

NEAREST NEIGHBOUR ANALYSIS (NNA) OF TOURISM ORGANIZATIONS IN SOUTHERN CROSS RIVER STATE, NIGERIA

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Abstract

Organization of tourism activities is the determinant factor of success in any tourism destination. This study investigated tourism organizational pattern in Southern Cross River State. A total of six attractions and thirty-eight tourism organizations were identified and their coordinate locations generated through a hand-held Global Positioning System (GPS) in the study region. Results of Nearest Neighbour Analysis (NNA) revealed that tourism organizations are randomly distributed ($R_n= 1.3$) in the study area. The study however identified a skewed monotony and a sense of tedium is created in tourists due to limited attractions in the destination. The study recommended that Cross River State Government non-government organizations and wealthy individuals should invest more in developing adjacent attractions and supporting institutions as complementary to major attractions in the study area.

Keywords: nearest neighbour analysis, attractions, institutions, destination development, Southern Cross River.

Introduction

The hub of the tourism industry is the tourist attraction. Tourist attractions comprise the primary agents of development of tourism destinations. The traffic flow of tourists into a region is in tandem with the nature of product, attractions and tourism organizations of that area. Their spatial spread and pattern of distribution play a synergetic role with other features in the development of places (World Tourism and Travel Council (WTTC), 2012; Vaugeois, 2013; Vucetic, 2012; Zaei & Zaei, 2013). The provision of tourism development institutions further enhances the infrastructural outlook (development and upgrade) of destinations and different benefits to stakeholders.

Tourism attractions and organizations are well known for their stimulating role to development (Thijs, 2006; Tunde, 2012; World Bank; 2013; Oguamanam, Odum, & Ezeh, 2018). The desire to develop a place and cater for the socio-economic needs of residents occupy a central place in planning for regional development. The spatial engineering of national space tends to give less attention to tourism-based structures (Obong, Ajake, Aniah, Uttah & Ukam (2015). The less attention in spatial considerations for tourism-related development impedes the chances for socio-economic benefits.

The consequences of neglecting tourism development in national planning are a life-long challenge that can cripple the social component of a nation. Hence, the development of tourist attractions, institutions and capacities underscore the health and vitality of a nation. However, tourism has come to stay as a development tool (Ashley, Brine, Lehr & Wilde, 2007; Havi & Enu, 2013; Obi-Ani, Nweze & Okoye-Ugwu, 2018), yet a silent issue in national development. For instance, several attractions, including the Marina Tourism Resort in the City of Calabar, has contributed to the development of Cross River South and its environs (Obong, Effiom & Okon, 2012). Adjacent attractions can be purposefully developed in order to increase the staying power of destinations and also help in diversifying tourists to destinations to keep them active and remove boredom and monotony. One way of achieving adjacent attraction strategy is to assess the distributional pattern of available attractions and then craft in-between of neighbourhood attractions.

Tourism development institutions are government authorised bodies with the mandate of providing rules, regulations and certifications for tourism operators in a tourism destination. They also include attractions, accommodation, transportation agencies, medical services, security services, eatery centres, shopping centres, sanitation and waste management agencies, landscaping agencies, and all ancillary services (Obong, 2015). The development of adjacent attractions as complementary to major attractions in a tourism destination is an important need for sustainable tourism development, yet, it is one unpopular and silent issue in the literature. Also, the location and mapping of tourist attractions and development institutions are rarely considered in the study area by scholars, hence, the basis for the study.

Research Problem

Tourism attractions and development institutions have a critical role to play in the tourism industry services. In Cross River State, Nigeria, after a decade of investment in the industry, there is relatively scanty information on the location attributes of attractions and development institutions, especially in the Southern Senatorial District. The particular area of neglect which is not given adequate attention is the analysis of attractions and development institutions, the pattern of their distribution and the harnessing of the potentials within and around its locations. Locations are important in various ways for effective service delivery, enhancement of patronage and inflow of tourists, easy adjacent attraction development, and ease in networking and monitoring in a region. All these values are attainable in a strategic location or setting of products and services, especially to points of demand. From the foregoing, the study was carried out to map the various attractions in the study area, determine the spatial pattern of attractions and tourism development institutions in the study area and produce a map of the pattern of distribution of attractions and tourism development institutions.

Literature Review

There is a consensus by scholars that the key indicators of tourism development include attractions, accessibility, accommodation, amenities and awareness, and human resources among others (Akeh, 2021; Akwara, Abutu and Okwelume, 2014; Muganda, Sirima and Ezra, 2013; Akinbaode and Braimoh, 2010; Tourism West Australia, 2009; 2008). Attractions are basically the nucleus and fulcrum on which other essentials are built to make a destination appealing. Hence, tourist attractions are a core component of tourism development (Gunn, 1988). For both domestic and international tourists, the desire to visit attractions is usually the main motivator for their trip. Tourist attractions are magnets that draw tourists to a destination (Gunn, 1988). Tourists' attractions may be grouped into four types as illustrated in Fig. 1.

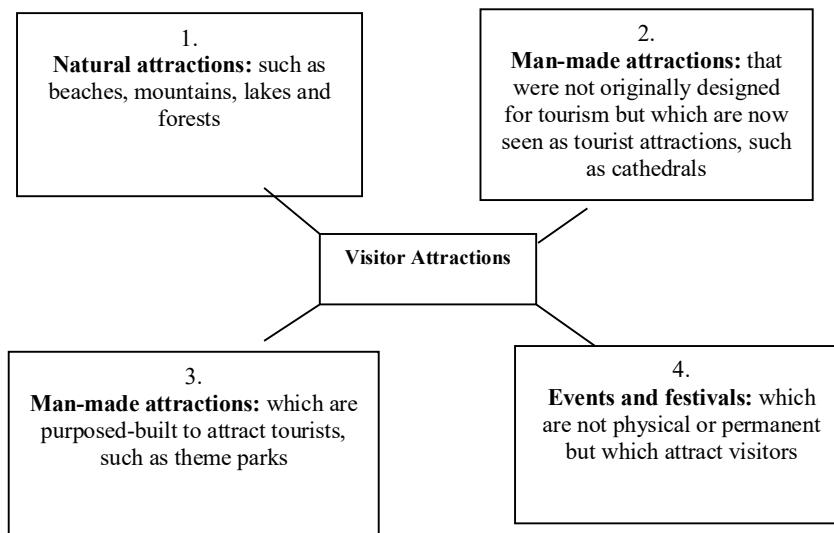


Figure 1: The Four Types of Visitor Attractions.

Source: Swarbrooke (2001)

In the four types of attractions as posited by Swarbrooke (2001), two types of man-made attractions are identified. The first type of man-made attractions were not originally designed for tourism but which are now seen as tourist attractions, such as cathedrals. The second type of mam-made attractions are purposed-built to attract tourists, such as theme parks. They were built for the purpose of attracting tourists.

Various examples of attractions include theme parks; amusement parks and circuses; shopping centres; meetings, conferences and convention venues; special events, gambling casinos; entertainment centres; recreation and sports facilities (Baldwin, 2007; Benkendorff & Pearce, 2003). In India, sites have been developed into attractions as part of the strategy to increase

the development options of the nation. Such areas of developed attractions include beaches, forests, wildlife and landscapes for eco-tourism; snow, river and mountain peaks for adventure tourism; technological parks and science museums for science tourism; centres of pilgrimage for spiritual tourism; heritage, trains and hotels for heritage tourism (Mishra & Padhi, 2012).

An inventory of attractions in the Cross River Southern Senatorial District indicates a number of natural, man-made, events and festival attractions. For example, the Marina Resort; Conservation and Botanic Centre (Calabar South), TINAPA Business Resort (Odukpani), Summit Hills (Calabar Municipality), Oban Hills, Kwa Falls (Akamkpa), etc. Others are a few undeveloped lakes across the Local Government Area of Biase which could attract tourists if developed. These include the Wobie lake, Egwebe lake, Ebien lake, Tooka Lake and Akae-bob lake (Aniah, Okim, Eja & Ajake, 2011). Among the attractions identified in the Cross River South Region (CRSR), only the TINAPA Business Resort and the Marina Resort are fully developed. Significant constraints interfere with the development of tourist attractions. Some of the constraints include funding (Mayaram, 2006), human resources (Cohen, 2003), security and signage system, poor organization and planning (Ajala, 2008; Andriotis, 2002, Baldwin, 2007; Sharpley, 2009); corruption, insufficient funding, poor management arising from dearth of experts (Anastusi & Nnabuko, 2012; Njoku, 2003; Telfer & Sharpley, 2008), and accessibility. There is need, therefore, to map the various attractions in the region for national development and sustainable benefits to tourism stakeholders.

Materials and Methods

The study was carried out in Southern Senatorial District of Cross River State comprising seven Local Government Areas of Akpabuyo, Akamkpa, Calabar Municipality, Calabar South, Bakassi and Biase (Fig. 2). The zone is characterized by attractions such as the Marina Resort, Tinapa Business Tourism and Leisure Resort and the Kwa Falls and other tourism development institutions.

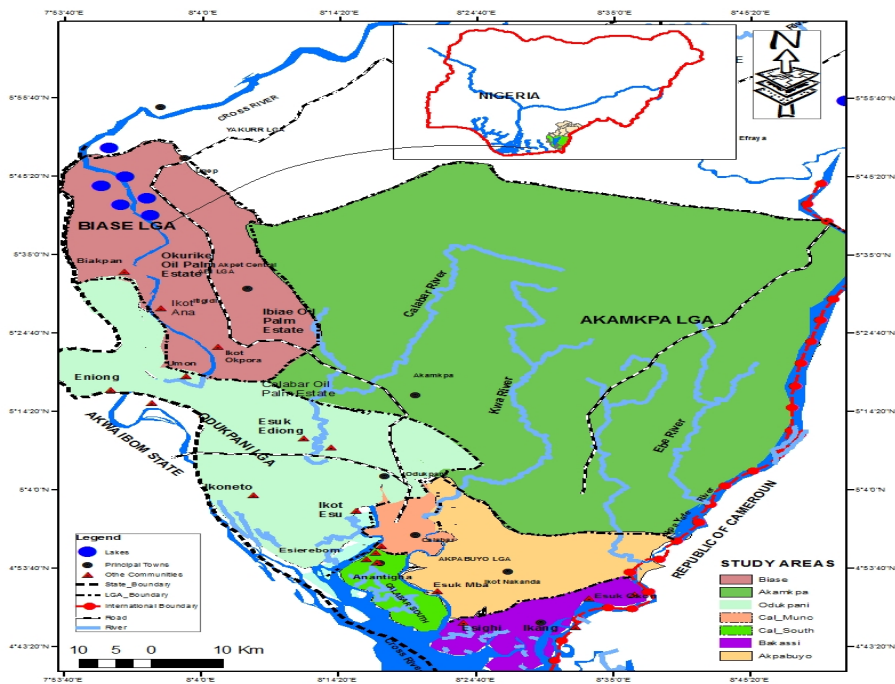


Figure 2: Map of the Study Area.

Source: Department of Geography and Environmental Science, University of Calabar, (2015)

The notable institutions include transportation companies, security services, telecommunication services, medical services, accommodation services, food and beverage services, carnival bands, and government tourism administrative office locations. Data were collected using the Global Positioning System (GPS) to map out the attractions and development institutions. The questionnaire survey and focus group interviews were also adopted to generate data on service delivery, enhancement of patronage and tourists' flow in the study area. Copies of the questionnaire were distributed to all the purposively sampled attractions and institutions for over three months before they were retrieved by research assistants. Interviews were carried out on managers of attractions and operators of tourism related institutions in the study area. Data on tourists' flow were collected from government tourism institutions such as Tourism Bureau, Carnival Commission and the Margaret Ekpo International Airport, Calabar.

Apart from the descriptive statistics employed to analyse the data generated, the Nearest Neighbour Analysis (NNA) was used in analysing the data collected from the field. The Nearest Neighbour Analysis technique is the analytical technique that measures the distribution of things in space to identify whether they are clustered, random or regular. According to Barcelona Field Studies Centre (2013), NNA is an analytical technique that measures distributions according to whether they are clustered, random, or

regular. It is a technique that helps to establish a pattern of things on landscapes.

The nearest neighbour analysis produces a shape (expressed as R_n) which measures the degree to which a particular pattern is clustered (nucleated), random or regular (uniform). This analysis is fitting in the analysis of the distribution of tourism development institutions in the study area to show the pattern of their distribution. The nearest neighbour analysis usually produces results that fall between 0 and 2.15. The test statistic was used to analyze the formulated hypothesis which states that: 'Tourism attractions and institutions are randomly distributed in the study region'. The formula for nearest neighbour analysis is given as:

$$R_n = 2\bar{d}\sqrt{n/a}$$

Where

R_n = description of distribution

\bar{D} = the mean distance between the nearest neighbors (km)

A = area under study (km^2)

N = total number of points

Results and Discussion

The GPS readings of various attractions (Table 1) represent the attractions in the study area. The attractions include the Botanic Garden and Conservation Centre, the Marina Resort, Tinapa Business Resort, the Slave History Museum, etc.

Table 1: GPS Readings of Attractions in the Study Area

| S/N | Name | Location | Ownership Status | GPS Reading | Remarks |
|-----|--|---------------------------------------|------------------|---|-------------|
| 1 | Botanic Garden and Conservation Centre | Asitata Street by Mary Slessor Avenue | Government | 04° 57' 24.2"/008° 19' 49.9" | Closed down |
| 2 | Marina Resort Tinapa Business Resort | Adiabo | Government | 04° 57' 55.7"/008° 19' 05.5' 05° 02' 31.3"/008° 18' 57.1" | |
| 3 | Slave History Museum | | Government | 04° 57' 55.7"/008° | |

| | | | | | |
|---|-----------------------------|-----------|------------|--|-------------------|
| | | | | 19' 05.5'' | |
| 4 | Aqua Vista Farms and Resort | Anantigha | Private | 04 ^o 55' 00.4''/008 ^o 19' 06.4' | |
| 5 | Kwa Falls | Akamkpa | Government | 05 ^o 08' 27.8''/008 ^o 30' 34.9'' | Admin Block |
| 6 | Kwa Falls | Akamkpa | Government | 05 ^o 08' 29.1''/008 ^o 30' 29.0'' | Along the walkway |
| 7 | Kwa Falls | Akamkpa | Government | 05 ^o 08' 29.4''/008 ^o 30' 29.0'' | Valley point |

Other institutions with their GPS readings include the Carnival Bands (Table 2). These are the Seagull, Bayside Band, Passion 4 Band, Freedom Band and the Masta Blasta Band. The bands are at the centre of the Carnival Calabar. The Carnival Calabar holds annually during the Christmas celebration. The bands have equally evolved into a socio-economic and socio-cultural force empowering both the young and the old folks economically and socially.

Table 2: Carnival Bands

| <u>S/N</u> | <u>Name</u> | <u>Location</u> | <u>Ownership Status</u> | <u>GPS Reading</u> | <u>Remarks</u> |
|------------|---------------|-----------------------|-------------------------|--|----------------|
| 1 | Sea Gull Band | Diamond Hill Calabar | Public | 04 ^o 58' 55.0''/008 ^o 19' 43.1'' | |
| 2 | Passion 4 | Ediba Road Calabar | Public | 04 ^o 59' 07.4''/008 ^o 20' 57.3'' | Not available |
| 3 | Bayside Band | Marian Road | Public | 04 ^o 58' 01.0''/008 ^o 20' 13.6'' | |
| 4 | Freedom Bank | Marian Fiekong Estate | Public | 04 ^o 59' 06.0''/008 ^o 20' 41.0'' | |
| 5 | Masta Blasta | Marian – Water Board | Public | 04 ^o 59' 26.8''/008 ^o 20' 40.6'' | |

The GPS readings of coordinate locations of government-based tourism institutions were also generated (Table 3). Such institutions, which

are saddled with the responsibility of coordinating and administrating tourism activities, include the Cross River Advertisement and Signage Agency (CRISSAA), the Cross River State Tourism Bureau, the Department of Public Transportation (DOPT), the Department of Tourism Development, and the Cross River State Carnival Commission.

Table 3: Government-Based Tourism Institution

| S/N | Name | Location | GPS Reading |
|-----|--|----------------------------------|------------------------------------|
| 1 | Cross River Advertisement and Signage Agency (CRISSAA) | State Housing Estate, Calabar | 04° 59' 01.0"/008° 20' 08.9" |
| 2 | Cross River State Tourism Bureau | Okoi Arikpo House | 04° 57' 47.1"/008° 19' 25.5' |
| 3 | Department of Public Transportation (DOPT) | Cultural Centre Complex, Calabar | 04° 58' 14.5"/008° 19' 31.9" |
| 4 | Department of Tourism Development | Okoi Arikpo House | 04° 57' 47.1"/008° 19' 25.5' |
| 5 | Cross river State Carnival Commission | Okoi Arikpo House | 04° 57' 47.1"/008° 19' 25.5' |

A gamut of institutions focusing on accommodation; food, beverage and shopping services and transportation institutions were mapped (Table 4). Analysis of Table C revealed that both the accommodation and transport services are privately owned.

Table 4: Accommodation Services, Food, Beverage and Shopping Services, Transportation and Car Hire Services

| S/N | Name | Location | Ownership Status | GPS Reading | Remarks |
|-----|-------------------------|---------------|------------------|------------------------------------|---------|
| 1 | Country Home Resort | Ekorinim | Private | 04° 59' 44.3"/008° 19' 47.9" | |
| 2 | The Noble Place Ltd | Parliamentary | Private | 05° 00' 05.1"/008° 20' 43.9" | |
| 3 | Kal Vegas Hotel & Suits | Asari Eso | Private | 04° 59' 48.0"/008° 21' 08.1" | |
| 4 | Success Villa Laundry | Otop Abasi | Private | 04° 57' 50.0"/008° | |

| | | | | |
|----|-----------------------------|---------------------------|---------|------------------------------------|
| | | | | 19' 51.9" |
| 5 | Doris O' Hotel | Unical Hotel Road | Private | 04° 57' 42.4"/008° 20' 54.8" |
| 6 | Mr. Biggs | Etta Agbor | Private | 04° 57' 16.9"/008° 20' 25.1" |
| 7 | Macbite Fast Food | Calabar Road | Private | 04° 57' 39.4"/008° 19' 22.4" |
| 8 | B-System/Restaurant | Diamond Hill, Calabar | Private | 04° 58' 47.8"/008° 19' 42.5" |
| 9 | Divine Favour Supper Market | Anansa Road | Private | 04° 59' 09.4"/008° 19' 54.6" |
| 10 | Mr. Fans | Marian Road | Private | 04° 58' 01.4"/008° 20' 16.9" |
| 11 | Tanis Fast Food/Restaurant | Marian Road | Private | 04° 58' 43.9"/008° 20' 32.8" |
| 12 | Tanis Fast Food/Restaurant | Marian Road | Private | 04° 58' 43.9"/008° 20' 32.8" |
| 13 | Remlords Tours and Car Hire | Edibe Edibe Road, Calabar | | 04° 56' 54.1"/008° 18' 55.4' |
| 14 | New NyaNya | Etta Agbor Road, Calabar | | 04° 57' 30.2"/008° 20' 30.8' |
| 15 | AKTC | Etta Agbor Road, Calabar | | 04° 57' 29.4"/008° 20' 30.3' |
| 16 | Calculux | Etta Agbor Road, Calabar | | 04° 57' 27.8"/008° 20' 29.2' |
| 17 | To and Fro | Etta Agbor Road, Calabar | | 04° 57' 43.3"/008° 20' 29.8' |
| 18 | On the Dot | IBB Way, Calabar | | 04° 57' 43.3"/008° 20' 39.7' |

| | | | |
|----|-----------------|---------------------------|--|
| 19 | ABC | IBB Way, Calabar | 04 ^o 57' 44.1"/008 ^o 20' 37.5' |
| 20 | Enarit | IBB Way, Calabar | 04 ^o 57' 45.5"/008 ^o 20' 17.8' |
| 21 | Cross Country | Calabar Road, Calabar | 04 ^o 58' 00.0"/008 ^o 19' 38.2' |
| 22 | Jofino | MM Highway, Calabar | 04 ^o 59' 17.6"/008 ^o 19' 59.5' |
| 23 | Ayade Motors | M/M Highway | 05 ^o 01' 21.3"/008 ^o 20' 00.7" |
| 24 | Cynlox Car Hire | IBB Way | 04 ^o 57' 49.4"/008 ^o 20' 01.8" |

There is collaboration and a synergy between the management of attractions and tourism institutions for effective running of the tourism industry in the study area. The accommodation system, the transportation and food, beverage and shopping services all synergise with attractions for tourist authentic experience and value for their money spent.

In order to determine the distributional pattern of attractions and tourism organizations in the study area, the NNA was applied. Table 5 indicates the Near Neighbour Distance (NND) of tourism attractions and institutions in the study area, while Table 6 shows the Near Neighbour Index (NNI). The result in Table 6 demonstrates element of randomness ($R_r = 1.3$). This implies that the different tourism attractions and organizations are randomly located in the study region. A further explanation is depicted in Fig. 3. The randomised spatial pattern of attractions and tourism institutions in the study region represents a huge opportunity to increase the number of attractions and tourism development organizations in order to increase activity base of the destination. Increasing the activity base will create more opportunities for employment to residents and destination communities, more revenue to government and increased benefits to stakeholders.

Data was generated and analysed on tourist arrival (aircraft landing and take-off) at the airport. Results show that domestic arrivals could contribute to energising the tourism industry. On the other hand, tourists' visits to the Marina Resort and the Tinapa Business Resort revealed an interesting scenario. Providing other attractions to feed the interest of tourists at the various attractions will boost the existing attractions and businesses linked to them. Interviews with the managers of the attractions revealed that most tourists expect more attractions to create more activities.

Although there are visits to Tinapa and Marina Resorts, the Kwa Falls lack visits. The Kwa Falls is in shambles. The facilities are dilapidated and in a state of no activity.

Table 5: Near Neighbour Analysis of Attractions and Tourism Institutions

| Name | Near Neighbour Distance |
|--|-------------------------|
| Botanic Garden and Conservation Centre | 0.73 |
| Marina Resort | 0.65 |
| Tinapa Business Resort | 2.8 |
| Slave History Museum | 0.39 |
| Aqua Vista Farms and Resort | 1.62 |
| Kwa Falls | 31 |
| Cross River Advertisement and Signage Agency (CRISSAA) | 0.8 |
| Cross River State Tourism Bureau | 0.02 |
| Department of Public Transportation (DOPT) | 0.32 |
| Department of Tourism Development | 0.02 |
| Carnival Commission | 0.02 |
| Sea Gull Band | 0.52 |
| Passion 4 | 0.43 |
| Bayside Band | 1.01 |
| Freedom Band | 0.4 |
| MastaBlasta | 0.4 |
| B-System/Restaurant | 0.82 |
| Divine Favour Supper Market | 0.82 |
| Mr. Fans | 1.03 |
| Tanis Fast Food/ Restaurant | 1.03 |
| Zone 6Police H/Q | 4.8 |
| State CID | 1.9 |
| Atakpa Police Station | 1.9 |
| Akim Police Station | 2.6 |
| Airport Police Station | 2.6 |
| Civil Defence | 3.4 |
| New NyaNya | 0.01 |
| AKTC | 0.01 |
| Calculux | 0.01 |
| To and Fro | 0.02 |
| On the Dot | 0.04 |

| | |
|-----------------|------|
| ABC | 0.04 |
| Enarit | 0.73 |
| Cross Country | 1.22 |
| Jofino | 3.4 |
| Ayade Motors | 4.3 |
| Cynlox Car Hire | 0.08 |

Source: Author's Field work (2015).

Table 6: Near Neighbour Index

| | VALUES | N/A | Rn |
|----|----------|----------|------|
| D | 2.045682 | | |
| 2D | 4.091364 | | |
| A | 428.05 | 0.102792 | 1.31 |
| N | 44 | | |

Nearest neighbour Index (R_n) = 1.3, using the rule of:

- Clustered: $R_n = 0$ All the dots are close to the same point.
- Random: $R_n = 1.0$ There is no pattern.
- Regular: $R_n = 2.15$ There is a perfectly uniform pattern where each dot is equidistant from its neighbours

The Nearest Neighbour Index (R_n) = 1.29 \cong 1.3.

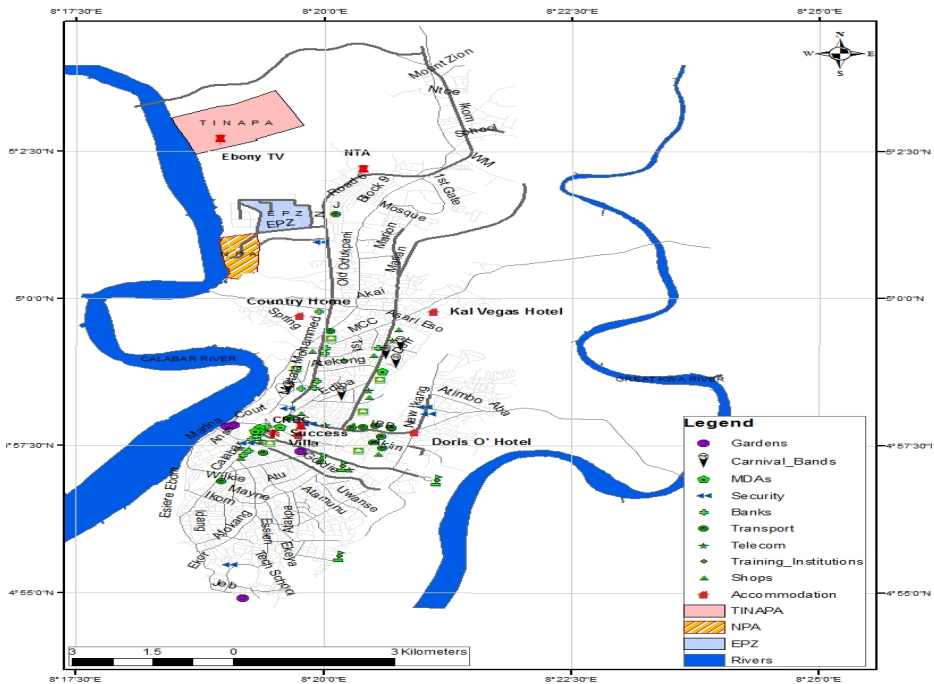


FIG. 3: Map of Attractions and Tourism Development Institutions in the Study Area.

Source: Author’s field work (2015)

Conclusion and Recommendations

This study on tourism organizations in Southern Cross River State revealed that there is collaboration and a synergy between the management of attractions and tourism organizations it is good for effective running of the tourism industry in the study area. The accommodation system, the transportation system and support services all synergise with attractions for tourist authentic experience and value for their money spent. Also, the distributional pattern of attractions and tourism organizations demonstrates element of randomness ($R_n = 1.3$). The implication is that the different tourism attractions and institutions are randomly located in the study region.

The randomized spatial pattern of attractions and tourism organizations in the study region represents a huge opportunity to increase the number of attractions and tourism development organizations, hence, increase activity base of the destination. Increasing the activity base will create more opportunities for employment to residents and destination communities, more revenue to government and increased benefits to stakeholders. Providing other attractions to feed the interest of tourists at the various attractions will boost the existing attractions and businesses linked to them. While the Tinapa and Marina Resorts attracts tourists, the Kwa Falls lack visits due to the dilapidated state of the facilities.

It is obvious that tourism drives economic growth and contributes significantly to the socio-economic development of destinations. The study strongly recommends that government and tourism administrative authorities in partnership with private donor agencies provide development drivers such as accessibility, accommodation, amenities, and activities around attractions in the study area. Providing such drivers will set the destination on the right path to socio-economic fortune of the destination stakeholders. Therefore, there is need for government authority to source for funds from development partners such as foreign direct investment (FDI) for the development of more complementary attractions in adjacent environs to better the development strides of the region. Cross River State Government, non-government organizations and wealthy individuals should invest more in developing adjacent attractions, to create more activities and supporting organizations as complementary to major attractions in the study area.

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