Slave History "Theatre" As Center for Tourists' Pull in Cross River State, Nigeria

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Abstract
The objectives were to investigate annual arrival of tourists during peak and off-peak periods at Slave History "Theatre" from 2008 to 2017.The study also investigates tourists' arrival during differing seasons, and the purpose of such visits. Both primary and secondary sources of data were used for the study. The primary source included field observation, structured questionnaire and checklists, *while secondary data were collected from* National Commission for Museums and Monuments, Cross River State Tourism Bureau, Carnival Commission *and Marina Resort where the slave history theatre is located. ANOVA and student T-test statistics were used to validate the hypotheses. Results revealed that there is a significant variation in the number of tourists from different continents; and tourists' arrival between seasons and differing periods is significant. The results also revealed that all tourists visiting the slave history "theatre" came for one or more of these purposes: business/professional, leisure/vacation/sightseeing/curiosity, education/research, seminar/conference/convention/ summit etc. It was observed that high taxation, insecurity, lack of knowledge of slave history "theatre", and lack of time, were among the challenges to tourists' visitation to the slave history "theatre". Based on this, the study, recommended that festivals, special celebrations, conventions, and sports activities should be organized and promoted during differing seasons to create high demand during off-peak periods and seasons. Government and relevant stakeholders should also use dynamic marketing strategies for the slave history museum.*
Keyword: Slave History Theatre, Museum, Tourist Sites, Tourists' Pull Center, Marina Resort.

Introduction

Museum is one of the major tourist attractions in the world and has an outstanding universal value. It encompasses the natural, historical and cultural attractions, and can be found in virtually every corner of the global continents like Africa, Asia, Europe, and America, etc. It displays various items of interest from a cultural and historical perspective, and passes on important historical information to future generations and tourists who in most cases are "outsiders". Hence, the function of a theatre or gallery is to showcase the historical values of the host, usually in city's centers and it accounts for 220,000 million tourists each year (Ilife, 1995; Connell, Page &

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Meyer, 2015). Again, the potential benefits of museum establishment in the world show that most museums serve as major tourist attractions, generating significant cultural and economic benefits to both the tourists and host destination. Examples of museums in the world are International Slavery Museum in Liverpool, British museum in London, Canadian Museum of Civilization in Ottawa, Acropolis Museum in Athens, Museum of Africa Art in London, Sir John Soane's Museum in London, American Museum of Natural History in New York, Egyptian Museum in Turin among others (Gauthier, 2003; Lim & Bendle, 2012; Kulansky, 2002).

In Nigeria, museums are located across many states. Some of these museums include Old Residency Museum, Calabar, National Museum, Benin City, Gidan Makama Museum, Slave History Museum in Calabar, Badagry Slave Museum and Black History Museum among others (Eneyo, Onyejekwe & Edward, 2017; Ashamu, 2010; A Publication of the Akwa Ibom State Ministry of Culture and Tourism, 2006: Gauthier, 2003). Most museums in Nigeria are designed to attract tourists each year to appreciate the diverse cultures of other people and the past that they display. The Slave History Museum is a typical example of such museums. It showcases how people in many different parts of the world were forced into slavery in the 15th and 19th century (Uya, 1992; Nwoye, 2009; National Commission for Museums and Monuments (NCMM, 2011; Abiola, 1978). It further shows how Africans were enslaved and stripped of their identity and how Calabar played a significant role as the main point of departure of nearly 30% of the slaves taken away to Europe and America through the Cross River Creeks and their tributaries (NCMM, 2011).

The Slave History Museum was established in 2007 in an attempt to boost the tourism industry in Cross River State (Nwoye, 2009; NCMM, 2011). It is an essential heritage site in the world and the primary slave port in the Bight of Biafra. The museum is situated beside the Calabar River ('a point of no return'), as the Cross River State government needed something that linked Calabar with the slave trade. As such, the museum brings back the memories of events of the past since the site was the major transit route for slaves bought from the hinterland (NCMM,2011). Furthermore, the location of the museum at Marina was also to get rid of urban sprawl and to create employment for the indigenes of the area since the rate of unemployment was at an alarming rate. The museum was established to operate on as an enterprise; to serve as major tourists attractions to boosts the tourism industry in Cross River State, and generate economic benefits to both the state and host destination.

However, in the context of this paper, the Slave History Museum is regarded as the slave history "theatre," and a centre with great potentials to

attract tourists to Cross River State, Nigeria. The two concepts of museum and theatre are always centres of focus. The slave history "theatre" in Calabar is the only museum in Nigeria that gives an insight into what is in the museum before embarking on any form of tour either for mere sightseeing or documentation.

> The "theatre" has a pictorial display, which was done by artists that shows the movement of slaves on the coastal areas. It also has a local theatre that shows a video display of what the tourists are about to see, how the slaves were captured from the pictorial display and a three-dimensional dummies lay inside the sheep, with other antiquity that was used in the capture and sale of slaves. The "theatre" also act as a playhouse where the three dimensional dummies, the artistic impressions in human forms with sound effects bring to life the past, making tourists experience the era of the slave trade in the 21st century…

Apart from the above description of the slave history "theatre" in Cross River State, researches carried out by Donald, (2006); Gauthier, (2003)and Eneyo, Onyejekwe & Edward, (2017) show that when visiting museums, most visitors expect an experience that can be described as "effortless and fun" while others often expect historical reminiscences. Studies by Curtin, (1969), and Cook &Yale, (1994), also illustrate that "Tourists love museums" and that in cities like Paris, London, Amsterdam, and New York, museums have long been major draws for in-town tourists and out-of-town tourists. Furthermore, many tourists plan entire trips around a must-see exhibition while many more merely find museum a convenient place to spend a rainy afternoon. The number of tourists to a museum throughout the world continues to grow annually. For example, in Europe, for every museum that existed from 1950, there are now more four million influxes of tourists annually and other sites such as Historic Deerfield and others throughout the world are attracting record numbers of visitors, especially international tourists (Donald, 2006; Cook &Yale, 1994).

Again, it is also obvious that large number of tourists visit slave history "theatre" during the differing periods and seasons annually. To a large extent, there is limited information to ascertain the actual number of these tourists at the "theatre" during peak and off- peak periods, and at differing seasons from 2008-2017. Moreso, there is no data to back up the purpose for their arrival at the slave history "theatre", yet the "theatre" continues to witness a high influx of tourists from inception till date. Hence, this paper is to assess the slave history "theatre," as a center for tourists' pull

in Calabar, Cross River State, Nigeria. It also examines tourists' annual arrival during peak and off- peak periods from 2008-2017; ascertains the sphere of influence of the "theatre" and explores the purpose of such visits.

Conceptual Framework

The conceptual framework adopted in this study is the push and pull Concept.

Push and Pull Concept:

This concept highlights the fact that tourists are push (motivated) to travel by many factors simultaneously, and destinations pull (attract) tourists with a combination of resources. Cook and Yale (1994) & Uysal, and Jurowski, (1994) in their study shows that a tourist generates the desire to escape from his mundane day-to-day routine and seeks a destination that seems to offer the "ticket" to that escape. Bandinel, (1968) and Mazrui, (1986) opines that push and pull factors are matched by tourists. Their studies illustrates that large percentage of tourists are motivated to travel by a desire to be pampered, comfortable, and entertained. Destinations that generate the most "pull" for this group of tourists are cities and beach resorts (Wright 1998; Brayley, E. 1992; Mazrui, 1986).

The concept further shows that each of us has some optimal level of arousal at which we feel most comfortable. For some, the level is quite low, leading to a relaxed, slower-paced lifestyle, whereas for many, the optimal arousal level is very high, driving individuals constantly to seek new and challenging activities (Cook & Yale, 1994). A person who is stressed out by work or any other activity may desire to reduce arousal by seeking a quite seaside resort to spend some quiet time with a loved one. Another who is bored by the routine of his job and life may instead decide to travel to Europe and test his mettle on the ski slopes of the Alps (Cook & Yale, 1994).

The pull concept can be argued in different destinations having different levels of attraction for numerous individuals. In the case of the museum, the pull factor shows that the "theatre" is the center that pulls tourists to Marina Resort. With regards to first time tourist and repeat tourist, it's found that the repeat tourist were more motivated to visits the theatre for a short time frame basically because its previous experience as opposed to first time travellers and secondly, they had been longing to visits to the slave history. However, the push-pull concept offers a theoretical foundation in support of assessing the slave history "theatre": center for tourists pull in Cross River State, Nigeria. The slave history "theatre" is the "drawing power" of the host destination as perceived by the tourist, other travellers; and it most likely to help visitors to make real destination choice. The

presences of the slave history "theatre" ease recreational activities where tourists can easily enjoy themselves.

Table 1: Push and Pull Travel Motivations

Desire for escape	Beaches
Rest and relaxation	Recreation facilities
Health and fitness	Historic sites
Adventure	Reasonable prices
Prestige	Cultural resources
Social interaction	Undisturbed nature
Novelty seeking	Ease of access
Exploration	Cosmopolitan environment
Enhancement of relationships	Climate
Evaluation of self	Safety and security
Regression	Shopping facilities
Learning new things	Celebrity sighting opportunities
Desire for pampering/comfort	Popular attractions
Being entertained	Scenery and landscape
Hobbies	Quality accommodation

Adapted from Cook and Yale (1994)

Research Methodology

Study Area Characteristics

Calabar is the study area where the slave history "theatre": center for tourists' pull in Cross River State, Nigeria is located. It was created on the cliff overlooking the majestic Calabar River in the year 1976; and it lies between Longitudes $8^0\,15^1$ and $8^0\,25^1$ East and latitudes $4^0\,15^1$ and $5^0\,15^1$ north. In the North, Calabar is bounded by Odukpani Local Government Area, to the East; it is bounded by Akpabuyo Local Government Area, to the South by Calabar South Local Government Area and to the West by Calabar River (Fig.1). Calabar is made up of three ethnic groups: the Efiks, Quas and Efuts and each of these groups are ruled by a traditional ruler such as the Obong for the Efiks, the Ndidem for the Quas and the Muri Munene for the Efuts. It is known as the only Canaan city in Nigeria. Calabar became the seat of Niger Coast Protectorate, the Oil River Protectorate and the Southern Protectorate in the late 19th century until the amalgamation of the north and south Protectorates of Nigerian in the year 1914 (Noah, 1976 & Andah, 1988). After the amalgamation, Calabar remained an important port for the export of palm produce till the Nigerian Civil War. During the civil war, Calabar became the seat Government of the South-Eastern State. In the year 1987, it became the capital city of the newly created Cross River State of Nigeria.

Presently Calabar is still regarded as the tourism window to Nigeria's cultural diversity.

The study area was originally known as *Akwa Akpa* prior to the colonial period. This name was significant because it illustrates that the city of Calabar was drained by the Calabar River and the great Kwa river. As far back as the 15th and 16th sparks century, Calabar had been a recognized international sea port by the early European travellers, traders and explorers. The establishment of the port was to ease the carrying goods into the Canaan city and beyond. The port was one of such ports that was opened and developed to handle the cargoes of the trading firms. There also existed exchange of materials in trade from this period until the early 18th century when trading became very fierce between the European traders. The fierce rivalry led to the development of massive armament of the navies of European powers that later backed the Transatlantic Slave Trade (NCMM, 2011).

During the era of the Atlantic slave trade, Calabar played a significant role in the era of Slave Trade beginning from 1503 when the Portuguese colonized the islands of Fernando Po and Sao Tome and discovered the estuary of the Cross River to the north. Calabar subsequently became a major port in the transportation of slaves. Places such as Bristol and Liverpool merchants transported 85 per cent of the slaves from Calabar (Research Project of National Museum Uyo ,2005; Uya, 1992; Uya, 2001).

In addition to the above role played in the era of slave trade, European goods were exchanged for local raw materials, spaces, forest trophies, food and slaves within the precinct of Calabar, and that led to the port becoming so busy and big that many ships came to berth at the port regularly (Akak, 1981) . Calabar the Canaan city has enjoyed the singular honour of being the only port on the West African coast with an unbroken contact with Europe from early 15th century to date.



FIG. 1: Map of Cross River State showing the Study Area (Calabar)
Source: Cross River State Information Agency, Calabar

Research Methodology

The aim of the study is to assess the slave history "theatre": center for tourists' pull in Cross River State, Nigeria. To achieve this, descriptive research design was adopted in this research. The types of data that was used in this research include: socio-demographic characteristics of the respondents' (age, gender occupation, place of birth and so on); origin and number of tourist's annual arrival from 2008 to 2017; number of tourists' annual arrival during different periods; tourist's annual arrival during differing seasons; and reasons of tourists visits.

Data for this study were obtained from both primary and secondary sources. The primary sources are field observation, structured questionnaire and checklists. The findings are supplemented by secondary data gathered from text books, academic journals, unpublished thesis and public library. Other data's were obtained from records of National Commission for Museum and Monument (NCMM), Cross River State Tourism Bureau (CRSTB) and Carnival Commission. Also, data on the tourist's origin and arrival are obtained from CRSTB and records from slave history "theatre" in Cross River State, Nigeria. The population of study includes both male and female tourists that visited slave history "theatre within the period of study. Data are collected using structured questionnaire and checklists.

Simple random sampling is used in selecting the number of respondents for the administration of questionnaire. Only those that visited slave history in 2017 were selected for the administration of questionnaire. Copies of questionnaire were administered to sample tourists in Slave history "theatre" randomly, and selected from the total number of tourists in slave

history museum in 2017. However, the rationale for adopting the simple random sampling technique is based on the nature of data and information needed for this study. The staff of the tourism bureau and Slave history "theatre" as well as media personnel assisted in the distribution of the questionnaire.

The sample size used for this study was drawn from tourists who visit the slave history museum. The entire population of 221 tourists served as the sample. However, to accommodate the problem of respondent not returning all the copies of the questionnaire, the sample size were doubled and it became 442, and 220 copies were successfully retrieved. A total of two hundred and twenty respondents were used as the sample size for this study.

The data obtained from the field were analyzed using both descriptive and inferential statistics. The hypotheses were tested using relevant statistics. These are presented accordingly.

Hypothesis One

Ho: There is no variation in the number of tourists from different continents during the study period.

H_1: There is a variation in the number of tourists from different continents during the study period.

The hypothesis was tested using the one way analysis of variance (ANOVA); and is statistically stated as:

$$\text{TSS} = \text{BSS} + \text{WSS}$$

$$\sum_{i=o}^{k} \sum_{j=o}^{n} (x_{ij} - x)^2 = \sum_{ni} (x_i - x)^2 + \sum_{i=o}^{} \sum_{j=o}^{} (x_{ij} - \bar{x})2$$

Where:

TSS	=	total sum of squares
BSS	=	between samples
WSS	=	within samples
K	=	Number of samples
N	=	Number of observation
Xij	=	the value of ith on the jth observation
X	=	Means for the Number of years (sample)
$\sum$	=	Summation of items

Hypothesis Two

Ho: There is no significant difference in tourist's annual arrival between peak and off-peak periods.

H_1: There is a significant difference in tourist's annual arrival between peak and off-peak periods.

The paired samples t-test was used in testing this hypothesis and is statistically stated as:

$$r = \frac{X - Y}{\sqrt{\frac{\sigma x^2}{Nx} + \frac{\sigma x^2}{Nx}}}$$

Where:

t	=	Student t test
X	=	sample No. 1
Y	=	Sample No. 2
σx^2	=	a square of the standard deviation of X
σy^2	=	a square of the standard deviation of y
Nx	=	sample size of X
Ny	=	sample size of y.

Hypothesis Three

Ho: There is no significant difference in tourist's annual arrival between wet and dry seasons

H_1: There is a significant difference in tourist's annual arrival between wet and dry seasons

The paired samples t-test was used in testing this hypothesis and is statistically stated as:

$$r = \frac{X - Y}{\sqrt{\frac{\sigma x^2}{Nx} + \frac{\sigma x^2}{Nx}}}$$

Where:

t	=	Student t test
X	=	sample No. 1
Y	=	Sample No. 2
σx^2	=	a square of the standard deviation of X
σy^2	=	a square of the standard deviation of y
Nx	=	sample size of X
Ny	=	sample size of y.

Results and Discussion

Tourist's Annual Arrival

Table 2(a) and FIG. 2 reveal that tourists from African countries, including Nigeria and the host destination Cross River State account for 6, 095 of the tourists. Tourists from North America and South America account for 522 and 1072, respectively as at the time of the study. Also, the study further reveals that tourist from Europe and Asia accounts for 122 and 157 tourists, whereas tourists from Australia were 136 of the tourists. More so, the findings in Table 2(b) reveals that more tourists come from African countries as compare to other continents around the globe. This is because it is cheaper and more convenient for them because of their distance. The study reveals that the slave history "theatre" recorded a high level of tourists that accounted for 32.2 percent in 2009, whereas the percentage of tourists in the Slave history "theatre" was 8.8 percent in 2008. The least tourist's arrival was recorded in the year 2013 and account for 2.3 percent.

Table 2(a): Tourist's Annual Arrival from 2008 to 2017

S/N	Continent	Annual visit	Percent (%)
1	Africa	6095	75.2
2	Europe	122	1.5
3	North America	522	6.4
4	South America	1072	13.2
5	Asia	157	1.9
6	Australia	136	1.7
7	Antarctica	0	0
	Total	8104	100

Source: Slave History Museum, (2018): NCMM, (2018)

Table2 (b): Tourist's Annual Arrival from 2008 to 2017

S/N	Year	Africa	Europe	North America	South America	Asia	Australia	Antarctica	Total	Percent (%)
1	2008	444	12	104	130	9	16	0	715	8.8
2	2009	2225	10	120	230	15	11	0	2611	32.2
3	2010	1361	15	100	125	14	19	0	1634	20.2
4	2011	1289	11	21	100	21	9	0	1451	17.9
5	2012	225	17	89	200	18	14	0	563	6.9
6	2013	121	6	6	30	12	9	0	184	2.3
7	2014	120	11	21	100	16	8	0	276	3.4
8	2015	110	19	20	41	14	15	0	219	2.7
9	2016	100	10	21	60	19	11	0	221	2.7
10	2017	100	11	20	56	19	24	0	230	2.8
	Total	6095	122	522	1072	157	136	0	8104	100

Source: Slave History Museum, (2018): NCMM, (2018)

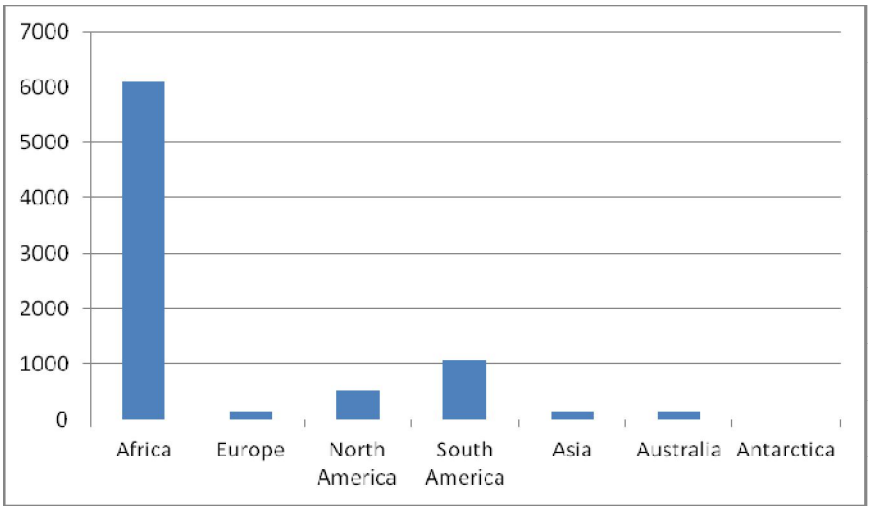


FIG. 2: Tourist's annual arrival from 2008 to 2017
Source: Slave History Museum, (2018): NCMM, (2018)

Hypothesis one is stated as:

Ho: There is no variation in the number of tourists from different continents during the study period.

H_1: There is a variation in the number of tourists from different continents during the study period.

The hypothesis was tested using the one way analysis of variance (ANOVA). The data used for testing this hypothesis is found in Table 2(b) while the results are presented in Table3a - 4.3d and FIG. 3.The results in the ANOVA Table. Table 3 (b) reveals that there is a significant variation in the number of tourists from different continents during the study period, $F(6, 63) = 600$, $P<0.05$. Hence, the null hypothesis was rejected while the alternate was accepted. The post hoc comparison reveals that the major cause of the variation lies with number of tourists from African Continent which is significantly higher than others from other continents (Table3 c).

Table3 (a): Variation in Annual arrival of Tourists from 2008 to 2017

Descriptives

Continents of tourists	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Africa	10	6.0950E2	749.70116	2.37076E2	73.1961	1145.8039	100.00	2225.00
Europe	10	12.2000	3.79473	1.20000	9.4854	14.9146	6.00	19.00
North America	10	52.2000	44.78045	14.16082	20.1660	84.2340	6.00	120.00
South America	10	1.0720E2	66.51950	21.03531	59.6148	154.7852	30.00	230.00
Asia	10	15.7000	3.65300	1.15518	13.0868	18.3132	9.00	21.00
Australia	10	13.6000	5.08156	1.60693	9.9649	17.2351	8.00	24.00
Antarctica	10	.0000	.00000	.00000	.0000	.0000	.00	.00
Total	70	1.1577E2	341.38423	40.80322	34.3712	197.1716	.00	2225.00

Source: Statistical Analysis

Table3(b): ANOVA

VAR00002

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	2924660.543	6	487443.424	6.002	.000
Within Groups	5116819.800	63	81219.362		
Total	8041480.343	69			

Source: Statistical Analysis

Table3(c): Multiple Comparison of the Annual Arrivals of Tourists

Post Hoc

VAR00002
Scheffe

(I) VAR00001	(J) VAR00001	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Africa	Europe	597.30000*	1.27451E2	.004	129.3874	1065.2126
	North America	557.30000*	1.27451E2	.009	89.3874	1025.2126
	South America	502.30000*	1.27451E2	.026	34.3874	970.2126
	Asia	593.80000*	1.27451E2	.004	125.8874	1061.7126
	Australia	595.90000*	1.27451E2	.004	127.9874	1063.8126
	Antarctica	609.50000*	1.27451E2	.003	141.5874	1077.4126
Europe	Africa	-597.30000*	1.27451E2	.004	-1065.2126	-129.3874
	North America	-40.00000	1.27451E2	1.000	-507.9126	427.9126
	South America	-95.00000	1.27451E2	.997	-562.9126	372.9126
	Asia	-3.50000	1.27451E2	1.000	-471.4126	464.4126
	Australia	-1.40000	1.27451E2	1.000	-469.3126	466.5126
	Antarctica	12.20000	1.27451E2	1.000	-455.7126	480.1126
North America	Africa	-557.30000*	1.27451E2	.009	-1025.2126	-89.3874
	Europe	40.00000	1.27451E2	1.000	-427.9126	507.9126
	South America	-55.00000	1.27451E2	1.000	-522.9126	412.9126
	Asia	36.50000	1.27451E2	1.000	-431.4126	504.4126
	Australia	38.60000	1.27451E2	1.000	-429.3126	506.5126
	Antarctica	52.20000	1.27451E2	1.000	-415.7126	520.1126
South America	Africa	-502.30000*	1.27451E2	.026	-970.2126	-34.3874
	Europe	95.00000	1.27451E2	.997	-372.9126	562.9126
	North America	55.00000	1.27451E2	1.000	-412.9126	522.9126

	Asia	91.50000	1.27451E2	.997	-376.4126	559.4126
	Australia	93.60000	1.27451E2	.997	-374.3126	561.5126
	Antarctica	107.20000	1.27451E2	.994	-360.7126	575.1126
Asia	Africa	-593.80000*	1.27451E2	.004	-1061.7126	-125.8874
	Europe	3.50000	1.27451E2	1.000	-464.4126	471.4126
	North America	-36.50000	1.27451E2	1.000	-504.4126	431.4126
	South America	-91.50000	1.27451E2	.997	-559.4126	376.4126
	Australia	2.10000	1.27451E2	1.000	-465.8126	470.0126
	Antarctica	15.70000	1.27451E2	1.000	-452.2126	483.6126
Australia	Africa	-595.90000*	1.27451E2	.004	-1063.8126	-127.9874
	Europe	1.40000	1.27451E2	1.000	-466.5126	469.3126
	North America	-38.60000	1.27451E2	1.000	-506.5126	429.3126
	South America	-93.60000	1.27451E2	.997	-561.5126	374.3126
	Asia	-2.10000	1.27451E2	1.000	-470.0126	465.8126
	Antarctica	13.60000	1.27451E2	1.000	-454.3126	481.5126
Antarctica	Africa	-609.50000*	1.27451E2	.003	-1077.4126	-141.5874
	Europe	-12.20000	1.27451E2	1.000	-480.1126	455.7126
	North America	-52.20000	1.27451E2	1.000	-520.1126	415.7126
	South America	-107.20000	1.27451E2	.994	-575.1126	360.7126
	Asia	-15.70000	1.27451E2	1.000	-483.6126	452.2126
	Australia	-13.60000	1.27451E2	1.000	-481.5126	454.3126

*. The mean difference is significant at the 0.05 level.

Source: Statistical Analysis

Table3(d): Homogenous

VAR00002

Scheffe

VAR00001	N	Subset for alpha = 0.05	
		1	2
Antarctica	10	.0000	
Europe	10	12.2000	
Australia	10	13.6000	
Asia	10	15.7000	
North America	10	52.2000	
South America	10	107.2000	
Africa	10		609.5000
Sig.		.994	1.000

Means for groups in homogeneous subsets are displayed.

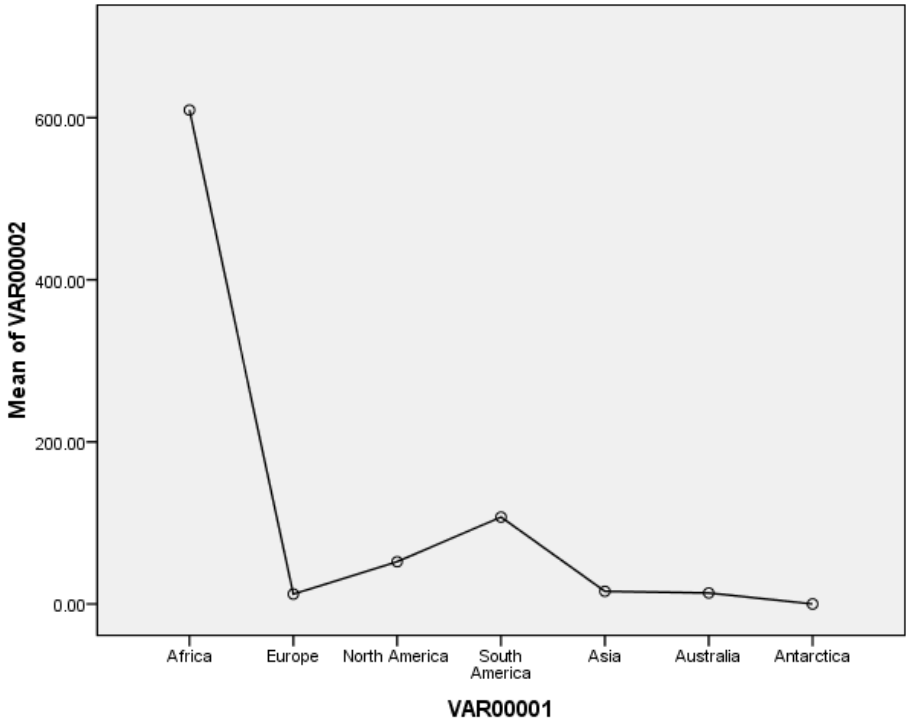


FIG. 3: **Estimated Marginal Means of Tourists**
Source: Statistical Analysis

Tourists' Annual Arrival During Peak and Off-peak Periods

The study also considers tourists arrival during peak periods within the study area over a period of ten years. Table4 presents data on the number of domestic and international tourists' arrivals during peak period, PP (February, April, June and December) and reveals that out of 8104 tourists' that visited the slave history "theatre" from 2008 to 2017, 6715 representing 82.9 per cent arrived during the peak period while 1389 representing 17.1 per cent visited the slave history "theatre" during the off-peak period, OP (January, March, May, July, August, September, October and November). More so, the table discloses that the number of tourists that visited the slave history "theatre" during peak period in 2008, 2009, 2010, 2011 and 2012 accounted for 5764, whereas the number of tourists that visited the slave history "theatre" during peak period in 2013,2014,2015,2016 and 2017 accounted for 951 of the tourists'.

On the other hand, in 2008, 2009, 2010, 2011 and 2012 the number of tourists that visited the slave history "theatre" during off-peak period accounted for 1210, whereas the number of tourists that visited the slave history "theatre" during off-peak period (OP) in 2013,2014,2015,2016 and 2017 accounted for 179 of the tourists'. The findings implies that more tourists visited the slave history "theatre" during peak periods from 2008 – 2017. The result further shows that there is a seasonal fluctuation in the slave history "theatre". The result reveals fluctuations in demand during off-peak period and exponential growth of demand during peak period. This means that the slave history "theatre" is often overcrowded during peak period and that there is over crowding of tourists during peak period and low-demand during the off-peak period.

Table 4: Tourists' annual arrival during peak and off-peak periods

S/N	Year	Peak	Off-peak	Total	Percent (%)
1	2008	515	200	715	8.8
2	2009	2011	600	2611	32.2
3	2010	1524	110	1634	20.2
4	2011	1251	200	1451	17.9
5	2012	463	100	563	6.9
6	2013	124	60	184	2.3
7	2014	240	36	276	3.4
8	2015	193	26	219	2.7
9	2016	196	25	221	2.7
10	2017	198	32	230	2.8

Total	6715	1389	8104	100

Source: Source: Slave History Museum, (2018): NCMM, (2018)

Hypothesis two is stated as:

Ho: There is no significant difference in tourist's annual arrival between peak and off-peak periods.

H_1: There is a significant difference in tourist's annual arrival between peak and off-peak periods.

The paired samples t-test was used in testing this hypothesis and is statistically stated as:

The data used for testing this hypothesis is found in Table 4 while the results are presented in Table5 (a)- (c). The results of the paired samples t-test reveals that significant difference exists in the annual tourist's arrival between peak and off peak periods, with t(d.f=9)=3.12, P=0.012 (Table5c). Hence, the null hypothesis was rejected and the alternate accepted.

Table5 (a): Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	P	6.7150E2	10	674.12614	213.17740
	OP	1.3890E2	10	175.24234	55.41649

Source: Statistical Analysis

Table5 (b): Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	P & OP	10	.821	.004

Source: Statistical Analysis

Table5 (c): Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference Lower	Upper			
Pair 1	P - OP	5.32600E2	539.51443	170.60944	146.65463	918.54537	3.122	9	.012

Source: Statistical Analysis

Tourists' Annual Arrival Between Wet and Dry Seasons

The study also considers tourists arrivals during wet and dry seasons within the study area over a period of ten years. Table 6 presents data on the number of both domestic and international tourists' arrivals during wet season, (April – October) and dry season, (November –March). It further reveals that out of 8104 tourists' that visited the slave history "theatre" from 2008 to 2017, 6949 representing 85.7 per cent visited the slave history "theatre" during dry season while 1155 representing 14.3 per cent visited the slave history "theatre" during wet season.

Table 6: Tourists' Annual Arrival During Differing Seasons

S/N	Year	Dry	Wet	Total	Percent (%)
1	2008	510	205	715	8.8
2	2009	2079	532	2611	32.2
3	2010	1536	98	1634	20.2
4	2011	1408	43	1451	17.9
5	2012	463	100	563	6.9
6	2013	124	60	184	2.3
7	2014	240	36	276	3.4
8	2015	193	26	219	2.7
9	2016	197	24	221	2.7
10	2017	199	31	230	2.8
Total		6949	1155	8104	100

Source: Slave History Museum, (2018): NCMM, (2018)

Hypothesis three is stated as:

Ho: There is no significant difference in tourist's annual arrival between wet and dry seasons

H_1: There is a significant difference in tourist's annual arrival between wet and dry seasons

The data used for testing this hypothesis is found in Table 6 while the results are presented in Table7 (a)-(c). The results of the paired samples t-test for testing the difference in tourists annual arrivals between season shows that t (d.f=9) =3.02, P=0.02 is significant. Hence, the null hypothesis was rejected and the alternate accepted.

Table7 (a): Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Dry	6.9490E2	10	706.96887	223.56319
	Wet	1.1550E2	10	156.42126	49.46475

Source: Statistical Analysis

Table7 (b): Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	Dry & Wet	10	.701	.024

Source: Statistical Analysis

Table7 (c): Paired Samples Test

		Paired Differences					t	Df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Dry - Wet	5.79400E2	607.70812	192.17418	144.67180	1014.12820	3.015	9	.015

Source: Statistical Analysis

Purpose of Tourists' Visit from 2008 – 2017

The purpose of tourists' visits as presented in Table 8 and FIG 4 reveals that 2.3 per cent of the tourists' were for Business/professional. Those for leisure/vacation/sightseeing/curiosity accounts for 55.9 per cent while 26.8 per cent, 13.6 per cent and 1.4 per cent accounted for Education or research, Seminar/conference/convention/summits and others. The result further illustrated that all the tourists' visiting the slave history "theatre" was for a specific purpose.

Table 8: Purpose of Tourists Visit to Slave History "Theatre" from 2008 to 2017

S/N	Purpose of tourists visit	Frequency	Percent (%)
1	Business/professional	5	2.3
2	Leisure/vacation/sightseeing/curiosity	123	55.9
3	Education or research	59	26.8
4	Seminar/conference/convention/summits	30	13.6
5	Others	3	1.4
Total		220	100

Source: Fieldwork, 2017

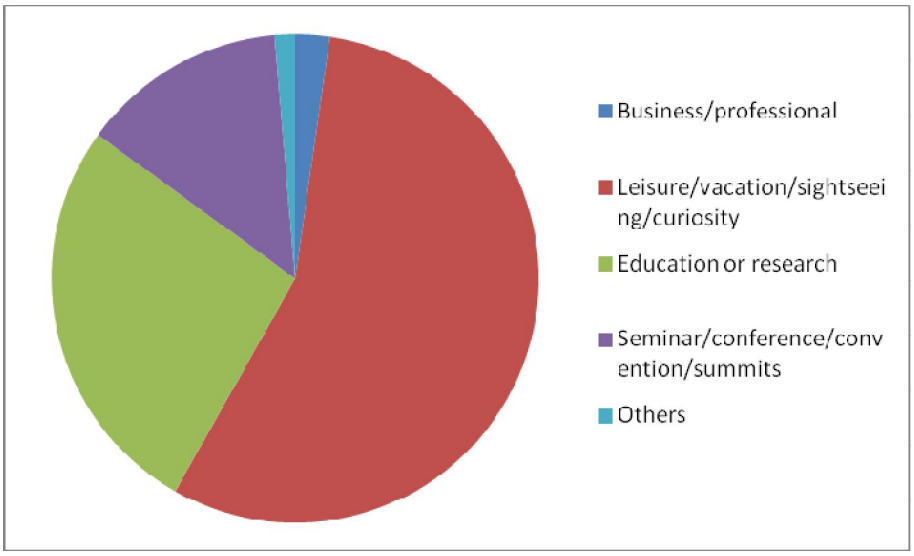


FIG.4: Purpose of tourists visit to Slave History "Theatre" from 2008 to 2017

Source: Fieldwork, 2017

Constraints to Tourist's Visits in Slave History "Theatre"

The study also examined the constraints to tourist's visits in slave history "theatre" in Marina Resort as shown in Table 9. It was observed that high taxation was the major challenge of tourists visiting the slave history "theatre" (46.4%), follow closely by insecurity with 24.5%. Some of the respondent indicated that lack of knowledge about slave history "theatre" has also contributed to poor visitation (0.9%) while 13.6 percent of the respondent show that lack of time was the reason for irregular visitation. 4.5 percent of the tourist attributed the challenges to other factors.

Table 9: Constraints to Tourist's Annual in Slave History Museum

S/n	Constraints to tourist's annual in slave history museum	Frequency	Percent (%)
1	Government attitude and policies	22	10
2	High taxation	102	46.4
3	Insecurity	54	24.5
4	Lack of knowledge	2	0.9
5	Lack of time	30	13.6
6	Others	10	4.5
	Total	220	100

Source: Fieldwork, 2017

Conclusion

This paper reveals that the slave history "theatre" is a center for tourists pull in Cross River State, Nigeria. This centre has been a major draws for both domestic tourists and out-of-town tourists; and has equally exposed the tourists to the negative impact of the slavery in Africa. The study further unveils that tourists arrives the slave history "theatre" from 6 continents between the years 2008 to 2017. The study, reveals that more number of tourists visited the slave history "theatre" during the peak period (February, April, June and December and the wet season, (April – October) and reduces during dry season, (November –March). The study shows that the peak periods are December, February, June, July, August and April. Findings further categorize these periods into four groups which include: Peak 1 (December) which is festive period (Calabar carnival); Peak 2 (June – August) during school vacation; Peak 3 (April) is Easter period, and Peak 4 (February) during valentine day. Similarly, the center is affected during off- peak periods and wet season as the rate of tourist's flow decline. It is now becoming obvious that many domestic and international tourists from Nigeria, Canada, France, Germany, Spain, U.S.A., U.K, Trinidad and Tobago are now rarely seen during wet and off-peak period.

Apart from seasonal constraints, high taxation, security, health, income levy, apathy etc. are among the challenges of tourists visiting the slave history "theatre" in Calabar, Cross River State. More and more steps are to be taken to preserve the slave history museum for continuity. The paper therefore recommends that:

1. government should publicize and advertisement the slave history theatre in different continents of the world; both electronic and print media

should be used to create awareness of our tourism potentials. This also tends to offset the traditional seasonal patterns of demand.

2. there should be a proper documentation of tourists arrival in the slave history theatre.
3. provision of more facilities, infrastructure and cuisines to accommodate the tourists from different continents especially at peak periods.
4. there should be an attempt to limit the amount of seasonal variations in demand;
5. festivals, special celebrations, conventions, and sports activities should be organized and promoted during differing seasons and tourism periods by the government to create demand for visit to the museum during off-peak period and wet season respectively. In effect, the peak period for the destination is extended;
6. incentives should be provided to international tourists so that it can ease their stay.
7. government should create new markets for the off-season periods and wet season by employing price differentials as a strong tool to shift demand away from the peak period/ dry season in favour of the off-peak period and wet season;

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