



Review

Public Private Investment and Tourism Development in Nigeria, a Case Study of Cross River State.

Ajah E. Ekpenyong, Joseph O. Edem and Ndem A. Ndiyo

Department of Economics, University of Calabar, Cross River State - Nigeria

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This study investigated the role of public and private sectors in tourism development in Nigeria, with particular reference to Cross River State. A total of 300 respondents were sampled using stratified random sampling technique. Data were collected using a well constructed questionnaire. Data collected were analyzed using descriptive statistics such as simple tables, frequencies, and percentages. The results obtained showed that both the public and private sectors have contributed differently to the development of tourism in Cross River State. Specifically, the results showed that the public sector has contributed to tourism development by developing tourism sites, providing good roads to tourism sites, providing electricity to tourism sites, providing adequate security to tourists, providing tour guards and creating enabling environment for tourism business to thrive in the state. Similarly, the results showed that the private sector has also contributed to tourism development by constructing and operating hotel services, granting scholarship for tourism study, developing tourism site, providing adequate security to tourists, providing transport services and tour guides. Based on the results, the study recommended that government should continue to do more to promote tourism sector in Cross River State. The government can do this by increasing its financing of the sector; providing adequate security to tourists, and providing adequate infrastructures such as steady electricity supply to tourism sites. Also, there is need for the private sector to increase their involvement in tourism development in the state. The private sector can do this by increasing their investment in tourism activities, complementing government effort in providing security to tourists, providing transport service and tour guides and promoting the study of tourism by offering scholarship to students studying tourism in schools.

Keywords: public-private investment, tourism development, cross river state.

INTRODUCTION

Tourism investment has immensely contributed to the socio-economic development and seen as the fastest growing industry in Nigeria today. This sector was in the past neglected only because all effort was being paid to oil but with declaiming oil price in the international

market, tourism has become the largest service industry in the world, creating employment and reducing poverty in Nigeria. Public and private investment in tourism has remained a central issue in economic development of Cross River State and sub-Sahara African, whose economics are characterized by low income per person, high population growth and tribal and ethnic conflict (Edame, 2005). Investment in tourism stimulates growth and development leaving man with nature to pursuing

legitimate purposes. Cross River State is a state that pride itself as "The people's paradise" has developed tourists attraction across the 18 local government areas of the state. The tourism potentials in state has put Cross River State in the world tourism calendar and tourism destination such as the Carnival Calabar, Obudu Ranch Resort, Agbokim water-fall, Afi-monolite, Bebi-Airstrip, Tinapa Calabar and the world's longest Cable Car. The Cross River landscape and scenery also favor tourism in Nigeria.

The public-private investment in tourism involves the establishment of hotels, restaurants, shopping tourism site, entertainment centers and transportation. Also, critical infrastructural support such as airports, railways, sea ports, communication network and stadium. Investment in this sector required huge amount of money that only the public cannot provide for. That is why there is a call by private individual to come into the investment of tourism in Cross River State and the nation at large.

Public – private investment involves a contractual agreement between the public and private in tourism investment as solution to the underdevelopment and poor infrastructure in tourism sector. In addressing these problems, the state government has recognized the need for public – private investment in tourism sector and capacity to develop Cross River State tourism sites which has become one of the fastest growing industries in Cross River State.

Cross River State government have taken concerted efforts towards the diversification of her federal allocation depended economy. These efforts have been tailored into broadening the internally generated revenue base of the state and most of these efforts and energy have been channeled into the development and harnessing of the Cross River State tourism potentials. The tourism situation in Cross River State seems to be in a deplorable state. Tourism investment in Cross River State has been declining in recent time due to short fall in the state revenue, arising from dwindling federal allocation to the state. The dwindling revenue of the federal government is attributed to the massive fall in crude oil price in the international market.

The public provision of infrastructure is missing in host community or the natural environment in which they operate and the state has no enabling law consequently raises fear of what could become of state investment. Despite all these efforts made by the government of Cross River State in developing her tourism sector to boost investment, the growth in the sector has not reflected on the economic growth of the state in terms of income generation and government revenue. The broad objective of this research paper is to examine the role of public and private sectors investment in the development of tourism in Cross River State. The study is segmented into five sections. Section one is the introduction. Section two reviews past and related literature. The section also presents the theoretical framework of the study.

Research methodology is presented in section three. Section four analysis data used for the study. Section five is the conclusion and recommendations.

Literature Review

Empirical Studies

Public private investment is a method in the procurement of public goods and services on a sustainable basis. Public private investment is a sustainable effort between the public and private sectors, in which each contributes to planning and resources needed to accomplish a mutual shared objective (Alitheia, 2010). Public private investment is a contractual agreement which involves a public sector authority and a private investment company, where the company provides the nation with public services or projects and assumes substantial technical, operational and financial risk in the project (Koiki, 2011).

Plethora of studies has been conducted to examine the impact of tourism on economic growth and development both in Nigeria and abroad. Balaguer and Cantavella-Jordá (2002) investigated the impact of tourism on economic growth of Spain using co-integration and causality testing. The result of the co-integration test showed that there was a long run relationship among the variables, indicating that the development of tourism activities contributed positively to economic growth of Spain. Also, findings of the study showed that there was a multiplier effects from tourism and suggested the importance of government policies in the promotion of tourist activity. Eugenio-Martin et al. (2004) conducted a study to evaluate the effect of tourism on economic growth in Latin American countries for the period covering from 1985 to 1990. C Employing a dynamic panel methodology, the study found tourism to have a positive impact on economic growth in the countries under investigation. In absolute terms, the result showed that a one percent increase in tourism arrival led to an increase in economic growth by 10 per cent. The paper further classified the Latin American countries into three different groups based on their level of income per capita, and found that tourism has a significant impact on economic growth in both low and middle-income countries but less impact on the developed countries.

Proenca and Soukiazis (2005) empirically evaluated the effect of tourism on economic development in Portugal using a correlation analysis. The result showed that there was a correlation between tourism development and economic development in Portugal. This means that one percent (1%) increase in accommodation capacity in tourism sector led to a 0.01% increase in economic growth in the Portuguese regions. Fayissa (2007) empirically evaluated the effect of tourism on economic growth and development for a panel of 42 African countries for the period spanning from 1995 to

2004, employing the ordinary least squares (OLS) regression technique. The result from the study revealed that tourism development through receipts has contributed significantly to economic growth and development in the sub-saharam region of Africa. Contributors to the public private partnership debate include; Scholars like Jennings (2000), Mohan (2007), Maszoro and Gosionowski (2008) who argued that public private investment is a revolutionary and rewarding approach to development. Jennings (2000) argued that the ability of PPP to provide a flexible framework within which the complementary roles and capabilities of public and private sectors can be combined makes it a revolutionary approach to development. Sam, Akpo, Asuquo and Etefia (2014) investigated the socio-economic impact of tourism development in the forest community of Ikpe Oro community of UrueOffong / Oruko Local Government Area of Akwalbom State. A total of 150 respondents were sampled using a simple random sampling technique. Data were collected using a well-structured questionnaire. Data collected were analyzed using the Person product moment correlation analysis. The result of the correlation analysis showed that tourism development has contributed significantly to employment generation in the community. Eja, Otu, Yaro and Inyang (2011) investigated the role of Christmas Festival in sustainability of the hospitality industry in Calabar, Cross River State, using secondary data collected from four hotels and nine transport services. The analysis preview was divided into two: the non-festive period and festive period. Data were obtained in November and December, 2011, with November taken to be a non-festive period and December as the festive period. The result of the analysis showed that Christmas festival has resulted to the sustainability of the hospitality industry as evidenced in the high inflow of tourist arrival in the state during the evaluation periods.

In another study, Eja, Ajake, Otu and Ndomah (2011) evaluated empirically the role of hospitality industry to socio-economic development of Cross River State. In specific terms, the study investigated the impact of hospitality industry on socio-economic variables such as employment generation, revenue generation, urban development, tourism development and local economic development. A total of 400 sampled populations were selected for this study from three senatorial districts of the State. The analysis was done using multiple regression models. The result of the analysis showed that the hospitality industry has positive effects on employment generation, tourism sector development and local economic development in Cross River State and has also resulted to reduction in the internally generated revenue and urban development in the area of study. Udumo, Arikpo and Ekpo-Eloma (2013) examined the role of public and private sectors involvement in tourism development in Cross River State. A total 185

respondents were sampled using a well-structured questionnaire, comprising 175 staff from tourism industry and 10 management staff. Data collected were analyzed using population t-test and percentages. Findings from this study show that both private and public sectors have contributed significantly to the development of tourism in Cross River State. In specific term, the private sector contributed to tourism development by building and running hotels, development of tourism sites, advertisement of youth and social activities, increased investment in the tourism sub-sector, etc. On the other hand, the public sector promoted tourism development by creating enabling environment, provision of basic infrastructures, provision of adequate security, implementation of friendly policies, etc.

Fayissa (2007) empirically evaluated the effect of tourism on economic growth and development for a panel of 42 African countries for the period spanning from 1995 to 2004, employing the ordinary least squares (OLS) regression technique. The result from the study revealed that tourism development through receipts has contributed significantly to economic growth and development in the sub-Sahara region of Africa. Investment and development of tourism has the potentials to enhance life in a sustainable framework through multiplier effect, (job creation, and improvement in standard of living). For tourism to become a key growth area of the state economy, the collaboration of the public and private sectors is essential. Due to the importance of this collaboration, government of both developed and developing countries have taken the initiatives to develop the tourism industry.

From the review of previous empirical studies in the preceding section, it can be observed that numerous studies have been carried out to investigate the role of tourism in economic growth and development both in Nigeria and abroad. Findings from majority of these studies showed that tourism development has contributed immensely to economic growth and development. On the role of private and public sectors in tourism development, the review of empirical studies revealed that there are very scanty works in Cross River State in this regard. To the best of our knowledge, only one study, Udumo, Arikpo and Ekpo-Eloma, (2013) is the sole study investigating the role of both private and public involvement in tourism development in the state. This study built on Udumo, Arikpo and Ekpo-Eloma, (2013)'s study by increasing the sample size to 300. Whereas Udumo, Arikpo and Ekpo-Eloma, (2013)'s study utilized 185 respondents, this study utilizes 300 respondents. Thus is the gap this study intends to fill.

Theoretical Framework

The study is anchored on the tie –level theory. This theory was developed and espoused by kilduff and tsai

Table 1 Distribution of Respondents by Sex

SEX	No. of Respondents	Percentage (%)
Male	140	46.7
Female	160	53.3
Total	300	100

Source: Field survey: 2016

(2003) and to give explanation on the association between networks and their implications in the society. The theory holds that people are linked to each other through organizations while organizations are linked to each other via people (Kilduff and Tsai, 2003). According to the theory, there are numerous benefits derived from networking, which include the procreation of social capital, however, for this to work, there is need for a great deal of resource such as money, time, trust and enormous commitment, among other things (Rotter and Ozbek, 2010).

In line with this theory, private-public partnership can fit in as a networking collaboration between two or more actors each of which is subjected to opportunities and constraints, which however depends on their position and functions performed in the network (Ekpenyong and Mmon, 2015, Kilduff and Tsai, 2003). This therefore suggests that the patterns of transactions between as within firms may differ from what is usually obtained from a pure economic theory. The implication of this theory is that organizations may choose to go into collaboration with other organization that they have links with rather than those they have random alliances. The tie-level theory is utilized in the analysis of social networks and it comprises three major components, namely strength, reciprocity and multiplicity.

The strength of a network alliance can be defined in terms of emotional intensity, intimacy and time spent (Kilduff and Tsai 2003). In essence, the strength of a network ranges from weak to strong. Weak ties are characterized by infrequent and distance, while strong ties are regarded as frequent and long-lasting (Ekpenyong and Mmon, 2015). Reciprocity has to do with the way and manner people arrange their relationships such as to reduce any feeling of imbalance. On the other hand, multiplicity is regarded as the degree in which two actors are connected by more than one type of tie (Kilduff and Tsai/ 2003).

METHODOLOGY

The research design employed for this study is the survey design. According to Ndiyo (2005), defined survey as a scientific experiment conducted on a large scale on a defined population to determine some desirable characteristics of a designed population. The research area for this study is Cross River State, which is one of the thirty six states in Nigeria with 18 local government

areas. The state shares boundary with Benue state to the North, to the south by Akwa Ibom State and Cameroun and to the East by Abia state and Ebonyi state. Cross River state has a total population of 2.89 million according to 2006 national census. The projected population of the state as at 2011 was put at 3,344,410 (NBS, 2012). The topography is typically rain forest with creeks and rivers including cross river, from where the state got its name from.

The people of the state are predominantly farmers, fishermen and service renders. A few are civil servants and there are few industries in the state. Cross River State economy is predominantly agrarian in nature. Agriculture is the leading non-oil revenue generator for the state and employs about 70 per cent of the state's labour force. The state is mainly rural and even Calabar, the state capital can best be described as a sub-urban town. As regards tourism, Cross River State provides tourism heaven for both visitors and indigenes. The major tourism attractions include the Obudu Cattle Ranch, Old Residency Museum, Agbokin Waterfalls, Cross River State National Park, Kwa Falls, Mary Slessor Tomb, Tinapa Business Resort, Obubra Lake, Calabar cenotaph, amongst others.

The study covers all the three senatorial districts of the state. To achieve this, a stratified random sampling method is used for the study. In this technique, the study area is subdivided into strata and members are selected which forms the variables for the study (Ndiyo, 2005). Here, one first identifies the strata of interest and then draws a specified number of subjects from each stratum. To collect the data for this study, a questionnaire carefully structured was designed and administered by the researcher with the help of some assistants. Questionnaire were distributed to tourists host communities and administrators. Data collected were mostly primary in nature obtained from the survey exercise.

The measuring instrument used for this work is a four – point likert scale-type questionnaire. The questionnaire was divided into three sections. Section “A” contains information regarding respondents' personal information. section “B” contains questions relating to the role of private sector in tourism development in Cross River State, while section C contains questions relating to the role of public sector in tourism development in Cross River State. Each response was given a degree of scores which range from one (1) to four (4) as shown below:

Table 2 Age Composition of the Respondents

Age	No of Respondent	Percentage (%)
15 – 24	120	40
25 – 34	100	33.3
35 – 44	60	20
45 and above	20	6.7
Total	300	100

Source: Field survey, 2016

Table 3 Distribution of Respondents by Marital status

Marital Status	No. of Respondents	Percentage (%)
Married	100	33.3
Single	170	56.7
Divorced	10	3.3
Single Parent	20	6.7
Total	300	100

Source: Field survey: 2016

Table 4 Distribution of the Respondents by Education Qualification

Educational Qualification	No. of Respondents	Percentage (%)
FSLC	80	26.7
SSEC	60	20
OND/NCE	40	13.3
B.Sc	20	6.7
M.Sc/Ph.D	10	3.3
Total	300	100

Source: Field survey: 2016

Strongly agreed (SA)	=	4 points
Agreed (A)	=	3 points
Disagreed (D)	=	2 points
Strongly Disagreed (SD)	=	1 point

Data collected were analyzed using descriptive statistics. Descriptive tools such as simple tables, frequencies and percentages were utilized to analyzed data and summarize changes and making comparisons across certain characteristics.

Analysis of Data

Gender Composition of the Respondents

The result as presented in table 1 above shows the composition of respondents by gender reflects sex, distribution between male and female respondents, that 140 respondents, representing 46.7 percent of the total sample were males, while 160 respondents constituting 63.3 percent of the entire population were females.

The results as presented in table 2 above showed that 120 (40 per cent) of the respondents were in the 15 – 24 age bracket; 100 (33.3 per cent) of the respondents were

within the 25 – 34 age bracket; 60 (20 percent) of the respondents were in the 35 – 44 age bracket; while 20 (6.7 present) of the total sample were 45 years and above.

The data as shown in table 3 above showed that 100 (33.3 percent) of the total respondents were married, while 170 (56.7 percent) of the total sample were single. Furthermore, the result showed that 10 (3.3 percent) of the total respondents were divorced and 20 (6.7 percent) of the entire population were single parents.

From table 4 above, 80 (26.7 percent) of the total sample had no education 90 (30 percent) of the total respondent were holders of First School Leaving Certificate (FSLC); 60 (20 percent) of the total sample were holders of Senior Secondary School Certificate of education (SSCE); 40 (13.3 percent) of the respondents were holders of Ordinary national Diploma / National Certificate of Education (NCE). Also 20 (6.7 percent) of the total respondent were holders of Bachelor of Science degree (B.Sc) / Higher National Diploma (HND), while 10 (3.3 percent) of the sample were holders of Masters degree and Doctor of Philosophy degree.

From the data shown in table 5 below, it is shown that 150 (50 percent) of the total sample were hotel staff; 50

Table 5 Classification of Respondents by Occupation

Occupation	No. of Respondents	Percentage (%)
Hotel Business	150	50.0
Civil Service	50	16.7
Transport	70	23.3
Tour & Travel	20	6.7
Entertainment	10	3.3
Total	300	100

Source: Field survey: 2016

Table 6 Role of Private sector in Tourism Development in Cross River state

S/N	VARIABLE	SA	A	D	SD	TOTAL
1	Construction and Operation Hotel Services	150 (50%)	130 (46.3%)	6 (2%)	5(1.7%)	30 (100%)
2	Offering of Scholarship for Tourism Study	140 (46.7%)	135 (45%)	15(5%)	10(3.3%)	300(100%)
3	Providing Libraries and Tourism Information	100 (33.3%)	130 (43.3%)	40(13.4%)	30(10%)	300(100%)
4	Developing Tourism Sites	120 (40%)	110 (36.7%)	30(10%)	40(13.3%)	300(100%)
5	Providing Adequate Security to Tourists	140 (46.7%)	130 (43.3%)	20(6.7%)	10(3.3%)	300(100%)
6	Providing Transport Services and Tour Guides	150 (50%)	137 (45.7%)	8(2.6%)	5(1.7%)	300(100%)

Source: Field Survey, 2016

(16.7 percent) of the respondents were civil servants, 70 (23.3 percent) of the total sample were transport sector workers, 20 (6.7 percent) were workers in the tour and travel sector; and 10 (3.3 percent) of the sample were workers in the entertainment industry. Public-private partnership and Tourism Development in Cross River State.

The results as shown in table 6 above revealed that 150 (50 percent) of the respondents strongly agreed, while 139 (46.3 percent) of the total sample just agreed that the private sector contributes to tourism development by constructing and operating hotels. On the other hand, 6 (2.0 percent) of the total respondents disagreed, while 5 (1.7 percent) strongly disagreed that the private sector contributes to tourism development by constructing and operating hotels.

From table 6 above, 140 (46.7 percent) strongly agreed and 135 (45 percent) just agreed that the private sector offers scholarship for tourism study. on the other hand, 15 (5 percent) disagreed, while 10 (3.3 percent) strongly disagreed that the private sector offers scholarship for tourism study.

The results as shown in table 6 above, indicated that 100 (33.3 percent) of the respondents strongly agreed and 130 (43.3 percent) just agreed that the private sector operators do provide libraries and tourism information to tourists. On the other hand, 40 (13.3 percent) disagreed and 30 (10 percent) of the respondents strongly disagreed that the private sector operators do provide libraries and tourism information to tourists.

The result as shown in table 6 revealed that 120 (40 percent) and 110 (36.7 percent) respectively strongly

agreed and just agreed that the private sector do contribute to tourism development by developing tourism sites in the state. On the other hand, 30 (10 percent) of the total respondents disagreed and 40 (13.3 percent) of the total sample strongly disagreed that that the private sector do contribute to tourism development by developing tourism sites in the state.

Furthermore, the results as shown in table 6 found that 140 (46.7 percent) strongly agreed and 130 (43.3 percent) just agreed that the private sector operators do contribute to tourism development by providing adequate security to tourists in the state. On the other hand, 20 (6.7 percent) disagreed and 0 (3.3 percent) strongly disagreed that the private sector operators do contribute to tourism development by providing adequate security to tourists in the state.

The result as shown in table 6 indicated that 150 (50 percent) of the total sample strongly agreed and 137 (45.7 percent) of the total sample just agreed that the private sector operators are involved in providing transport services and tour guides to tourists in the state. On the contrary, 5 (1.7 percent) of the total respondents disagreed and 8 (3.6 percent) strongly disagreed that the private sector operators are involved in providing transport services and tour guides to tourists in the state.

The result as shown in table 7 below indicated that 180 (60 percent) of the total respondents strongly agreed that the public sector is involved in building and development of tourism sites in the state, while 120 (40 percent) of the total respondents just agreed the public sector is involved in building and development of tourism sites in the state. There was however no disagreement among the

Table 7 Role of Public Sector in Tourism Development in Cross River state

S/N	VARIABLE	SA	A	D	SD	TOTAL
1	Building and Development of Tourism Skills	180(60%)	120(40%)	-	-	300(100%)
2	Provision of Motor able Roads to Tourism Sites	170(56.7%)	135(43.7%)	-	-	300(100%)
3	Provision of Steady Electricity to Tourism Sites	70(23.2%)	140(46.7%)	50(16.7%)	40(13.3%)	300(100%)
4	Provision of adequate Security	100(33.33%)	130(43.3%)	50(16.7%)	20(6.7%)	300(100%)
5	Provision of Tour Guards	140(46.7%)	120(40%)	30(10%)	10(3.3%)	300(100%)
6	Creating enabling environment for tourism business	90(30%)	80(26.7%)	60(20%)	70(23.3%)	300(100%)

Source Field Survey, 2016

respondents as regards to role of government in building tourism sites in the state.

The results as shown in table 7 above revealed that 170 respondents representing (56.7 percent) of the respondents strongly agreed that the government do provide motor able roads to tourism sites in the state. In the same manner, 130 respondents, representing 43.3 percent agreed that the government do provide motor able roads to tourism sites in the state. Again, there was no disagreement in the opinion by respondents on the role of public sector in the provision of good roads to tourism sites.

The results as shown in table 7 found that 70 (23.3 percent) strongly agreed and 140 (46.7 percent) just agreed that the government do promote tourism development by providing steady electricity to tourism sites in the state. On the other hand, 50 (16.7 percent) disagreed and 40 (13.3 percent) strongly disagreed that the government do promote tourism development by providing steady electricity to tourism sites in the state.

The results as shown in table 7 above indicated that 100 (33.3 percent) of the total respondents strongly agreed while 130 (43.3 percent) just agreed that the public sector (the government) play the role of providing adequate security to tourists in the state. On the other hand, 50 (16.7 percent) and 20 (6.7 percent) of the respondents disagreed and strongly disagreed, respectively that the government has provided adequate security to tourists in the state.

The results as shown in table 7 above indicated that 140 (46.7 percent) strongly agreed and 120 (40 percent) just agreed that the government do provide tour guards to tourists in the state. On the other hand, 30 (10 percent) of the respondents disagreed and 10 (3.3 percent) of the total respondents strongly disagreed that the government do provide tour guards to tourists in the state.

The results as shown in table 7 above indicated that 90 (30 percent) of the total respondents strongly agreed and 80 (26.7 percent) of the total respondents just agreed that the government has created enabling environment for tourism to thrive well in the state. On the other hand, 60

(20 percent) of the entire respondents and 70 (23.3 Percent) of the total respondents respectively disagreed and strongly disagreed that the government has created enabling environment for tourism to thrive well in the state.

CONCLUSION AND POLICY RECOMMENDATIONS

This study examined the joint efforts of the public and private sectors in the investment development of tourism in Cross River State. Tourism development in Cross River State has moved progressively over the course of a decade in the State. The task of tourism development was initially considered as a government concern. But in recent years, the private sector has come to involve itself in the State. As such there has been a renewed call for synergy between the private and public in the development of tourism in the state.

Examining the roles of public and private sectors in the development of tourism in Cross River State was the main thrust of this study.

The results of the analysis showed that both the public and private sectors have contributed differently to the development of tourism in Cross River State. Specifically, the results showed that the public sector has contributed to tourism, developing tourism sites, providing good roads to tourism sites, providing electricity to tourism sites, providing adequate security to tourists, providing tour guards and creating enabling environment for tourism business in the state. The private sector has also contributed to tourism development by constructing and operating hotel services, granting scholarship for tourism study, developing tourism site, providing adequate security to tourists, and providing transport services and tour guides.

Based on the results of the analysis, the study makes the following recommendations.

There is need for the government to continue to do more to promote tourism sector in cross river state. The government can do this by increasing its financing of the

sector; providing adequate security to tourists, providing adequate infrastructures such as steady electricity supply to tourism sites and providing tourism guards.

There is need for the private sector to increase their involvement in tourism development in the state. The private sector can do this by increasing their investment in tourism activities, complementing government effort in providing security to tourists, providing transport service and tour guides and promoting the study of tourism by offering scholarship to students studying tourism in schools.

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