

Socio-Economic Impact of Festivals on Community Development In Calabar , Nigeria

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Abstract

The overwhelming influences of the big events such as the Carnival Calabar and Leboku new yam festival have welcomed numerous fun seekers into the state. This paper examines the socio-economic impact of the two leading events in Cross River State especially on the host community. Information such as emerging businesses, impact on the various sectors and problems associated with the events were obtained using questionnaires and interviews. Findings show that even though the events have played a significant role in socio-economic development of the areas which was affirmed in the tested hypothesis which showed that the components model account for a high percentage of benefits from the events. It was observed that the events were not devoid of problems such as prostitution, inflation, rubbery among other social vices. It on this note that the various stakeholders must provide adequate measured that would guarantee the comfort and safety of visitors and other fun seekers during the events.

Introduction

In recent times, festivals and events are one of the fastest growing forms of tourism activities and are becoming increasingly popular in rural areas as a means to revitalize local economy. It has been noticed that ThredboJazz festival is a prime example which has become increasingly popular amongst tourists and injecting extra revenue into the region in a time that is between the hectic winter ski seasons. The period of this festivals and events encourages numerous visitors to attend and often attracting new visitors that would otherwise not experience that particular region (Felsenstein, 2003). It is also important to recognize that events and festivals serve as catalysts that have the capacity to attract fun seekers especially to destination with great tourism potentials (Eja, 2011). This means that as visitors spend more days in a given destination, their long stay help to improve the revenue base of the people and at the same time develop the local economy of the people (Spurr, 2006) Accordingly the economic impact of festivals and events in a given geographical location differ from one region to another due to the type of event developed market attraction and the culture of the people (Delamere, 2001). The magnitude of an event has a direct relationship with the magnitude of the impacts resulting from attendance, media profile, infrastructure, costs and benefits (Moscardo, 2007) recently; survey conducted by the International Festival and Event Association (IFEA), the special events industry is estimated to include some 4 to 5 million regularly reoccurring events and has a significant economic impact globally. The advantages of festivals and special events are demonstrated more explicitly in rural settings, particularly in boosting local economy through employment generation increase in revenue of and rural destination promotion. In Cross River State the global scenario is the same as festivals and events such as the carnival Calabar and the Leboku new yam festival are major catalyst which have attracted numerous visitors to the destination. Apart from these, the two major events in Cross River State have made the state to be among the best tourism destination in the world and West Africa in particular (Eja, 2005). Furthermore, the carnival Calabar and the Leboku new yam festival have played an important t role in transforming the entire region into a natural paradise where visitors and other fun seekers wish to visit. Besides, it has course most visitors to spend longer days in Cross River State and the resultant effect is that the revenue base of the people are improve and at the same time attracted other development in the state. In addition the Carnival Calabar and the Leboku new yam festival have also expand the visitors season of the destination, provide cultural and educational opportunities, foster a feeling of community pride, help conserve sensitive natural, social and cultural environments, and contribute to sustainable development. Today, the rate of visitors in these two destinations is quite overwhelming but in spite of the multiplier effect accrue to these two events, the local people yet still remain impoverish with poverty. Besides, emerging businesses seem to be suffering from seasonal fluctuation which affects both employment and the revenue base of the indigenous communities where these events are located. At this point one wishes to ask if the two leading events have the capacity of improving the wellbeing of the people and the socio-economic development of State. What role are the two events playing in the socio-economic wellbeing of the people especially the host communities which is the major concern of this work to critically evaluate the

socio-economic impact of these leading events on the livelihood of the people with specific reference to assessing the impact of the events on different sectors of the economy, emerging businesses problems associated with the events.

Literature Review

Impacts of events

In recent times Festivals and events have been viewed by various scholars as having a range of impacts on their host destinations, and they in most cases are divided into economic, socio-cultural, environmental and political impacts (Allen et al., 2002; Dimmock & Tiyce, 2001; Jackson et al., 2005). Many researches on event have its main focus on assessing the economic impacts of events (e.g. Chhabra, Sills, & Cubbage, 2003; Daniels, 2004; Dwyer, Forsyth, & Spurr, 2005; Dwyer, Forsyth, & Spurr, 2006; Jago & Dwyer, 2006; Kim, Scott, Thigpen, & Kim, 1998; Tohmo, 2005) with less empirical research on the difficult to measure, yet very important, socio-cultural impacts. Even less attention has been paid to environmental impacts of events. It has been observed that many scholars have placed more emphasis on the economic impacts partly because of the need of event organizers and governments to meet budget goals and justify expenditure, and partly because such impacts are most easily assessed. (Allen et al., 2002; Dwyer, Mellor, Mistilis, & Mules, 2000a; Jago & Dwyer, 2006) Recently, it has been recognized that the economic aspect alone is insufficient, and awareness of the need to measure also the intangible socio-cultural impacts has been increasing in recent years (e.g. Small et al., 2005). The locals have most often been the interest group that is taken into account. Today, socio-cultural impacts of festivals are very difficult to measure and as a result, some frameworks and scales have been developed to effectively evaluate their impact on the people and the environment (Delamere, 2001; Delamere et al., 2001; Fredline, Jago, & Deery, 2002; Small, 2007; Small et al., 2005) Much work has been done in an attempt to develop standardized measures for economic and non-economic impacts of events. The lack of a standardized approach has limited the comparability between event evaluations. In recent years it has been acknowledged that it is essential to adopt a holistic approach to impact evaluation across a range of economic, environmental and social criteria. Equal emphasis must also be placed on evaluating both the positive and negative impacts of an event. (Jago & Dwyer, 2006; Small et al., 2005.) Recently, an attempt towards a holistic approach in impact evaluation has emerged, and comprehensive work has been done to weave together all the different components of event evaluation into a single framework so that overall assessment can be made (Carlsen, Ali-Knight, & Robertson, 2007; Dwyer, Mellor, Mistilis, & Mules, 2000b; Fredline, Raybould, Jago, & Deery, 2005; Hede, 2007; Wood, 2009). An evidence of this holistic approach is Triple Bottom Line borrowed from accounting and finance, and it brings together the social, economic and environmental aspects of events into one framework (Hede, 2007; Fredline et al., 2005). However, many researchers have been conducted in a global perspective but none has highlighted the socio-economic impact of these two leading events with specific reference to Cross River State which is the gap in literature that this work wishes to bridge

Methodology

The study was conducted in Cross River State taking into consideration two leading tourism events such as Carnival Calabar and the Leboku new yam festival which occurred every year. A total of 300 hundred copies of questionnaire were randomly distributed to residents during the events and 14 items were measured and three satisfaction items were also asked of respondent on a five point likert-type scale: 1- very important, 2- important, 3- undecided, 4- not important, and 5- not at all important. In each of the event, 150 copies of the questionnaire were distributed in order to capture issues such as impact of the events on the various sectors, emerging businesses in the areas due to the events, level of employment generation in the emerging businesses and the problems associated with the events in the areas. However, the socio-economic variables captured using the likert-type of scale were analyzed using the analysis of variance (ANOVA)

Impact of festivals on various sectors

The impact of the leading events in Cross River State presented in table 1 show that the two events have contributed 22.54% and 16.01% to agricultural and hospitality industry development. Table 1 indicate that the events also contributed 13.35% to restaurants development while their contribution to estate development, banking, communication and transportation was on the least as indicated in table 1. Besides, table 1 revealed that the Carnival has impacted significantly on industrial development and hospitality industry development in Cross River State with values of 16% and 32% compared to the Leboku new yam festival with values of 13.33% and 14% while the contribution of the two leading events on banking industry was on the least side with values of 4.6% and 2% respectively

Table 1: Impact of the events on various sectors

Sectors	Carnival calabar	Percentage	Leboku Festival	Percentage	Total	Percentage total
Agriculture	17	11.3	43	32	69	22.54
Industry	24	16	23	15.33	49	16.01
Estate dev	11	7.3	10	6.66	21	6.86
hospitality	48	32	21	14	69	22.54
Restaurants	21	14	20	13.33	41	13.35
Banking	7	4.6	3	2	10	3.26
Transportation	13	8.6	15	10	28	9.15
Communication	9	6	10	6.66	19	6.20
Total	150	100	150	100	306	100

Source: Field survey 2011

The emerging businesses in the areas

The emerging businesses due to the events presented in table 2 show that both events have contributed 25.56% and 20.13% to the emergence of hotels and barbing saloons while the contribution of the events on craft shops ,stores and banks were on the least side with values of 6.56% and 7.89%.However, table two indicate that the carnival Calabar has contributed over 30% to the establishment of hotels in Calabar compared to the Leboku new yam festival with a value of 13.33% even though the rate of emerging restaurants and barbing saloons in Ugep were on the high side with values of 20% and 29.33%.Nevertheless, table 2 indicate that the two events in Cross River State have not contributed significantly to the development of banks , super market , telecom shops and craft shops as presented in table 2 compared to other variables

Table 2 emerging businesses in the areas

Businesses	Carnival Calabar	Percentage	Leboku Festival	Percentage	Total	Percentage Total
Banks	16	10.6	7	4.66	23	7.98
Restaurants	19	12.6	30	20	39	13.54
Hotels	45	30	20	13.33	65	25.56
Barbing saloons	14	9.33	44	29.33	58	20.13
Super markets	8	5.3	15	10	23	7.98
Craft shops	12	8	5.33	8	20	6.54
Stores	18	12	20	13.33	38	13.19
Telecom Shops	16	10.6	6	4	22	7.63
Total	150	100	150	100	288	100

Source field survey (2011)

Employment generation in the emerging businesses

The employment generation presented in figure 1 revealed that the emerging businesses as a result of the two leading events have contributed to human capacity development as it has employed over 20,811 workers. Besides, it was observed that hotels and restaurants provided over 130.98% man power even though restaurants had a value of 70% compared to hotels with a value of 60%.Although, the carnival Calabar which takes place in Calabar indicate that hotels in Calabar provided over 35.55% employment followed by restaurants with a value of 17.92% while in Laboku yam festival which takes place in Ugep, hotels and restaurants also recorded a high level of employment generation as presented in table figure1 with values 24.6% and 55.95% respectively.

Figure 1 employment generation in the emerging businesses

Businesses	Employment (Carnival Calabar)	Percentage	Employment Leboku festival	percentage
Banks	2692	14.88	25	0.91
Restaurants	3250	17.92	1632	55.95
Hotels	6432	35.55	671	24.6
Barbing saloons	2311	12.77	235	8.63
Super markets	1243	6.87	43	1.57
Craft shops	543	3.00	26	0.55
Stores	332	1.83	36	1.32
Telecom Shops	1282	7.08	54	1.58
Total	18089	100	2722	100

Source field survey (2011)

Factor analysis of Socio-economic impacts

The data collected on socio-economic impact which were summarized in three components using the principle component analyses indicate that the three components have Eigen values which were greater than 1.0 as presented in table 3. However, this result show that the components (factors) “community unity, social impact and economic impact” accounted for about 68% benefits from the events. Furthermore, the factor leading from the 15 variables ranged from .505 to .963 and the reliability alphas for the three dimensions were greater than .80.

Table.3 Factor analysis of Socio-economic impacts

Impact items	Factor loading	Eigen value	Variance explanation	Reliability coefficient
a) Community unity and social impact		7.234	41.301	.794
1. Employment creation	.546			
2. Encourage buying	.536			
3. It strengthen the community	.517			
4. It unit community and visitors	.509			
5. Development of local craft	.505			
6. It encourage preservation indigenous culture	.502			
b) Economic impacts		2.301	17.101	.783
1. It enlighten and create awareness	.941			
2. Projection of community image	.894			
3. It encourage revenue generation	.764			
4. It developed community prides	.644			
5. It enhancers community livelihood	.555			
c) Social cost		2.131	9.945	.641
1. Local facilities and services are stressed	.963			
2. Lead to traffic congestion	.952			
3. Crime rate is enhance total explain variables	.742			
Total explain variables			68.35	

Data analyses 2011

Problems associated with the events

The problems associated with the events presented in table 4 show that the events have contributed to 22% youth disobedience followed by increase in waste generation with a value of 18%. It was revealed in Table 4 that diffusion of ideas and prostitution was another contribution of the two events in the with values 12% and 11.8% while increase in conflict was on the least side with value 4.33%. However, table 4 indicate that the two events have contributed to youth disobedience to elders with values of 24% and 20% followed by increase in prostitution with values 16.66% and 19.33% while in rubbery and conflict was on the least as presented in table 4 with values 5.33% and 4.33% respectively

Table 3 Emerging problems from the events in the areas

Emerging Businesses	Carnival Calabar	Percentage	Leboku Festival	Percentage	Total	Percentage Total
Increase in rubbery	6	4	10	6.66	16	5.33
Increase in prostitution	25	16.66	29	19.33	54	11.8
Youth disobedience to elders	36	24	30	20	66	22
Diffusion	21	14	17	11.33	38	12.66
Increase in conflict	6	4	7	4.66	13	4.33
Increase in inflation	10	6.6	22	14.66	32	10.66
Congestion	15	10	12	8	27	9
Waste generation	31	20.66	23	15.33	54	18
Total	150	100	150	100	300	100

Source field survey (2011)

Recommendations

Today, the two events in Cross River State even though it has yielded dividend to the government and the host communities, the events were not devoid of problems. Therefore, in other to avert such problems in the areas, the following recommendations are hereby put forward

1. The government should provide adequate task force that would monitored the activities of crime perpetrators that would want to disrupt the effective functioning of the events.
2. The organizers of the events should provide a framework that would ensure that the event last for longer days. This would help the government and other stakeholders to generate more revenue which can be use to develop other sectors of the economy.
3. The government should encourage the production of local craft; this would help to promote the image and culture of Cross River State as a tourist destination.
4. The government should provide adequate incentive to the organizers of the events that would help the organizers to provide the needed facilities and services that would ensure visitors satisfaction and comfort during the events.
5. The government should provide adequate security during the events in order to guarantee visitors safety while their stay in Cross River State.

Conclusion

The Carnival Calabar and the Leboku new yam festival is one of the biggest tourism events in Cross River State. These two events in recent times have transformed the entire state into a tourism destination. Besides, the events have yielded benefits to the government, host communities and other stakeholders in the industry especially in the area of revenue generation, employment creation and at the same time have promote the emergence of other businesses in the state. However, in spite of these numerous advantages these events have generated in the state, there are not devoid of problems ranging from prostitution, rubbery and disobedience of youth to communities

elders. It is on this note all the stakeholders in the event organization must provide a mechanism that would ensure a successful and serene environment during the events.

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