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EXPLORING INTRA-CITY TRANSPORTATION SYSTEM AS A CATALYST FOR SUSTAINABLE TOURISM DEVELOPMENT IN CALABAR, NIGERIA

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Abstract: This research explores the role of intra-city transportation systems as a catalyst for sustainable tourism development in Calabar, Nigeria. Three key tourism sites, Aqua-vista Resort, Marina Resort, and Orange Resort were selected as indicators of tourism development. Data was collected using questionnaires. Findings reveal that mini buses, tricycles, and commercial buses serve as major drivers of sustainable tourism development. Improved accessibility to tourist attractions and enhanced tourist mobility were identified as significant impacts of these transportation systems. Furthermore, intra-city transportation boosts government revenue, creates employment opportunities, and stimulates business growth. Integration with tourism services and increased access to

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culinary and cultural experiences were also notable influences on tourist mobility. However, challenges such as high transportation costs and inefficient traffic management were identified. The study's hypothesis test shows a positive correlation between transportation systems and tourism development. This research underscores the importance of intra-city transportation development as a critical component for sustaining tourism growth and offers insights for stakeholders in tourism planning and management.

Keywords: Calabar, catalyst, tourism development, sustainable tourism development, intra-city transportation

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INTRODUCTION

Intra-city transportation systems are crucial for the effective development of tourism in urban areas, as they greatly impact the efficiency and accessibility of travel within a city Mohammadpour and Mehrjou (2023). Efficient transportation networks facilitate the movement of visitors, enhancing their overall experience and supporting the goals of sustainable tourism development (Zientara et al., 2024). Well-structured public transit systems, including buses, trains, and bike-sharing programs, are vital for tourists to access various attractions and amenities (Fusté-Forné and Michael, 2023). Cities with advanced transportation infrastructures, such as Paris and Tokyo, provide seamless travel experiences that boost visitor satisfaction and encourage longer stays (Fan et al., 2022). Sustainable tourism development seeks to balance environmental impacts with economic and social benefits (Buhalis et al., 2023). Effective intra-city transportation systems contribute to this balance by reducing dependence on private vehicles, thus lowering traffic congestion and emissions (Šaparnienė et al., 2022; Shezi, 2023). Cities like Copenhagen, for instance, have successfully implemented bike-sharing programs and pedestrian-friendly infrastructure to promote eco-friendly travel options for tourists (Jordi-Sánchez et al., 2022). However, tourism development is a vital aspect of economic growth and regional development, and it can be evaluated through various indicators that reflect the effectiveness, sustainability, and overall impact of tourism activities within a destination (Göktaş and Çetin, 2023; Baloch et al., 2023). Tourism development encompasses a wide range of tourism infrastructure such as transportation, accommodation, and tourism facilities, whose access is significantly facilitated by intra-city transportation (Nazneen et al., 2021). Accordingly, tourism development indicators, such as tourist attractions and recreational facilities, are crucial for attracting visitors and encouraging longer stays (Agyeiwaah, 2020).

Intra-city transportation systems play a crucial role in the sustainable development of urban tourism worldwide. These systems facilitate access to tourist destinations, improve mobility for visitors, and generate important socio-economic benefits such as employment and revenue generation. Intra-city transportation, which encompasses buses, trams, taxis, subways, and ridesharing services, is vital for urban mobility, and its impact on tourism is undeniable (Moghaddam et al., 2022). The availability and efficiency of these systems significantly affect tourists' ability to explore destinations, enhancing their overall satisfaction and increasing the likelihood of repeat visits (Hernández et al., 2021). Cities such as Singapore and Copenhagen have established advanced public transportation networks that contribute to sustainable urban tourism by providing eco-friendly transit options (Alshammari et al., 2022; Gulc and Budna, 2024). These systems not only ease mobility for tourists but also promote environmentally responsible travel behaviors, offering visitors a more authentic local experience (Rześny-Cieplińska., 2023; Pagoni and Papatheodorou, 2024). Moreover, the development of public transportation infrastructure frequently results in job creation within the transport sector, fueling economic growth (Ntramah et al., 2023; Herawatie et al., 2024). The impact of efficient transport systems on promoting business growth by increasing tourist access to underdeveloped areas further broadens tourism's reach (Samunderu, 2023). Similarly, efficient intra-city transportation systems in Caribbean countries like Trinidad and Tobago, Honduras, and Barbados have enhanced tourism development by improving access to urban areas (Jaiswal et al., 2022; Weng et al., 2024). These systems, which consist of buses, taxis, and ride-sharing services, reduce travel time and costs for tourists, contributing to a better travel experience and supporting environmental conservation efforts (Yi et al., 2020; Rastegar and Becken, 2024). In West Africa, the expansion and modernization intra-city transportation system are seen as critical elements for advancing tourism development and promoting sustainability (Ahijo, 2022; Salisu et al., 2022). Moreover, regional collaboration between West African countries can foster the creation of integrated transportation networks that connect major cities and tourist destinations across borders.

Moreover, regional collaboration between West African countries can foster the creation of integrated transportation networks that connect major cities and tourist destinations across borders (Joseph, 2023; Bénichou, 2023; Samunderu, 2023). In South Africa, cities such as Johannesburg, Cape Town, and Pretoria offer a variety of transportation options, including the Gautrain, MyCiTi Bus, and Rea Vaya Bus Rapid Transit systems. These intra-city transportation systems improve tourist access to attractions sites, enhance mobility, and contribute to local economic growth by creating jobs (Okyere-Manu, 2023; Tavakkolimoghaddam et al., 2022; Van der Berg and du Plessis, 2022). These developments increase the region's competitiveness as a tourism destination and create new opportunities for sustainable tourism growth (Kouskoura et al., 2024).

Furthermore, cities like Accra, Lagos, and Dakar, significant progress is being made in developing intra-city transportation systems to support sustainable tourism (Brugulat-Panés et al., 2023; Lartey and Glaser, 2024). Again, the Lagos BRT system and Accra's planned light rail project are key advancements, providing tourists with affordable access to major destinations, while boosting access to tourist attractions, local businesses and economic growth (Harber, 2023; Aderibigbe and Olajide, 2023). These systems enhance urban mobility and support nearby retail and hospitality sectors by promoting foot traffic around transportation hubs (Tardivo, 2021). Intra-city transportation networks are essential for the sustainable tourism and encompassing buses, trams, metro systems, and ride-sharing services, offer tourists diverse ways to explore cities, enhancing their travel experiences (Adeola and Evans, 2020; Pašalić et al., 2023). More so, ride-sharing services and

mobility platforms also increase travel flexibility, highlighting the importance of transportation in tourism development (Mitropoulos et al., 2023). Despite these advancements, challenges such as inadequate infrastructure and limited transportation options hinder tourists' ability to access key attractions in most West Africa cities (Florido-Benítez, 2024; Rowland and Nnamdi, 2024; Ajayi et al., 2021). In contrast, inadequate transportation systems can result in congestion and reduced accessibility, negatively affecting the tourism experience (Van et al., 2023). Addressing these issues through investments in transportation infrastructure such as expanded bus routes and metro systems can reduce barriers to access and promote inclusive tourism development by addressing socioeconomic disparities in urban mobility (Korah et al., 2024; Ukachukwu et al., 2024). Furthermore, research indicates that a reliable and efficient intra-city transportation system contributes to positive visitor experiences by enabling seamless travel between tourist attractions and accommodation facilities (Adi et al., 2022). Conversely, inadequate transportation services, characterized by congestion, delays, and unreliable schedules, can detract from overall tourist satisfaction and discourage repeat visits (Mohammed et al., 2022).

Several studies, both globally and regionally, have examined the role of intra-city transportation in sustainable tourism development, particularly in cities with significant tourism potential (Akanmu et al., 2022; Osunkoya, 2021; Okosun et al., 2023). These studies consistently highlight intra-city transportation as a crucial means of moving people between tourist locations (Tsoulfas et al., 2023). Moreover, research emphasizes that efficient intra-city transportation system enhances tourism development and facilitates the smooth flow of goods and services within a city (Salisu et al., 2024; Olawole, 2021). Again, other scholars further observe that a tourism destination becomes viable with a well-developed intra-city transportation network (Lenshie et al., 2022). Additionally, research reveals that such systems help regulate the number of visitors at tourist sites (Zhou et al., 2024; Salisu et al., 2023). Empirical findings agree that tourism development cannot thrive effectively without the presence of robust intra-city transportation (Olatunji et al., 2023; Okosun et al., 2023). However, despite numerous studies on intra-city transportation, none have specifically focused on its role as a catalyst for sustainable tourism development in Calabar, Nigeria. This study aims to assess the catalytic impact of intra-city transportation on sustainable tourism development with specific reference to evaluating the various transportation systems, their influence on tourism development, their socio-economic benefits, and their effect on tourist mobility. Additionally, the study identifies challenges associated with intra-city transportation in facilitating tourism development. Its findings are valuable for the government, tourism operators, and residents, offering insights into how improved intra-city transportation system can drive economic growth, enhance tourist experiences, and improve the quality of life for local communities. By addressing these needs, Calabar can achieve sustainable tourism development and strengthen its position as a leading tourist destination in Nigeria.

Conceptual framework: The growth pole theory

The growth pole theory, first proposed by François Perroux in 1950, was created to examine the spatial relationships between emerging centers and their surrounding areas (Rauhut and Humer, 2020). Over time, the theory has expanded to encompass various ideas about the dynamics of growth poles, though a unified understanding of the development process remains elusive. Moseley in 1974 described growth poles as typically being firms or industries that drive growth and change, with these influences being transmitted through the flow of inputs and outputs (Hillbom, 2024). Additionally, Moseley in 1974 identified four distinct growth patterns in hypothetical regions, as illustrated in Figure 1, 2, 3, 4.

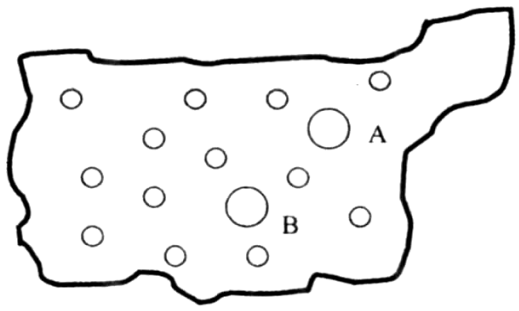

Figure 1. Location on the development surface isoclines show the level of development in different location

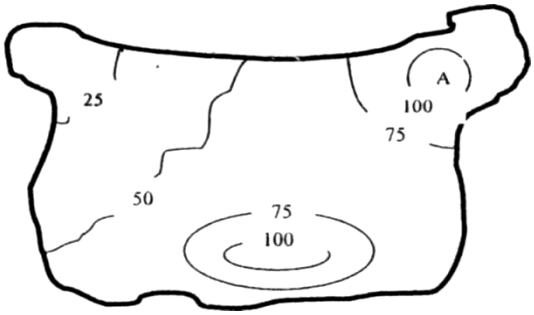

Figure 2. Central Place. The function size of the circle indicates the number of functions (Source: Moseley, 1974)

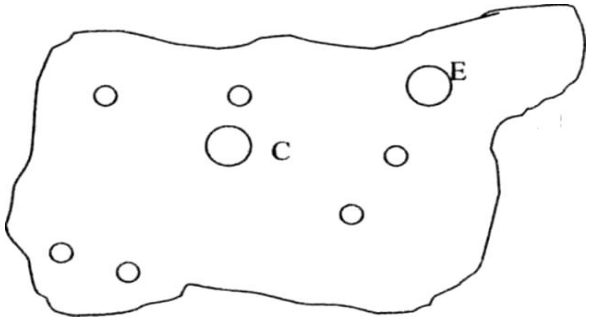

Figure 3. The population growth rate size of the circle indicates the population growth rate (Source: Moseley, 1974)

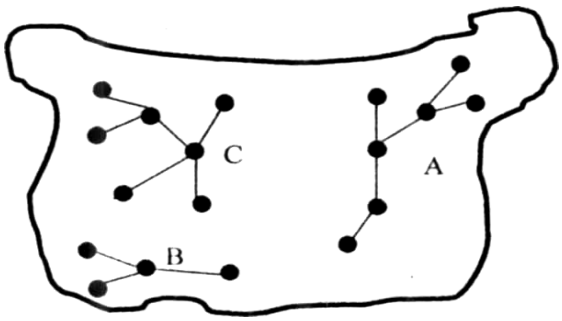

Figure 4. Model location. Lines indicate predominant flows (Source: Moseley, 1974)

The illustration above shows towns A, B, C, D, and E as growth centers that have expanded due to population increases. The urban industrial growth pole strategy, influenced by Perroux's growth analysis, is further developed (Benedek, 2022). Benedek described a regional growth pole as "a set of expanding industries located in an urban area that stimulates further economic development throughout its zone of influence". He highlighted that the essence of the growth pole theory lies in the interaction of economic processes and the structural changes they induce.

These changes are evident in the rise and decline of industries and their broader economic impacts. Perroux's concept of growth poles pertains to leading and dynamic industries that interact closely with other economic sectors. Darwent identified three key characteristics of industries within the growth pole hypothesis: their high interaction with similar firms, their dominant nature, and their significant size (Malizia et al., 2020). Such industries typically show output levels above the average and drive substantial growth rates, influencing other sectors and the overall economy.

Moseley's 1974 work on regional growth patterns assumes that transportation networks, economic activities, and geographic constraints drive spatial development, shaping distinct growth patterns in regions. However, the fundamental assumptions of Moseley's framework are as follows: Firstly, the development of intra-city transportation systems, such as roads, railways, and bus networks, is a key driver of regional growth. Regions with advanced transportation systems are expected to grow more rapidly, particularly in areas well-connected to central hubs or significant nodes, which leads to distinct growth patterns. Secondly, regional growth is believed to follow predictable patterns, including central growth around a core, peripheral growth extending outward from central areas, linear growth along major transportation routes, and nodal growth around key points. These patterns reflect the interaction between transportation infrastructure and land use, suggesting that the spatial distribution of population and economic activities can be systematically categorized.

Lastly, urbanization and industrialization drive the need for better infrastructure and transportation systems, influencing regional growth. Economic activities, such as commerce and industry, also impact growth, with concentrated economic areas attracting more development. Although not explicitly stated, it is assumed that government policy, urban planning, and zoning regulations shape regional growth, guiding the expansion of regions() .

Additionally, physical geography, including mountains, rivers, and coastlines, constrains or directs growth, resulting in specific patterns based on the natural environment. These assumptions underpin Moseley's framework for analyzing how regions develop through the interplay of transportation, economic factors and geography.

These assumptions underpin Moseley's conceptualization of regional growth and allow for the analysis of how different regions develop based on transportation, geography, and economic factors. In this research, Moseley's framework illustrates how urbanization and city growth can accelerate economic activities, such as developing transportation networks to improve access to tourism sites. It also demonstrates the link between intra-city transportation and tourism development as a catalyst for sustainable tourism in the study area.

RESEARCH METHODOLOGY

The study design explores the survey research design with the aim of collecting qualitative and quantitative data to establish the relationships that exist among variables (Sy Jr and Gempes, 2023).

Methods of data collection: This study was conducted in the Calabar Municipality, focusing on areas associated with tourism development. The primary instrument for data collection was a questionnaire. A total of one hundred and fifty questionnaires were distributed to residents near key tourism development indicators, with the assistance of a field assistant. The questionnaires were administered randomly to these residents within the tourism development areas.

Population of the study: The population of study consists of three resorts which are the Aqua-vista resort, marina resort and orange resort. These three resorts constitute the tourism development indicators used for the study. More so, the resident around the tourism development also constitutes the population of the study.

Sampling technique: The random sampling technique was adopted for selecting the population of the study and also used in questionnaire administration. The rational for using the sampling technique is to allow every member selected for this study equal opportunity of being selected for the study.

Sample size: A sampled size of one hundred fifty respondents was used for the study of which fifty respondents were drawn from each of the tourism development indicators which include the Aqua-vista resort, Marina resort and Orangeresort

Hypothesis: One hypothesis was stated in this research work thus: There is no significant relationship between various intra-city transportation systems and the impact of intra-city transportation on tourism development in the study area.

Technique of data analysis: This hypothesis can be tested using Pearson's Product Moment Correlation formula, as outlined by Pearson (1896), which is mathematically expressed as follows:

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

Where: r = Correlation Coefficient; X = Number of tourist arrivals; Y^2 = Numberof 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).

RESULT AND DISCUSSION

The intra-city transportation system

The results obtained from the study of various intra-city transportation systems in the area revealed that mini buses, accounting for 20 percent, and tricycles, with a value of 17.33 percent, were the major modes of intra-city transport. Additionally, the study indicated that commercial buses and taxis constituted 15 percent and 12.70 percent, respectively, of the intra-city transportation. Furthermore, other intra-city transportation systems such as ride-hailing services, water taxis, and bus rapid transit were also present, with values of 8 percent, 3.33 percent, and 2.70 percent, respectively. In most Nigerian cities, these intra-city transportation systems have contributed significantly to the growth of tourism. Besides this, intra-city transportation systems provide a means for individuals to move from one place to another within a destination (Table 1).

Table 1. The various intra-city transportation system **(**Source: Authors fieldwork, 2024)

S/No	various transportation system	Frequency	Percentage
1	Commercial buses	23	15.33
2	mini buses	30	20.00
3	motor cycles	3	2.00
4	Tricycles	26	17.33
5	Taxis	19	12.70
6	Rideservices	12	8.00
7	Bus rapid transit	4	2.70
8	Water taxis (ferries)	5	3.33
9	Walking	7	5.00
10	Any other (specify)	5	3.33
	Total	150	100

Table 2. Impact of intra-city transportation on tourism development (Source: Authors fieldwork, 2024)

S/No	Impact of intra-city transportation	Frequency	Percentage
1	Accessibility to tourist attractions	31	20.70
2	Enhanced mobility for tourist	26	17.33
3	Expansion of tourist market	11	7.33
4	Support for tourism services	21	14.00
5	Facilities of cultural exchange	9	6.00
6	Promotion of culinary tourism	12	7.00
7	Support for exerts and festivals	15	10.00
8	Influence on travel behavior	12	8.00
9	Promotion of urban exploration	13	9.00
10	Any other (specify)	2	1.33
	Total	150	100

Impact of intra-city transportation system on tourism development

The impact of intra-city transportation systems on tourism development in the study area revealed that accessibility to tourist attractions and enhanced mobility for tourists, with values of 20.70 percent and 17.33 percent respectively, were the major impacts. The study also indicated other factors, such as support for tourism services 14 percent, support for events and festivals 10 percent, and promotion of urban exploration 9 percent. Furthermore, the study highlighted the influence on travel behavior at 8 percent, promotion of culinary tourism at 7 percent, and exploration of the tourist market at 7.33 percent as additional impacts of intra-city transportation systems on tourism development (Table 2) (Figure 5).

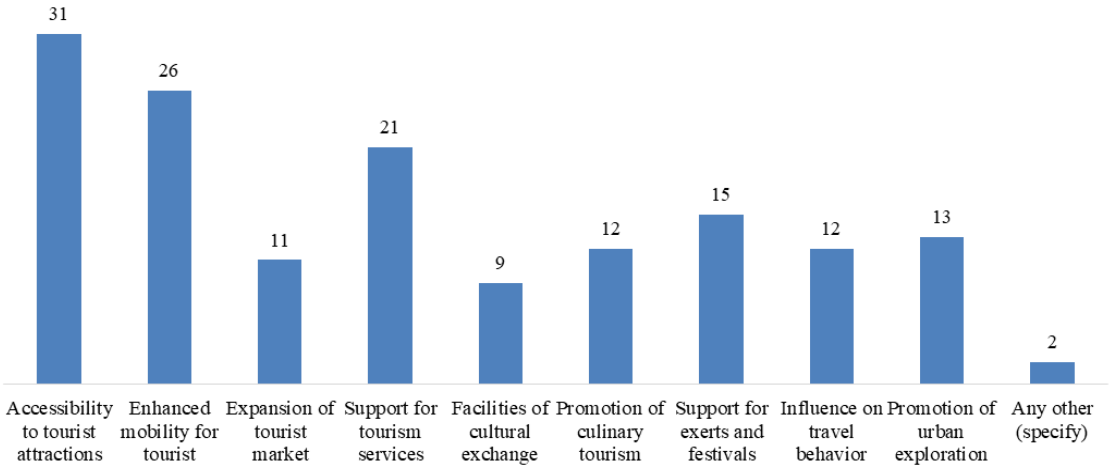

Figure 5. Impact of intra-city transportation on tourism development (Source: Authors fieldwork, 2024)

The results from the stated hypothesis, examining the relationship between various intra-city transportation systems and their impact on tourism development, revealed a positive correlation between the two variables. The analysis showed a mean value of 43.17 for the various intra-city transportation systems andthe results from the stated hypothesis, examining the relationship between various intra-city transportation systems and their impact on tourism development, revealed a positive correlation between the two variables. The analysis showed a mean value of 43.17 for the various intra-city transportation systems and a standard deviation of 44.416 in the descriptive output. Meanwhile, the impact of intra-city transportation on tourism development indicated a mean score of 42.16 with a standard deviation of 18.352. Furthermore, the correlation coefficient between these two variables was found to be 0.180, with an associated p-value of 0.756. This result indicates a positive correlation between various intra-city transportation systems and their impact on tourism development. Given the existence of this positive correlation, the null hypothesis is rejected, and the alternative hypothesis is accepted (Table 3).

Table 3. Statistical analysis of hypothesis one (Source: Statistical output, 2024)

		Intra-city transportation	**Impact on tourism development**
Intra-city transportation	Pearson Correlation Sig.(2-tailled)	1	.190
	N	11	.865
Impact on tourism development	Pearson Correlation	.190	11
			1
	Sig. (2-tailed)	.865	
	N	11	11

Socio-economic benefits of intra-city transportation system in tourism development

The socio-economic benefits of intra-city transportation systems in tourism development were highlighted by several key factors in the study area. An increase in government revenue, accounting for 32 percent, the creation of employment opportunities at 14.70 percent, and the stimulation of business growth at 15.33 percent were identified as major socio-economic benefits. Additionally, 14 percent, 11.33 percent, and 9.33 percent of respondents reported that increased infrastructure development, reduced traffic congestion, and increased investment opportunities, respectively, were significant benefits of intra-city transportation systems in tourism development. Other socio-economic benefits included enhanced socio-cultural integration 5 percent, increased productivity 4 percent, and poverty reduction 3 percent (Table 4).

Table 4. Socio-economic benefits of intra-city transportation system in tourism development (Source: Authors fieldwork, 2024)

S/No	**Socio-economic benefits**	**Frequency**	**Percentage**
1	Increase in government revenue	33	32.00
2	Enhances socio-cultural integration	7	5.00
3	Reduction in traffic congestion	17	11.33
4	Increase in infrastructure development	21	14.00
5	Stimulate the growth of business	23	15.33
6	Enhances poverty reduction	4	3.00
7	Increase in investment opportunities	14	9.33
8	Increase in employment	22	14.70
9	Increase productivity	6	4.00
10	Any other (specify)	3	2.00
	Total	150	100

Table 5. Influence of intra-city transportation system on mobility of tourist (Source: Authors fieldwork, 2024)

S/No	**Influence of intra-city transportation**	**Frequency**	**Percentage**
1	Accessibility to tourist attractions	21	14.00
2	Convenience	15	10.00
3	Affordability	12	8.00
4	Safely	11	7.33
5	Local experience	13	9.00
6	Flexibility	9	6.00
7	Information access	10	7.00
8	Integration with tourism services	31	20.70
9	Exploration of culinary	26	17.33
10	Any other (specify)	2	1.33
	Total	150	100

Influence of intra-city transportation system on mobility of tourist

The influence of intra-city transportation on tourist mobility in the study area is significant, with major impacts including integration with tourism services 20.70 percent, exploration of the culinary scene 17.33 percent and accessibility to tourist attractions 14 percent. Additionally, the study found that local experiences 10 percent, convenience 9 percent, and affordability 8 percent were important factors influenced by intra-city transportation systems in tourist mobility.

Furthermore, the data indicated that safety, information access, and flexibility also play roles in how intra-city transportation systems affect the mobility of tourists in the study area (Table 5) (Figure 6).

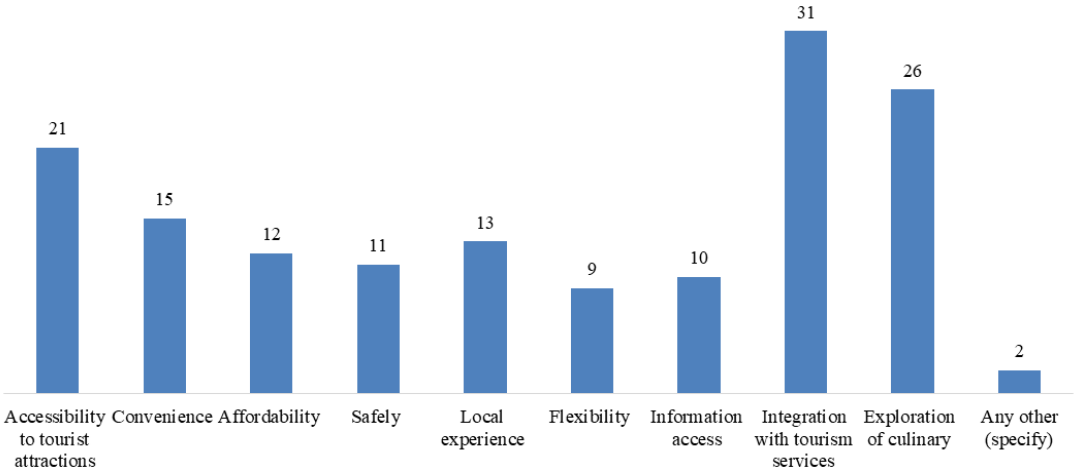

Figure 6. Influence of intra-city transportation system on the mobility of tourists (Source: Authors fieldwork, 2024)

Challenges of intra-city transportation system in tourism development

The challenges associated with intra-city transportation systems in the study area include several key issues. High transportation costs 20 percent, inefficient traffic management 17.33 percent and limited accessibility 12.70 percent were identified as major challenges impacting tourism development. Additionally, safety and security concerns were noted by 15.33 percent of respondents as significant obstacles. Other challenges, though less prominent, include traffic congestion 8 percent, lack of integration 3.33 percent, and limited accessibility 2.70 percent (Table 6).

Table 6. Challenges of intra-city transportation system in tourism development (Source: Authors fieldwork, 2024)

S/No	Challenges of intra-city transportation	Frequency	Percentage
1	Traffic congestion	12	8.00
2	Poor road conditions	3	2.00
3	Inadequate public transit system	19	12.70
4	Informant transport sector	5	3.33
5	Lack integration	7	5.00
6	Safety and security concerns	23	15.33
7	Limited accessibility	4	2.70
8	High cost of transportation	26	17.33
9	Inefficient traffic management	30	20.50
10	Any other (specify)	5	3.33
	Total	150	100

DISCUSSION OF FINDINGS

The data from this research highlights that intra-city transportation systems are crucial for sustainable tourism development (Park et al., 2021; Adeola and Evans, 2020). The findings indicate that various types of intra-city transportation systems contribute to sustainable tourism development (Mitropoulos et al., 2023; Narayanan and Antoniou, 2023). These observations align with previous empirical studies and are further supported by additional research (Ajayi et al., 2021; Seng et al., 2023). The study also reveals that mini buses and tricycles are major types of intra-city transportation used in the study area (Rasheed, 2022, 2019; Almaghlouth et al., 2024), consistent with the findings of Ukachukwu et al. (2024) and confirmed by Rasheed (2022) and Deka et al. (2023). Moreover, commercial buses and taxis are also prevalent in the area, aligning with related studies. Additionally, other intra-city transportation options, such as ride-hailing services, water taxis, and bus rapid transit, play a role in enhancing sustainable tourism development (Deng et al., 2021). The research further shows that accessibility to tourist attractions and improved mobility for tourists are key impacts of intra-city transportation systems on tourism development in the study area (Yi et al., 2020; Tsoi and Loo, 2021).

The study findings reveal that increased government revenue and job creation are major socio-economic benefits of intra-city transportation systems for tourism development (George, 2021; Jones et al., 2023). These findings are consistent with who observed significant socio-economic impacts of intra-city transportation systems on tourism destinations (Adela, 2019), further supports this by highlighting the benefits of such systems in their empirical research (Mangane, 2021). Additionally, the study identifies high transportation costs, inefficient traffic management, limited accessibility, and inadequate public transit systems as major challenges facing intra-city transportation in the study area (Tavakkolimoghaddam et al., 2022). These challenges are in line with findings from the Lagos Metropolitan Area Transport Authority (Paul and McSharry, 2021; Mitropoulos et al., 2023), and are further validated by Aderibigbe and Olajide, 2023). The analysis of the tested hypothesis shows a positive correlation between the variables under investigation.

CONCLUSION

Intra-city transportation systems play a pivotal role in the development of tourist destinations. This study investigated the influence of intra-city transportation on sustainable tourism development in Calabar, Nigeria, focusing on three key tourism sites: Aqua-vista Resort, Marina Resort, and Orange Resort. Using questionnaires for data collection, the findings revealed that mini buses, tricycles, and commercial buses are the primary modes of transportation that contribute significantly to tourism development in the area. Key impacts of these transportation systems include improved accessibility to tourist attractions and enhanced mobility for tourists, both of which are crucial for sustainable tourism.

The study also highlighted several socio-economic benefits resulting from effective intra-city transportation systems, such as increased government revenue, job creation, and the stimulation of business growth, all of which bolster sustainable tourism development especially as it relate to the tourism development indicators in the study area.

Furthermore, the integration of transportation services with tourism offerings, including access to local culinary experiences, greatly enhances tourist mobility and satisfaction. Despite these benefits, challenges such as high transportation costs and poor traffic management were identified as obstacles to maximizing the full potential of intra-city transportation in promoting tourism. The hypothesis test confirmed a positive correlation between intra-city transportation systems and their impact on tourism development. These findings underscore the need for improved transportation infrastructure and policies to sustain tourism growth. By addressing these challenges, stakeholders in tourism and urban planning can leverage intra-city transportation systems as a vital tool for driving sustainable tourism development in Calabar.

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