the government (Source: Field survey, 2023)

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

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 (Source: Field survey, 2023)

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		

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

The examination of visitor arrivals and hotel growth spanning the years 2013 to 2022 reveals that 2019 marked the pinnacle with the highest number of tourist arrivals, constituting 22.20 percent, coinciding with a corresponding hotel industry growth rate of 18.36 percent. 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. The growth rate of the hotel industry exhibited an uptick of 3.02 percent in 2014, signaling a slightly increased rate compared to the previous year. This upward trajectory persisted in 2015, with a growth rate of 4.32 percent, indicative of sustained expansion in both visitor arrivals and hotel infrastructure. A noteworthy acceleration in growth materialized in 2016, registering a growth rate of 5.18 percent, underscoring a pronounced expansion in both sectors.

In 2017, the growth rate further escalated to 8.21 percent, suggesting a substantial surge in visitor arrivals and the expansion of the hotel industry. The zenith of growth rate was attained in 2018 at 12.31 percent, symbolizing a phase of rapid expansion and heightened demand for visitor accommodations and hotel infrastructure. Despite a slight dip in 2019 to 18.36 percent, this still represents a robust growth rate, indicating a positive trajectory in the hotel industry. Overall, the data reflects a prevailing upward trend in both visitor arrivals and hotel growth from 2013 to 2022, with occasional fluctuations attributable to external factors, such as the impact of the COVID-19 pandemic. Notably, the years 2018 and 2021 emerge as particularly robust periods of growth in the hotel sector (Table 6).

Table 6. Visitor's arrivals and hotel industry growth rate (Source: Field survey, 2023)

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

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 (Source: Field survey, 2023)

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			

The findings derived from the tested hypothesis, exploring the correlation between tourist arrivals and the growth rate of the hotel industry in Calabar, demonstrate a robust positive association between the number of tourist arrivals and the pace of expansion in the hotel sector. This is substantiated by a correlation coefficient value of 0.79. Moreover, the coefficient of determination, yielding a value of 0.62, indicates that 62% of the variability in hotel industry growth can be

ascribed to the surge in tourist numbers. The remaining 38% is influenced by diverse factors, such as infrastructure and other tourism-related activities within the study area. Furthermore, 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. This outcome leads to the rejection of the Null hypothesis and the acceptance of the alternative hypothesis, confirming a significant relationship between the upswing in tourist numbers and the growth of the hotel industry in Calabar (Table 7).

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

When comparing the origin of visitors and the duration of their stay in the hospitality industry, it was evident that Cuba had the highest total number of visitors, with 133 individuals, followed by India with 105 visitors and Brazil with 73 visitors. Concerning the length of stay, the majority of visitors from all countries opted for a stay of 1-3 days, ranging from 23 visitors from Brazil to 51 visitors from China. Conversely, Cameroon had the highest number of visitors staying for 1-3 days, totaling 51 individuals, while China led in the category of visitors staying for 3-5 days, with 20 individuals for stays of 5 days and above; Cuba followed closely with 21 individuals. Examining the overall percentages, Cuba represented the highest proportion of visitors at 17.88%, trailed by India at 14.11%, and Cameroon at 11.70%. This underscores the significant contribution of these countries to the total number of visitors in the hospitality industry (Table 8).

Table 8. Origin of visitors and length of stay in the hospitality industry (Source: Field survey, 2023)

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

Challenges associated with mass tourism in the study area

The challenges linked with mass tourism indicate that 18.90 percent and 17.60 percent of the respondents in the sample acknowledge that the increase in the rate of tourism and overcrowding are significant challenges associated with mass tourism in the study area. Additionally, it was noted that 15.20 percent and 11.70 percent of the sample population also concurred that mass tourism contributes to an increase in waste generation and urban pollution. Furthermore, the study revealed that 10.37 percent and 10 percent of the respondents believe that mass tourism leads to the diffusion of indigenous culture and the spread of infections. Although, a smaller percentage, specifically 5.37 percent, 4.81 percent, and 4.30 percent, also agreed that mass tourism is associated with an increase in disease incidents, climate change, and prostitution in the study area. However, only 2.22 percent of the sampled population attests to the fact that mass tourism causes the separation of homes (Table 9).

Table 9. Challenges associated with mass tourism in the study area (Source: Field survey, 2023)

s/n	Challenges associated of mass tourism	Respondents	Percentage
1	over 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

Discussion of findings

The hospitality industry in Calabar has significantly drawn visitors and tourists from various corners of the globe. Research findings highlight that hotels, as a subset of the hospitality sector in Calabar, have hosted numerous visitors and tourists from countries like Cuba, Kenya, and Ghana during mass tourism events in Calabar. This observation is consistent with the studies conducted by scholars such as (Golestaneh, 2021; Duruibe and Van Der Merwe, 2022; Ntamu, 2023; Agbabiaka et al., 2023). Furthermore, this underscores the idea that most establishments in the hospitality industry provide a welcoming atmosphere for visitors, as emphasized by (Al Shehhi and Karathanasopoulos, 2020; Goffi et al., 2022;

Adeyanju et al., 2022). The research also illustrates that the evolution of tourism and the hospitality industry has shaped the preferences of visitors and tourists, particularly in choosing a specific category of hotel in Calabar. This aligns with the research conducted by (Agbu and Nzeribe, 2023; Badmus, 2023; Eneyo et al., 2023). Moreover, the study substantiates the notion that a majority of visitors and tourists prioritize hotels with excellent facilities, with only a small percentage considering affordability in Calabar. This mirrors the empirical findings of this research, consistent with the studies conducted by scholars such as (Bassil and Yap, 2023; Ozturk et al., 2022; Li et al., 2020; Chege, 2021).

Additionally, scholars emphasize the importance of basic social amenities and programs to support community livelihoods, especially for those residing within national park ecosystems. This perspective is reinforced by the research of (Puplampu and Boafo, 2021; Pauleit et al., 2021; Kovalenko et al., 2023). The research findings reveal that Calabar attracts numerous visitors and tourists who opt to extend their stay for various reasons. The study emphasizes the substantial impact of tourism events on the hospitality industry, highlighting visitors and tourists as pivotal contributors to arrivals at any given destination (Prideaux et al., 2021; Fang and Fang, 2020; Debbage and Debbage, 2019).

Furthermore, the research indicates that hotels annually contribute revenue to the state government through taxation. This correlation aligns with empirical studies demonstrating that the hospitality industry consistently contributes revenue to governments (Buhalis, 2022; Croes et al., 2020; Kubickova and Martin, 2020; Manishimwe et al., 2023). Consequently, the findings suggest a lack of commitment from hotel operators towards remitting tourism development levies to the government, thereby significantly impacting the state government's revenue. This assertion is supported by the observations and echoes the insights of those who contend that insufficient remittances from the hospitality industry can adversely affect government revenue (Tariq Humaid Almaskari et al., 2021; Winkler and Matarrita-Cascante, 2020; Horner and Swarbrooke, 2020). This sentiment is also corroborated by the empirical findings of (Ajagbe, et al., 2022; Seyfi et al., 2022).

The research uncovers a notable upswing in the hotel industry in Calabar, signaling a period of rapid expansion and heightened demand for visitor accommodations and hotel infrastructure. These empirical findings are in line with studies conducted by (Tariq Humaid Almaskari et al., 2021; Naseem, 2021; Ali et al., 2021; Ahmad et al., 2022). Moreover, threats to the sustainability of the hospitality industry, such as crime rates, overcrowding, and an increase in waste, were identified. This assertion is substantiated by the empirical work of (Irfan et al., 2023; Valderrama and Polanco, 2022; Kubickova and Martin, 2020; Fennell and de Grosbois, 2023). Similarly, an analysis of visitor distribution based on the length of stay indicates that numerous visitors from different countries spend leisure time in the hospitality industry in Calabar. This finding aligns with the emphasized assertion that most tourists are attracted to destinations with a well-established hospitality industry (Eneyo et al., 2023). This assertion finds support in the empirical works of (Bassil and Yap, 2023; Ozturk et al., 2022; Cook et al., 2020; Ahmad et al., 2022). Notably, these viewpoints closely resonate with the challenges elucidated in this study regarding mass tourism and its repercussions on the development of the hospitality industry in Cross River State.

CONCLUSION

The statistical analyses carried out on the two hypotheses yield valuable insights into the intricacies of tourism remittances and their effects on the local hotel industry. The observed disparities in annual tourism remittances across various hotel categories underscore the necessity for a nuanced comprehension of the factors influencing financial contributions to local tourism development. The outcomes of the first hypothesis, revealing a significant divergence in the annual remittance of tourism development levies among different hotel categories, imply that the current system may lack universal effectiveness. This calls for a reassessment of existing policies and strategies governing financial obligations related to tourism for hotels. The rejection of the null hypothesis in favor of the alternative hypothesis suggests that tailored approaches based on specific hotel categories may be more fitting.

Similarly noteworthy are the findings of the second hypothesis, establishing a substantial correlation between increased tourist arrivals and the expansion of the hotel industry in Calabar. The acceptance of the alternative hypothesis underscores the interconnected nature of tourism and the hospitality sector. This correlation highlights the potential for strategic alignment and collaboration between tourism promotion efforts and hotel development initiatives to leverage the positive trends identified in the study. Nevertheless, the study identifies pressing challenges that pose significant threats to the sustainability of the hospitality industry in Calabar. Factors such as crime rates and overcrowding emerge as critical issues requiring urgent attention. Addressing these challenges is imperative to cultivate an environment conducive to tourism and ensure the long-term success of the hospitality sector. Collaborative efforts among stakeholders, including local authorities, hoteliers, and community leaders, are essential to implementing effective measures that enhance safety and mitigate the adverse impacts of overcrowding. This research not only enhances the academic comprehension of tourism remittances and their impact on the hotel industry but also provides practical insights for policymakers and industry stakeholders.

The acknowledged diversity in remittances emphasizes the necessity for customized strategies, while the recognized correlation between tourist arrivals and hotel industry growth indicates prospects for strategic collaboration. Nevertheless, addressing the identified threats is imperative to cultivate a sustainable and flourishing hospitality sector in Calabar.

Author Contributions: Conceptualization, E.I.E and N.O.O.; methodology, E.I.E and N.S.E.; software, M.A.E. and J.A.; validation, E.I.E. and C.U. and D.D.J.; formal analysis, N.O.O. and E.I.E. and M.A.E.; investigation, N.O.O. and D.D.J. and N.S.E.; data curation, E.I.E. and N.O.O. and N.S.E. and M.A.E; writing - original draft preparation, N.S.E. and Q.O. A. and J.A. and A.A.E.; writing - review and editing, E.I.E. and N.O.O. and A.A.E. and C.U. and Q.O. A. and M.A.E.; visualization, C.U. and J.A. and N.S.E. and E.I.E. and Q.O. A. and D.D.J.; supervision, N.S.E. and E.I.E. and N.O.O. and Q.O. A. and M.A.E.; project administration, C.U. and D.D.J. All authors have read and agreed to the published version of the manuscript.

Funding: Not applicable.

Institutional Review Board Statement: Not applicable.

Informed Consent Statement: Not applicable.

Data Availability Statement: The data presented in this study may be obtained on request from the corresponding author.

Acknowledgements: Goes to the management and operators of the hotel industry, along with the Cross River State Tourism Bureau, for their support and approval for conducting this research. Additionally, we extend our gratitude to the hotel staff for their valuable time and cooperation during the fieldwork, allowing us to gather essential insights.

Conflicts of Interest: The authors declare no conflict of interest.

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