

ANALYSIS OF THE ECONOMIC IMPACTS OF CULTURAL FESTIVALS: THE CASE OF CALABAR CARNIVAL IN NIGERIA

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This study investigates the economic impacts of the Calabar Carnival Festival in Nigeria. A convenience sample of 464 attendees was used for the study. A semi-structured, self-administered questionnaire was employed in collecting relevant social and economic data from respondents. The result supported the claim that event tourism has positive economic impacts on the host community.

Keywords: *Economic impacts, festival, event tourism, participants, spectators, destination, attractions, Calabar*

JEL Classification: *L83, M1, O1*

INTRODUCTION

Tourism has become an important economic development tool for both developed and developing countries. There is agreement among experts that the travel and tourism sector is the fastest growing of global economy. It is reported that expenditure for international travel tripled between 1987 and 1997 to US\$94 billion a year (WTO, 2000). It is expected that the world tourism industry would contribute to world's GDP in 2014 by 10.9% (WTTC, 2005). In sub-Saharan Africa, it is expected that tourism and travel will generate US\$75 billion in 2015. It is

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estimated that Nigeria will have tourism demand growth of 3.30 million, 7.70% world markets share and 6.40% contribution to employment in the national economy per year between 2006 - 2015 (WDI, 2002).

Cross River State came into the tourism Map of Nigeria in 1999 following the adoption of tourism as one of the major economic development strategies of the state by the Donald Duke led Government. The initiative has positioned the state as an emerging tourism market. The incumbent government led by Senator Liyel Imoke has continued with the initiative. Government investment in tourism development is predicated on the fact that tourism has been acclaimed as an economic catalyst and could be used to trigger the socio-economic development of Cross River State. Tourism economic impacts are therefore, an important consideration in state, region and community planning, and economic development. Economic impacts are also an important feature in marketing and management decisions of destinations (Styne, 2006).

One important component of the Cross River State tourism product mix is the Calabar Carnival Festival. The Carnival is an annual event. The 2008 carnival was the fourth edition. According to the State Governor, Senator Liyel Imoke, "the brand Carnival Calabar has evolved over the years and today a pride to Cross River State and Nigeria has a whole" (CRTB, 2008:2). Below is an excerpt of the pre event speech of the State Governor about the Carnival:

"2007 was the largest event till date and those who dared to sponsored last year, got plenty of mileage. I think that for 2008, from what I see, it is going to be the biggest event certainly in Nigeria, and Africa's biggest Street Party. ...the Carnival Calabar is not all about fun. It is a strategic business venture that empowers the citizens of the state"

From the above excerpt of the Governor's speech, the state expects the event to stimulate economic activities in the state. It is one event that has the potentials of contributing to the socio-economic development of the state.

The 2007 carnival attracted about one million spectators. Out of this number, 85.1% were Nigerians and 14.9% were non Nigerians. The proportion of spectators shows that 46.6% were locals, 45.7% were overnight visitors and 7.7% were day trippers (Esu, 2008; Deffner et al, 2009). Reports from some world events show empirical evidence of the positive impact of tourism to the development of the locality or region. Economic impacts studies of events in Kwa Zulu Natal show that the events contributed to some extent to the development of the region:

Comrade 2005, Comrade 2006, Turkal and Islandlawana 2006 (Seymour, 2005; Seymour and Dladla, 2006; Kohler and Dladla, 2006).

Some events are staged at a particular time of the year, which will attract an audience when a large number of tourists are not normally visiting the area (Getz, 1997). However, not all events are staged for tourists; some events must be staged at a specific time regardless of whether it is peak or off-peak tourism season. Events of this nature help to keep other sectors of the tourism industry busy. The question that bothers stakeholders is whether the staging of the Calabar Carnival has the potential to impact on the socioeconomic life of the state. And whether the event should continue to receive government funding. This is what this study seeks to investigate.

The significance of the study includes:

- Enhance the State's competitive position within the country and put the city of Calabar on the global tourism map.
- Generate a good image for the State as a tourist destination;
- Truly bring Calabar to limelight, showcase its brand personality and instilling confidence and pride in the people.
- Improve the organisational and marketing capability of the State Destination Organisation and Carnival Commission

A study of the socio-economic impacts of the event is an imperative. This is because most communities rely on the data of impact studies to elicit support for the continues support or the funding of events. The results of the study would help the State Government and stakeholders evaluate the success of the event, thereby justifying the use of resources in organising the event and determine whether the event promotional strategies are working. The information generated would inform future planning and funding of the event.

Research Objectives

The objectives of this research are to:

- Examine the spending pattern of the visitors on the day of the carnival and also get an overview of the accommodation and transportation pattern during their stay in the state.
- Ascertain the economic impact of the carnival and tourism benefits of the event in positioning the region.

LITERATURE REVIEW

Benefit of event tourism

Event tourism represents a specific type of tourism. Getz (1991;xii) defines event tourism as “the systemic planning, development and marketing of festivals (and special events) as tourist attractions, development catalysts, and image builders for destination areas”. Events have become an increasingly significant component of destination marketing (Getz, 1997) and are often used to increase visitation and reduce seasonality of tourists flow (Higham & vHinch, 2003). The increasing appeal of events as an additional element in the tourism destination marketing mix is evident throughout the world (Getz, 1992; Hall, 1995). In fact, events are rapidly increasing in popularity as a means of attracting attention to particular geographical (destination) locations (Getz, 1989).

Fredline (2000) indicates that major events stimulate the local economy and “showcase” the region to the world, promoting potential future tourism and business activity. These are some of the reasons for the increasing private and public support for events based on economic development strategies. There are other important positive impacts often associated with the staging of events, many of which may directly benefit the local population. These include the development of facilities and infrastructure, entertainment and social opportunities, and a sense of pride and identity brought about by playing host to a major event (Getz, 1997; Hall, 1992; Ritchie, 1984; Shone & Parry, 2005).

The benefits attached to events have created a platform for event organisers and destination marketers who now use historical and cultural themes to develop annual calendars of events to attract visitors and create cultural images in the host destinations by holding events in community settings. Events provide an opportunity for local communities to develop and share their culture. This creates a sense of value and a belief (by individuals) in the community; it also provides opportunities to exchange experiences and information. Ideally, events give tourists the opportunity to see how local communities celebrate their culture and how this affects community development. It enables visitors to interact with the host community and help people to enjoy and meet their leisure needs. Thus, people and communities that host events, provide visitors with a vibrant and valuable culture.

However, it is also clear that there are outcomes of staging an event that can have a negative impact on the local population. Any event

attracting large numbers of visitors to a relatively small area is likely to create noise, cause heavy traffic, overcrowding and disruption of local activities. There are likely to be other costs specific to the event or its implementation such as crime. Some costs and benefits of an event may affect the whole community whereas others tend to impact on certain subgroups of the population (Fredline, 2000).

While governments and event organisers appear to be pursuing events for the benefits they may bring, it is vital to consider all the impacts, both positive and negative, and the effect events might have on residents of the host communities. The obligation of governments and event right holders is to ensure that their decisions on tourism development do not have any adverse effects on the community.

The nature of tourism events can be understood through a few explanations of what constitutes the event industry. Getz (1997:1) describes the range of events as 'a Kaleidoscope of planned culture, sports, political, and business occasions: from mega-events like Olympics and world fairs to community festivals; from programmes of events at parks and attractions to visits by dignitaries and intergovernmental assemblies; from small meetings and parties to huge conventions and competitions'. Events constitute one of the most exciting and fastest growing forms of leisure, business, and tourism-related phenomena. It is therefore clear that events represent a wide range of tourism activities. Consequently, proper strategic planning and organisation is essential in order to maximise the potential benefits accompanying the hosting of these events.

It has been argued that events can stimulate planning to improve amenities and business activities in a city or region, improve a city's or region's position in the market, increase the aggregate number of visitors a city or region attracts (Higham & Hinch 2003) and reduce seasonality of tourist visits (Higham & Hinch, 2003). With the growing appeal of events as an additional element in the tourism destination marketing mix, it is important for event organisers and managers to assess the impacts of these events on the host community.

Hall (1992:10) suggests that the ability of major events perceived to attract economic benefits often provide the official justification for hosting events. Economic analysis of events provides reasons as to why events are held and the effects that they have on a region. However, while many of the economic impacts of events are quite tangible, many of the social impacts are not.

The full assessment of economic impact must also take into account other aspects. The benefits sought by the development of tourism through

carnival events are similar to the economic roles of events. Allen, O'Toole, McDonnell and Harris (2002:35) believe that the economic role of events is vital based on the fact that "event(s) act as catalysts for attracting visitors and increasing their average spend and length of stay. They are also seen as image-makers for the destination, creating a profile for destinations, positioning them in the market and providing a competitive marketing advantage."

The impacts of events can greatly affect the quality of life of the local residents. Therefore, arguments have been advanced (Getz, 1997; Allen et al, 2002; Brida et al, 2010) for the adoption of strategies that take the social and environmental impacts of events into account when carrying out economic impact assessment of each individual event. Event organisers generally only take into consideration the economic implications and ignore social aspects, which provide an important non-economic dimension for gauging how events benefit or impact on the host community (Hall, 1992).

Shone and Parry (2005) contend that many events have the social implications of improving social ties and providing an opportunity for the community to demonstrate that it can pull together (people) for a greater good. The role of events in encouraging social interaction and celebrating of happy occasions is probably more important in the society which, as a result of modern media, modern work methods and relative decline of 'traditional' family structure, feels a greater need to maintain social contact. Events provide opportunities for visitors to enjoy and experience local illumination and culture. Events also provide support to those who pursue economic opportunities related to sharing community culture with the broader world.

Getz (1997:43) notes that 'badly managed events can also have wide effects on the social life and structure of communities'. These could include loss of amenities owing to noise or crowds, resentment of inequitable distribution of costs and benefits, and inflation of goods and services that can upset housing markets and impacts most severely on low-income groups.

The political implication of events is another area that has contributed immensely to events' impacts on the host community (Shone & Parry, 2005). The effects of events could be important to political elites and event organisers. The declared economic value of events is commonly used to legitimise public subsidy through contributions of cash and public services. Politicians tend to attract major events to their city or region so as to boost their political status and gain the benefits of being associated with useful civic activities and positive special events. Shone

and Parry (2005) note that major events held in a town or city might not only help provide social and economic benefits such as community cohesion, jobs and income to local people, but might significantly alter the image of the place in the long-term. This can be a useful outcome especially for locations that might have endured a long period of economic decline or social drift, for which a major special event could not only rekindle community involvement and civic pride, but also transform visitor perceptions of the place from negative to positive.

Computational approach in measuring the economic impacts of event tourism

The UK Sport publications (2005), defines economic impacts of event “as the total amount of additional expenditure generated within a city that can be directly or indirectly attributed to the staging of a major sporting, cultural or religious event.” Economic impact studies focuses on the changes that take place in sale, income, jobs or other parameters generated by the event (Lindberg, 1996). The aim of every economic impacts study is to assess the net effect of staging the event in the area.

Lindberg (1996: 1) asserts that “level of benefit varies widely as a result of differences in quality of attraction, access, and so on”. Daldy (2003) extols the positive economic impacts of events on the localities. Events bring large number of people from outside into the locality. These people spend their money on accommodation, shopping, food, drinks, local transportation, etc. This spending provides an economic boosts to local enterprises in the locality. The injection of income resulting from visitor expenditure has the potential to create jobs and indirectly to the development of other sectors of the local economy.

There are two common methods of measuring both the direct and flow-on impacts of an event on a locality. The two approaches are direct survey of visitor numbers and spending and direct surveys of business employment and financial ratios (TREEC, 2004). Each methodology presents a different combination of advantages and disadvantages. The most straight forward method of measuring the impact of an event is to measure the direct impact of visitor spending (Ellard et al, 1999; Kayat, 2010). According to them, employing a good sampling method and an appropriate statistical technique, direct visitor spending can be estimated. Direct spending does not account for the secondary effect of visitor spending on the economy (indirect and imputed effects). Spending multipliers have to be used to estimate the secondary effect of

visitor spending. While it is easier to obtain visitor spending, it is more difficult to arrive at an acceptable multiplier.

The data used to determine the net impact of an event can also be analysed in more detail to give the effect on other sectors of the economy. This data is then fed into an economic model of the regional economy. The model gives an estimate of the total expenditure, net household income; value added or Gross Regional Product (GRP) and New Full-time Equivalent (FTE) employment. The total expenditure estimate tells us the dollar values of total economic activity generated in the region by staging the event resulting from expenditure on spending in accommodation, food, services, transportation, and communication (Daldy, 2003).

In the absence of a multiplier, Ellard et al (1999) used the Satellite Tourism Account (STA) to measure the direct impact of visitor spending in Missoula, USA. The result shows that a total of \$164,548,000 – \$210,121,000 visitor spending in Missoula county; total Payroll (income) attributed to event was \$27,818,000 -\$34,435,000 and total employment attributable to event was 1912 – 2201 persons. Daldy (2003) in his study on the economic impact of Hockey tournament in Waikato included what the participants, spectators and organizers spent in the region because of the event. He multiplied the direct visitor spending sectorial multipliers to determine the flow-on effects. The result shows that visitor expenditure in Waikato was \$1.03 million; employment was \$11.13 million; income was \$0.25 million. In analysing the impact of Comrade 2005 on the economy of Kwa Zulu, Seymour (2005) multiplied the direct visitor spending by a multiplier (1.42). The result shows a total visitor expenditure of ±67.4 million and direct and indirect annual jobs of 1056 people.

RESEARCH METHODOLOGY

The study site

Cross River State is one of the 36 states of the Federal Republic of Nigeria. The state is located in the Southern Nigeria and within the tropical rain forest belt . It lies between latitude 4°28' and 6°55' North of Equator and longitude 7°50' and 9°28' East of the Greenwich Meridian. It is divided into 18 Local Government Areas. The state has a total landmass of 22,342.18 km², with a population of 2,888,966 (NPC, 2007). It has diverse vegetation belts from the largest mountains and waterfalls with rare animals, including endangered species and unusual plant families making it one of the world's richest biodiversity centres attracting

scientists and tourist alike. The people of the state are known for their warm and hospitality. The culture of the people is expressed in various languages (Efik, Ejaghem, Bekwarra, English, Yakur , Agbo and Bakur), dances (Ekombi, Monikim, etc.)s , festivals and cuisines (Ekpang Nkukwo, Edikan Ikong, Afia Efere, etc.) . The Capital City, Calabar is reminiscent of a seaside town with lots of bars and restaurants, is host to the annual 32 day long Christmas Festival and Calabar carnival celebration during the Christmas period.

Background on the event

The first edition of the Calabar Caarnival took place in 2005. The one under review is the fourth edition. The theme of the 2008 carnival was “sustaining earth’s treasures through our culture”. The Carnival is a street party. It takes place through a 12km route that begins from the U. J. Esuene Stadium through the Mary Slessor Road, Ndidem Usang Iso, MCC Road and back to the Stadium. The Calabar Carnival had three products; the Kings and Queens, the Children Carnival and the Adult and main Carnival.

The Kings and Queens took place on the 25th of December,2008. The Children Carnival was on the 26th December, 2008. The Adult Carnival was on the 27th December, 2008.The bands include; (I) Bayside band, ii) Freedom Band (iii) Master Blaster Band (iv) Passion 4 Band (v) Seagull Band. Each band has unique features and concept. The membership of the Bands is open to all Nigerians and Non-Nigerians alike. At the end of the carnival the Bands are ranked and rewarded according to their performances by the Government. Government responsibility was to create the infrastructure and enabling environment for the festival. Apart from the five competing Bands, 13 non competing Bands also participated in the 2008 Carnival. They include: Nigeria Civil Defence, Cross River Fire Service, Nigeria Mobile Police Force, Nigeria Police Force, NYSC, First Bank Nigeria PLC, Bank PHB, Rotary Club International, Lions Club, Nigeria Navy, Hebzeba, Nigeria Army and Calabar Urban Development Authority (CUDA). A team of adjudicators compose of 34 experts was charged with the responsibility of adjudication and to produce the best bands. The bands were observed at four points. There was also a roving team which brought the total to five points. Each adjudicator scored a specific item on a score sheet. The domains scored are float, band on the move, costumes and make up, interpretation of theme, and best reflection of carnival spirit. The overall results placed

Passion 4 Band as the best band in the 2008 edition. This was followed by Bayside Band and Seagull Band.

Target Population

The population consists of all spectators and participants who participated in the 2008 Adult Carnival that took place on the 27th December, 2008. It comprised of spectators from the age of 20 years and above and who were band members found at the carnival route watching the float and participants who were band members. The population was divided into three types; overnights, and residents and day tripper. Overnight spectators are those who spent at least one night at the destination for the purpose of this event. The day tripper spectators are those who did not stay in the destination for a night. The resident spectators are those who came from their homes to watch the event. The residents were included because of the propensity to spend more than if they had just a routine day.

Research design

The Cross sectional survey design was used in collecting data. This is because the study was intended to capture a snapshot of the socio-economic variables at a point in time during the event. Because of the nature of the study economic data was readily generated from the attendees.

Sample selection

Carnival festival is characterised by transient movement of spectators from one point to the other during the float. The Calabar Carnival is non-ticketing event. It is a street party. Because of this there is difficulty in statistically estimating the sample size. This difficulty leads to the use of convenience sampling design. This method of sampling enables the researcher to get a gross estimate of the results without incurring the cost or time required to select a random sample.

Research instruments and methods

The two broad research tools that were utilised to conceptualise and carry out the research survey were the secondary and primary data sources. The secondary data sources provided data that have been

collected, analysed and discussed by previous scholars in the field. Hence, secondary data helps to contextualise current research in the field. Information on the economic component was generated by the primary source using a semi-structured questionnaire called the Event Evaluation Kit (EEK). EEK is a simplified “Do It Yourself Kit” for measuring the direct inscope expenditure generated by an events rather than economic impact (Jago, 2005, Jackson, Houghton, Russell and Triandos, 2005). There are two major sources of local economic stimulation generated by a festival; public assistance and the direct visitors’ spending in the local area (Felsenstein and Fleisher, 2003; Claveria and Datzira, 2009). This study was limited to direct visitors’ spending. Respondents were requested to provide answers to questions on basic economic activities such as: indicate the type of accommodation used during your stay in the destination and the number of nights spent in accommodation: by what means did you move to the place of the event. What is your primary reasons for visiting Calabar; what is the total amount of money you have spent or intend to spend during the event on different domains of product and services (food and beverage, entertainment gifts/souvenirs, sport equipment/gear, communication, transport other purchases).

Instrument validity

EEK has widely been used by researchers and organisers of events with good outcomes (Jago, 2005). Pre- survey training was done on the fieldworkers before the survey. The questionnaire was tested among the fieldworkers to get an indication of the time it takes to complete one questionnaire. The use of EEK was to ensure instrument validity and reliability.

Procedure in administrating questionnaire

In all there were twenty field staff; six investigators and fourteen trained research assistants. The field staffs were given twenty five copies of the questionnaire each. They were assigned to designated points along the Carnival route. The questionnaires were self-administered and collected as soon as it was completed by the respondent.

Method of analysing data

The data was analysed using the Statistical Packages for Social Sciences (SPSS) software. Pie chart was used in presenting data on

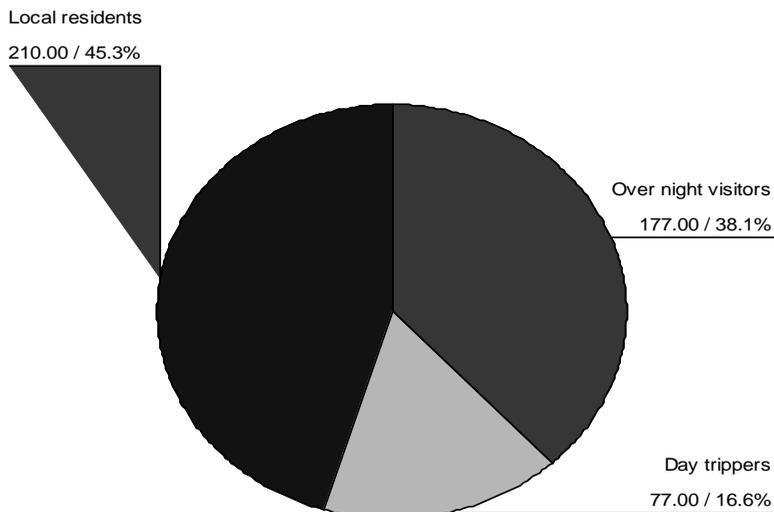
accommodation used by overnight visitors. Bar chart was used in presenting data on the local transportation use by spectators and the length of stay in destination. Attendees' expenditure on different domains of products and services was summed up and presented in tables. In this analysis, adjustment was made to obtain a realistic representation of the estimate of the expenditure of non-residents who visited the place of event only because of the event and those locals who went to the Carnival place instead of staying at home.

RESULTS AND DISCUSSION OF FINDINGS

Type of attendees

Out of the five hundred (500) copies of questionnaire administered by the field staff, 480 forms were completed. On editing only 464 of the copies were usable. This gives a response rate of 93 per cent. The sample consists of overnight visitors 38.1%; day trippers 16.6% and local residents 45.3%. Participants were 114(24.57%) and spectators 350 (75.43%).

Figure 1 Type of attendees

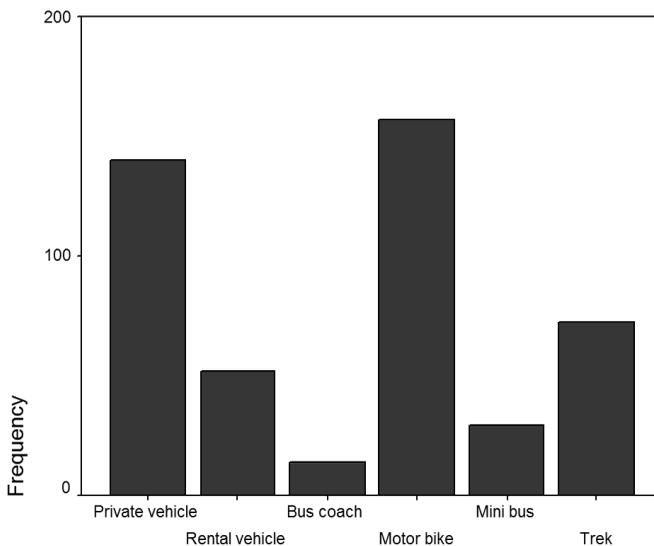


The proportion of non-residents in the sample (54.7%) is appreciable and sufficient to exert the expected economic impact in a destination.

Pattern of spending in the accommodation and transportation sector

Direct attendees' spending was estimated through a self reporting process. First, overnight visitors were asked to indicate the accommodation type they stayed in during the event, the number of nights spent in accommodation and the rate per night. All three types of spectators (over nights, day tippers and resident spectators) were also asked to indicate their spending on food entertainment, gifts, communication and other ancillary items on the day of the event.

Figure 2 Mode of local transport



Mode of transportation used by attendees

Majority of the respondents went to the place of event by motor backs. This was followed by those who went by private vehicles and then those who trekked. The high number of those who went by motor bike is probably because of the high number of residents in the sample. Since

Motor bikes are the dominant means of transport, it is not surprising that majority of the people utilized the motor bikes. This means more business for those who are involved in 'Okada' as it is commonly called in the region. It is expected that increase in the volume of business for the Okadas and the other modes of transportation will directly lead to increase in the demand and consumption of gasoline (See figure 2).

Accommodation used by overnighters

The data shows that 50% of the overnight visitors stayed in the hotel, 37% stayed with friends and relations. The hotels are the most preferred accommodation for overnight carnivalist during their stay in the destination. The accommodation sub-sector of the industry is very crucial. With about 37% staying with friends and relations, the investment by entrepreneurs in the accommodation sector may be far away from achieving the expected occupancy rate. Average amount per accommodation per room was N2740. The average number of persons per group staying per room was two.

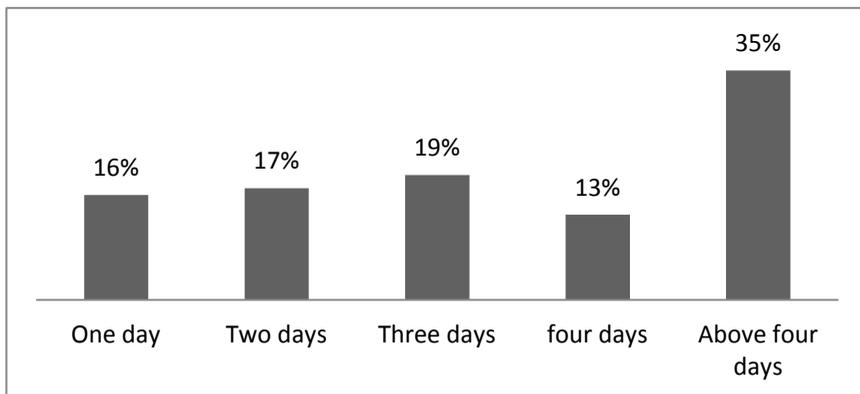
Figure 3 Accommodation used by overnighters



Number of days spent in destination

The result shows that, majority of the respondents (35%) spent or intends to spend above four days at the destination. This has a positive indication for the destination. Although the adult carnival lasted one day, it means that there were adequate and effective animations before and event the carnival to hold and elongation visitors stay in the destination. The total of nights spent or to be spent by the respondents in the sample was 662.

Figure 3 Number of days spent in destination during event



Direct attendees' spending

The inscope direct expenditure for a sample of 464 on various domains of product and service was N69, 147,650. The breakdown is shown on the table 1. The highest spectators' expenditure was on entertainment (90.75%). There was marginal expenditure on other domains.

Table 1 Summary of direct spectators' spending by items

Items	Amount (N)	Per cent
Accommodation	N 1, 430,000	2.53
Food	N1,400,080	2.48
Entertainment	N 51,318,100	90.75
Gifts /souvenirs	N 423,450	0.75
Communication	N 662,450	1.17

Costumes/gear	N 177,550	0.31
Transport	N733,500	1.30
Others(tickets,etc)	N401,400	0.71
	56,546,530	100

CONCLUSION AND POLICY IMPLICATION

The mode of transportation is very important in enhancing event customers' satisfaction. Destinations differ with the type of intra-city transportation. In the 2008 edition of the Carnival, motor bikes appear to be the dominant means of transportation to Carnival routes and other places of interest in the city. Results from Comrade 2005 and Isandlwana 2006 shows that majority of attendees access the place where event is taking place by private vehicles. The fact that most attendees accessed the place of event by motor bikes and private car means that the destination management organization and event organisers have the responsibility to provide for security and traffic control during the event and adequate parking space. Since a reasonable number of attendees trekked to the place of event, pedestrian pavements should be constructed on the carnival route. Adequate parking space should be provided at strategic points.

Accommodation is another subsector of the tourism industry. The staging of the Calabar Carnival has attracted so many visitors which had led to increase in the demand for accommodation. The dominant use of hotels has two implications: because visitors have preference for hotels, the industry should build more hotels to accommodate the diversities in the market. On the hand, the choice of hotels may be as a result of the fact that the other types of accommodation are less developed, attention should therefore be given to development of other types of accommodation and the promotion of their use.

Social and economic development converge around the concept of improving the wellbeing of a country's citizens leading to a higher standards of living, provision of employment and economic empowerment. The direct spending of spectators in the destination in terms of accommodation, food, entertainment, communication gifts and local transportation during the event shows that money has been injected into the economy of the city and by extension in Cross River State. This expenditure would not have been carried out by the people involved, if the Calabar Carnival did not hold. This amount is expected to directly and indirectly affect the economy thereby leading to flow-ons that will generate employment, income and value added. The study generated

spectators' spending on accommodation, entertainment, food, communication, gifts, transportation and other services utilised during the event. The money spent by visitors on the mentioned domains of products and services of institutions and individuals constitute the direct effect of the festival in the destination. The businesses used the money to purchase goods and services employed in the production of further goods and services from other sectors of the economic. For examples hotels will buy food and beverage, electricity and water, etc. This is referred to as indirect effect. The induce effect refers to the income that accrues to local residents in the form of salaries, wages, rent and interest. This is referred to as the induce effect.

The results of the study support the claim for the use of event tourism to catalyst the economic development of destinations. With this justification, there is reason for the continuity of the festival so as to realize the long-term objective of the government and the people of the state. There is need to strategically promote the Carnival nationally and internationally. The much needed Naira that will economically transform the state will come when the right customers mix is attracted to the destination. Tourism has become the main stay of most economies. Cross River State can improve and strengthen her economy by diversifying from the mono-product economy (oil dominated) to non oil (tourism). Like New Orleans, tourism has the potential of replacing the oil as the major source of jobs for people in the destination.

This work could not proceed with the determination of full economic impact because of the absence of basic data required for the computation. The full economic impact of an event is derived by multiplying the average direct visitor spending by the region's economic multiplier which has been predetermined. Another approach is by multiplying the average attendees' spending with a defined fraction of the region's tourism receipts obtained from the Satellite Tourism Account (STA) of the region or state as reported by Ellard et al (1999) in the Missoula study. Nigeria is yet to institutionalised the STA, hence the absence of the necessary data to facilitate the full computation of the economic impact. The study has proved that money has been injected into the economy of the state. This money will rippled a multiplier effect leading to increase in personal income of the local, employment and increase in the quality of life (Lindberg, 1996).

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SUBMITTED: AUG 2010

REVISION SUBMITTED: NOV 2010

2nd REVISION SUBMITTED: JAN 2011

ACCEPTED: FEB 2011

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