
CARNIVAL ACTIVITY AND ECONOMIC DEVELOPMENT OF YOUTHS IN SOUTHERN SENATORIAL DISTRICT OF CROSS RIVER STATE, NIGERIA: IMPLICATION FOR ENVIRONMENTAL ADULT EDUCATION

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ABSTRACT: *This paper investigated carnival activity and economic development of youths in Southern Senatorial District of Cross River State, Nigeria: Implication for environmental adult education. To achieve the purpose of this study, one (1) null hypothesis was formulated to direct the study. Survey research design was adopted for the study. The sample was made of five hundred and forty four (544) respondents drawn from the area of the study. The instruments for data collection were Carnival Activity Questionnaire (CAQ) and Economic Development Questionnaire (EDQ) developed by the researchers which were validated by three (3) experts in Measurement and Evaluation. The reliability was established through test-retest reliability. Pearson Product Moment Correlation analysis was adopted to test the hypothesis at 0.05 level of significance. The result of the analysis revealed that carnival activities had significant influence on economic development of the State. It was therefore recommended that the Calabar annual carnival should be decentralized and extended to other zones and Local Government Areas of the State to enable them showcase their tourism potentials which has remain in obscurity.*

KEYWORDS: Carnival activity, Economic development, Youths.

INTRODUCTION

The promotion and advancement of culture is integral to the work and interests of many governments and regions. Efforts in this regard are usually focused on promoting the cultural diversity of the region and facilitating exchange in language learning and cultural immersion to enhance co-operation among the countries and strengthen the process of regional and cultural integration. One of the most unifying events and cultural and creative extravaganza, which are celebrated in most places, is carnival. Carnival finds its social and historic origin in the Caribbean region and is an expression of culture that encapsulates music, dance, costumes, pageantry and performance while carnival is celebrated in various styles and with slightly different names throughout the world, there is one common interest: the manifestation of a cultural pluralism amongst its participants.

Carnival, according to the Chambers paperback thesaurus is a noun used to describe festival fiesta, gala, jamboree, fair holiday, jubilee celebration, merry making, and revelry. With these it is said to be a recreational activity and a part of tourism. Tourism is the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations and the facilities undertaken during their stay in those destinations, and the facilities created to cater to their needs (Matheson and Wail, 2012).

Cross River State has emerged as a state facing diverse economic challenges. Despite the fact that, Cross River State has a wide range of tourist attracted areas but some of them are still largely untapped, some are underutilized and only occasionally visited by tourists, and some of the hitherto popular destinations in the state like the Obudu cattle ranch resort and Tinapa have lost their global brand status. These arrays of economic problems are suspected to be responsible for the underdevelopment in the state.

Amid these numerous challenges, government on one hand and private individuals on the other hand have played significant role in the economic diversification, rebranding and development of the state through tourism development. Cross River State which has played a leading role in terms of tourism development in Nigeria has done tremendously in the development and creation of tourism potentials such as parks, resorts, museum, hospitality industry as well as other cultural and social events that serve tourism purpose.

Odok and Etefia (2014) conducted a study on the impact of Calabar Carnival Fiesta on economic development of Calabar Metropolis, Cross River State, Nigeria. The research design adopted for this study is survey research design. This design was adopted based on its economical nature. The purposive sampling technique was adopted to select all the carnival bands (Bayside, Master blaster, Sea gulf etc). The simple random sampling technique was adopted in the selection of five hundred (500) respondents. In testing the hypothesis in the study, the independent t-test statistical analysis was used in testing and analyzing the hypothesis. The result from the testing and analysis of the data, revealed that the calculated t-value of 9.655 is greater than the critical t-value of 1.960 when tested at 0.05 level of significance with 498 degree of freedom. This implies that, there is a high impact of Calabar Carnival Fiesta on the economic development of Calabar Metropolis, Cross River State, Nigeria. Based on the result of the findings the researchers recommended that, there is need for the introduction of several more bands and other major innovations to make the carnival colourful and attractive, this will promote adequate turn-out from tourist which will generate more income.

For many of the countries, particularly those that boasts of the world's largest carnival celebration (example, Trinidad and Tobago, Brazil, Nigeria and the Caribbean), carnival is intertwined into the very fabric of the society and is considered one of the most important culture exports. Global industry reports indicate that within the past decades, carnival's visitor arrivals have grown by 90 percent since the late 1990s and continue to grow annually (Susan, 2005). Similarly, government reports in different countries indicate that, on average, revenues from carnival activities exceed \$500 million. The carnival industry also generates significant economic activity in a range of sectors in the local economy such as entertainment, media, hospitality and retail sectors. Carnival therefore, has grown over the years into a viable and sustainable global economic industry supported by talent, expertise, skills and knowledge that are almost exclusively global (Adam, 2011).

On the socio-economic level, carnival generates business opportunities for singers, song writers, choreographers, costume builders and designers, makeup artists and musicians etc. even more importantly carnival has driven the growth and development of micro, smaller and medium enterprises, many of which are skills-based services. These range from entertainment services related to cultural art forms such as

dance, to the production of local crafts, cuisine, and the display of folk arts such as playing of drums lined with goats' skins, the orchestration of steel pans and portrayal of traditional carnival characters (Jimmy, 2005).

In the Quebec alone, year after years, the carnival generates tourists spending of approximately \$28 million and tax revenues of \$10 million, and supports some 600 jobs. This means carnival can promote socio-economic development through job creation, revenue generation both to the local economies and foreign exchange earnings as well as promote cultural integration and skill development. Carnival spending provides tax revenues for the government, which is in turn, used to provide infrastructure and basic social and welfare services for the citizens (Adams, 2011). In its broadest sense, recreational travel is any type of travel undertaken for pleasure rather than for business, a family event, or any other kind of obligation. Theoretically, then, recreational travel can involve any type of transport, destination, and accommodation. Some think of this kind of travel specifically as a vocation which is carried out in a camper or recreational vehicle. Others understand the term to mean travel that is spent enjoying one or more preferred leisure activities (Karl, 2016).

Strictly speaking, the term recreational travel simply means travel that is carried out specifically and solely for leisure purposes. Thus, a business trip would not be considered recreational travel, even if the traveler happens to find the trip pleasurable. Similarly, a journey to one's family home for a holiday, no matter how enjoyable, is not undertaken solely for the traveler's leisure and thus technically does not fit within the recreational category. With such broad parameters, a recreational trip can take an unlimited number of forms. It may be spent within one's own country or abroad. Recreational travelers can journey by car, airplane, train, boat, bicycle, or even on foot. They can stay in a hotel, at a friend's home, in a tent, and so on (Seppo, 2006).

According to Walton (2005) recreational travel enhances economic development in various ways. Travelers or leisure tourists who visit destinations bring revenue to the local economy, create employment opportunities for local population and promote businesses. Leisure travelers spend money on hotel accommodation, buy local goods to take back to their country or place of residence and often engage local tour guide and transport services. The indirect income tax and levies of such goods and services generate revenue for the government which boosts socio-economic development. The term economic development has variously been conceptualized by different scholars and there seems to be no consensus on a common definition of the term. Hence, it has always been viewed in terms of wealth, health, education, output and infrastructure. Todaro (2015) posit that socio-economic development means improvement in the quality of human life, including rise in income, job, creation, consumption habits, education, health status, infrastructure among others. Similarly Smith and Rees (2008) view socio-economic development as sustainable increase in living standards. It implies increase in per capital income, better education and health as well as environmental protection. Socio-economic development entails the creation of wealth for all citizens within the diverse layers of society. It includes the redistribution of wealth so that all people have equitable access and potential of enhancing their quality of life, (Abbot, 2003). This implies that, for meaningful socio-economic development to be recorded, all facets of the society must feel its impact; they should be affected in one way or the other especially having access to improve quality of life.

Economic development is the process by which a society improves the economic, political and social well-being of its citizens/people (Arthur & Sheffrin, 2003). It is the transformation of society, a movement from traditional relations to more modern ways. It entails remarkable improvement in the people's lifestyle, through improved education, incomes, skills acquisition, and employment. Economic development refers to sustainable transformation in all ramifications that meets the needs of the present generation without compromising the aspirations and needs of the future generations. It implies resolving the conflict between the various competing goals, and it includes the simultaneous pursuit of economic prosperity, environmental quality and social equality with the resultant effect being investment in social infrastructure and human capital development (Hasna, 2007).

Impact studies try to establish a link between mega events and their economic effect on host communities. Studies by Burnett and Hollander (2007), on mega events in Brazil revealed that sport events are capable of boosting economy by providing opportunities for increased infrastructural development and employment opportunities. Similarly Saayman, Saayman and Du Plessis (2005) observed that major events in arts, culture and sport are often defined in terms of their potential positive impacts. In this sense, they conceptualized such mega events as planned occurrences of limited duration which have an extra-ordinary impact and the capacity to improve living standards and economy of host communities. The economic benefits of cultural festival in the East midlands were also reported by Allen and Shaw, 2000. Their study which was the first comprehensive research of festivals in the East Midlands centred on 11 festivals, reflecting on the range of events that took place throughout the region, considering expenditure (costs) and income generated (benefits). The study revealed that money spent by visitors and audiences contributed about seven million pounds to the economy of each of the community hosting the 11 festivals. It further revealed that money spent by audiences generated up to 4.1 million pounds as additional income for the regional economy, which provided additional jobs in Cross River State and Nigeria in general.

Downing (2003) argues that culture and tourism events in Scotland promote socio-economic development of host communities. He observe that Ceolas week -long music festival in South Visit Island Community (SVIC), with a population of over 4,000 does boost socio-economic development of the area. Another study of event cited by Downing (2003) was the Highlands festival which showcases world arts activities and a range of cultural events similar to those of Calabar carnival festival. The result showed that in 1977, about 68,000 people who attended the festival spent over 4.5 million pounds in the area, boosting the economy and creating job opportunities. Meaningful and sustainable development is not achievable without basic infrastructure. Infrastructure here entails structural elements of an economy which involves social engineering that facilitate the flow of goods and services and stimulate growth and development in other sectors of society. It includes the provision of public services such as water, energy, communication, transportation, health, education and facilities for emergency response. Carnival festival activities promote tourism; as a result, enhances the development of facilities to boost the tourism industry and accommodate visitors during the events (Gibson, Watt, Warmsley & Cornell, 2005).

According to Humphreys and Plumber (2015), cultural events should be critically considered because existing evidences suggest that strengthening of the cultural sector creates economic assets that can be harnessed for community growth and development. Receipts from cultural event contribute significantly

to investment which could trigger structural development of the economy for instance in Slovak Republic infrastructural development in cities, municipalities and region are attributed to cultural festival in that part of the world. Similarly, Keith (2005) observed that Caribbean festivals have been pivotal to the development of infrastructural facilities. It is obvious that cultural events such as carnival fiesta have the potential to precipitate the provision of infrastructural facilities for environmental development in society.

The study of tourism is the study of people away from their usual habitat of the establishment which respond to the requirement of travelers and of the impacts that they have on the economic, physical and social wellbeing of their hosts. It involves the motivations and experiences of the tourists the expectations of and adjustments made by residents of reception areas, and the roles played by the numerous agencies and institutions which intercede between them. Tourism is a luxury, until recently; participation was restricted to the selected few who could afford both the time and money to travel. Increased leisure, higher incomes and greatly enhanced mobility have been combined to enable more people to partake of tourism. Improvements in transportation, the proliferation of accommodation and the growth of inclusive tours and others form of relatively cheap vacation travel, have further extended the opportunity to travel for pleasure. Today the majority of people in the developed world and increasing numbers in developing countries are tourists at some time in their lives.

Tourism is no longer the prerogative of a few but is an accepted and accustomed, even expected, part of the lifestyle of a large and growing number of people. Tourism is of major economic and social significance because about 270 million tourists spend \$92 billion (US) annually in places outside their own countries. This is one of the largest items in the world's foreign trade. With a world growth in visitor arrivals rate of approximately six percent per annum, tourism is also one of the fastest growing economic activities. It is the most important export industry and earner of foreign exchange in many countries. Looking at benefits and relevance of tourism, it could be in terms of its economic significance, where receipts from international tourism can provide a valuable source of earnings for both development as well as developing countries. Visitors spending generate income for both public and private sectors, besides effecting wages and employment opportunities.

Tourism has also influenced expansion and modernization of infrastructure. It has been noticed that many regions in the world are not in a position to reap the benefit of tourism simply because of the lack of infrastructures. In fact, if we look at the countries and the regions within the countries, the ones having adequate infrastructure are the greatest beneficiaries. The world's top to tourist generating and recurring countries all have excellent infrastructures to support the insatiable quest of tourists' visiting the areas (Uwadiwegwu, 2010).

In spite of the huge government, private and non-governmental organizations' investment in the development and maintenance of these tourism infrastructures and potentials, it seems that the efforts have not yielded the needed dividends. The gap that the present study sought to bridge is that almost all the literature reviewed in this paper is foreign based. To the best knowledge of the researchers, it is only a few works that are situated in Nigeria but none out of them is found in the area of the present study. It is obvious that more effort and commitment are required to harness the untapped, under-utilized destinations and

potentials that abound in the State. It is against this background that this study is under taken to assess the relationship between carnival activities and economic development in Southern Senatorial District of Cross River State, Nigeria.

THEORETICAL FRAMEWORK

Tourist area life cycle (TALC) theory by Butler (1980)

This theory was propounded by Butler in 1980. The theory deals with a particular destination. In this theory, Butler essentially explains how a destination emerges as a tourist destination after several stages. This theory stated that, a tourism destination develops over time as a result of several factors (such as constant investment, upgrading, and new awareness). Destination is a very important element in tourism. And like all other products, tourist destination also have life cycle. Butler proposed a model for tourism area life cycle in which the author showed how a destination begins as relatively unknown place and visitors first come in small fractions because of lack of access, facilities and local knowledge.

This theory is relevant to this study because, it enhances sustainable tourism planning, proper maintenance and management of tourism infrastructure, and a re-awakening that without proper care, tourism destinations or attractions can quite easily fade away. This theory also draws attention to the fact that no tourism destination can last forever unless it is cared for and maintained. This becomes an invitation for all governments to imbibe a culture of maintenance of all tourist destinations, constantly upgrading the infrastructure and services to sustain tourists flow to the destinations. It is with constant flow of tourists that the required revenue for economic development could be generated. Also, maintaining destinations is a way of ensuring continuing tourism contribution to economic development.

RESEARCH DESIGN/METHODOLOGY

The survey research design was considered most appropriate for the study. This design allows the researcher to assess the situation under investigation as it exists presently. According to Kerlinger (1986) survey research design is directed towards determining the nature of the situation as it exists at the time of an investigation. A multi-stage sampling procedure (purposive and simple, random sampling techniques) was adopted for the study. Stage one involved the use of purposive sampling technique in the selection of the various local government areas in the study area that are host to tourist destinations/attractions. Stage two of the sampling involved the purposive selection of the various tourist destinations/attractions in each of the local government areas sampled. In selecting the respondents (community members in which the destination is located, and tourists found in the tourist's destinations), the simple random sampling technique was adopted for the selection of respondents in the study. The sample of the study was drawn from the population of the study and consisted of 544 respondents drawn from the study area.

Tourism Activities Questionnaire (TAQ) was use for the study. The questionnaire was sub-divided into two main parts. Part A was structured to elicit information on the personal characteristics of the respondents, while part B was designed to obtain information on the five sub- variables of the study. The

reliability of the instrument was ascertained using a test retest reliability estimate. The questionnaire was administered twice to 50 randomly selected respondents in a pilot testing. Data obtained was analyzed using Pearson product moment correlation to determine the reliability coefficient.

DATA ANALYSIS

Null hypothesis

There is no significant influence of carnival activities on economic development in Cross River State.

Table 1

Pearson product moment correlation analysis of the influence of carnival activities on economic development in Cross River State (N=544)

| Variables | \bar{x} | Sd | Cal-r | Sig. |
|--------------------------------|-----------|-------|--------|------|
| Carnival activities | 17.982 | 3.042 | 0.785* | .05 |
| Economic development of youths | 31.284 | 3.242 | | |

*Significant at 0.05, df = 542, critical $-r = 0.113$

Table 1 shows the summary of Pearson product moment correlation analysis of the influence of the carnival activities on economic development of Cross River State. The result indicated that the calculated value of 0.785 was greater than the critical value of 0.113 at $p < .05$ with 542 degree of freedom. Since the calculated value was greater than the critical value, it means that the result was significant. This implied that carnival activities had significant influence on economic development of Cross River State. Based on this result, the null hypothesis was rejected.

DISCUSSION OF FINDINGS

The result of the study in this regard found that carnival activities are making important contributions and influence to economic development. Carnival activities enhance cultural promotion, and as Susan (2005) affirmed, average revenues from carnival activities exceed \$500 million. The finding of this study is in line with Adam (2011) that the carnival industry generates significant economic returns and activities in other sector of the economy such as entertainment, media, and hospitality and retail sector.

Similarly, the study supports the claims of Jimmy (2005) that on socio-economic level, carnival generates business opportunities for singers, song writers, choreographers, costume builders and designers, make-up artists and musicians etc. Importantly, carnival activities drive growth and development of small and medium enterprises. The findings of the study also corroborates Quebec Carnival Commission (2015) that carnival activities generate economic benefits such as wealth creation, intellectual property rights, industries, employment, foreign exchange earnings and private sector development, and social benefits like, social integration, education, community spirit among others. This is evident in the boom in economic activities during the Calabar Christmas Carnival which is regarded in the longest street party in Africa.

However, the result disagrees with Yusuf (2012) who argued that government initial investment in the planning, organization and hosting of a carnival party for exceed the returns in economic terms. This implies that governments often spend more than it realize from carnival, which is not healthy for economic development.

Implication for Environmental Adult Education

This study is very important to the field of environmental adult education because even an expert or would-be expert take out time for relaxation which is during the period. More so, an expert in this area would advise both the government, private individuals or/and organizations on how to manage the environment because of increase in population, waste generation etc that is occasioned by this season and how it will not affect the environment and the inhabitants. This study will contribute to the existing literature in this area which will be useful to students, researchers, the tourism industry and the public at large. More so, if the result of this study is utilized it will help to solve the problem of unemployment which automatically will help to curb youth restiveness in the area.

CONCLUSION AND RECOMMENDATIONS

Globally, tourism has emerged as an important inexhaustible and sustainable economic development alternative to the crude oil. With the instability and the cascading prices of the crude oil in the international market, many states have now realized the significance of tourism industry in providing the required revenue for economic development. The state has enjoyed considerable revenues and development as a result of the promotion of tourism activities. From the Obudu ranch resort in the north, to the Agbokim waterfalls and wildlife safari in the central, and a host of tourism destinations and activities including the carnival. Efforts have been made towards tourism development of the state, but more is still needed to bring the state to global standards in the area of tourism. Based on study finding, it was recommended that the Calabar annual carnival should be decentralized and extended to other zones and local government areas of the State, to enable them showcase their tourism potentials which has remain in obscurity. The researchers are suggesting that this study could be replicated by future researchers. Secondly, future researchers can increase the scope, the variables and the population of the study in other areas.

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