

**Analysis of the Relationships between Tourists'
Expectation of Heritage Attributes and Satisfaction in
the Cross River State Carnival Festival, Nigeria**

Gertrude Nnanjar NJAR, Nigeria

**Dept. of Geography & Environmental Studies
University of Calabar, Nigeria**

Introduction

- Cultural/Heritage tourism is the fastest growing segment of the tourism.
- It results in most movements in the present time.
- Cross River State as a flagship of tourism in Nigeria is endowed with several cultural festivals.
- The Cross River State Christmas Festival happens to be the most popular and widely celebrated among the festivals.
- Tourist satisfaction is important to successful destination marketing.
- Identifying attributes tourists' expect of a place and their satisfaction determines their repeat visits and intention to stay longer.

- In order to improve upon the Calabar Carnival Festival as a preferred destination for tourists in Nigeria, it is imperative to investigate the relationship between destination attributes (tourists' expectations) and tourists' satisfaction from the tourist's perspective.

Materials & methods

Study area

- The study was carried out in Calabar.
- Calabar is situated in Nigeria's Delta region, in the tropical rainforest belt. It lies between latitudes 4°57' and 4°95' and longitudes 87°19' and 8°32'.
- The climate is tropical-humid with wet and dry seasons.
- Average temperatures ranging between 15°C - 30°C, and the annual rainfall between 1300 – 3000mm.

Carnival history

- The Calabar Carnival started in 2004.
- Calabar Carnival Festival is believed to be *Africa's Biggest Street Party*.
- The carnival is a 30 day packed full events beginning on the 1st of December to the 31st of December every year.
- The Calabar Carnival enjoys enormous sponsors from corporate agencies both within and outside the state as well as support from the federal government.
- The Carnival presents a unique platform for consumer and marketers.

Research design

- The study employed the descriptive cross sectional design to investigate the effect of heritage sites/attributes on tourists' satisfaction using the 2011 Calabar Carnival Festival in Cross River State, Nigeria among individuals from different socioeconomic and cultural backgrounds.

Types and sources of data

- The study employed both the primary and secondary data.
- Three types of primary data were used: data on tourists' socioeconomic characteristics, data on tourists' expectation and data on tourists' satisfaction of cultural tourism attributes.
- The set of data were obtained from the administration of questionnaire.

- Variables (secondary data) used to measure tourists' expectation and satisfaction of cultural tourism attributes were obtained from existing literature (Huh, 2002; Esu and Arrey, 2009).

Sampling technique

- The purposive sampling technique was used to sample 232 tourists (both internal and foreign), while the accidental sampling technique was used to administer the questionnaire.

Data collection procedure

- In order to attain a fair representation of tourists' perception, respondents were accidentally intercepted in museums, Christmas Village, and six hotels.

- To avoid loss of questionnaire, after consent was got from the respondent, the questionnaire was administered and collected at the spot.

Analytical technique

- Data obtained were analyzed using principal component analysis (PCA) and canonical correlation analysis (CCA).
- PCA was performed to reduce the data in order to identify the main tourist expectation and satisfaction attributes.
- Scores of the rotated principal components obtained for both variables (tourists' expectation and tourists' satisfaction) were used for CCA.
- CCA was performed to examine the main ways in which tourists' expectation was related to their satisfaction.

Results and discussion

- **PCA result on heritage site expectation of tourists**
- PCA result extracted two components.
- The first component had three cultural heritage attributes that signified local craft.
- The second extracted component also contained three cultural heritage attributes, which represented ancient artifacts.
- The PCA result therefore identified local craft and ancient artifacts as principal tourists' expectation attributes of cultural tourism.

PCA result on tourists satisfaction

- Likewise, two components with eigenvalue loadings ≥ 1 were extracted.
- The first component contained one tourists' satisfaction attribute, which epitomized local music and dance.
- The second component also had one tourists' satisfaction attribute, which measured display of art and culture.
- PCA also identified local music and dance as well as display of art and culture as major tourists' satisfaction attributes.

Result of canonical correlation analysis

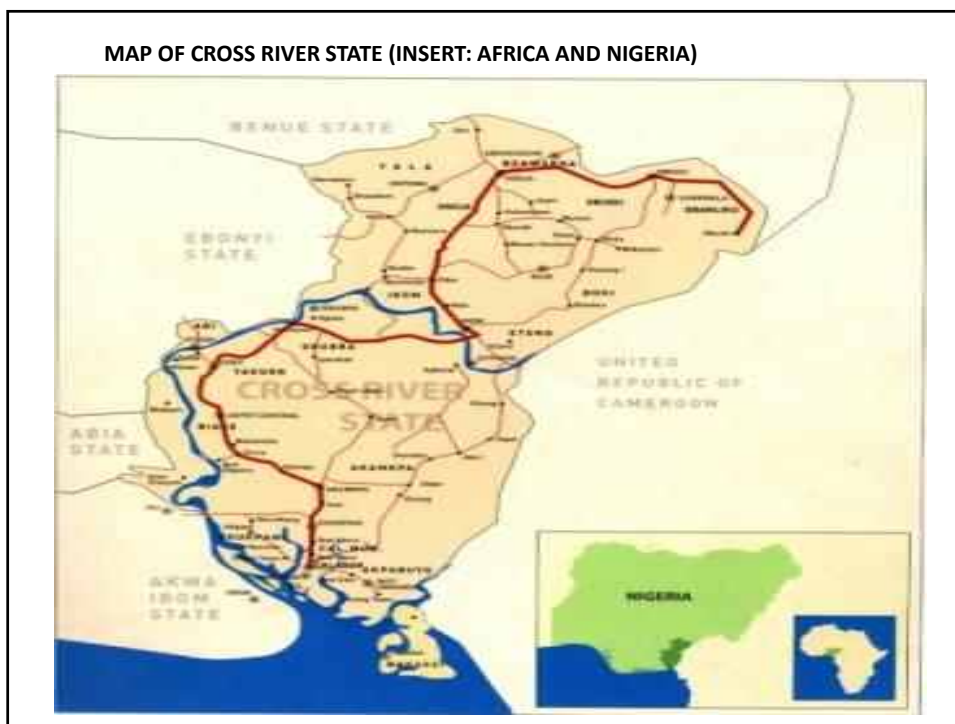
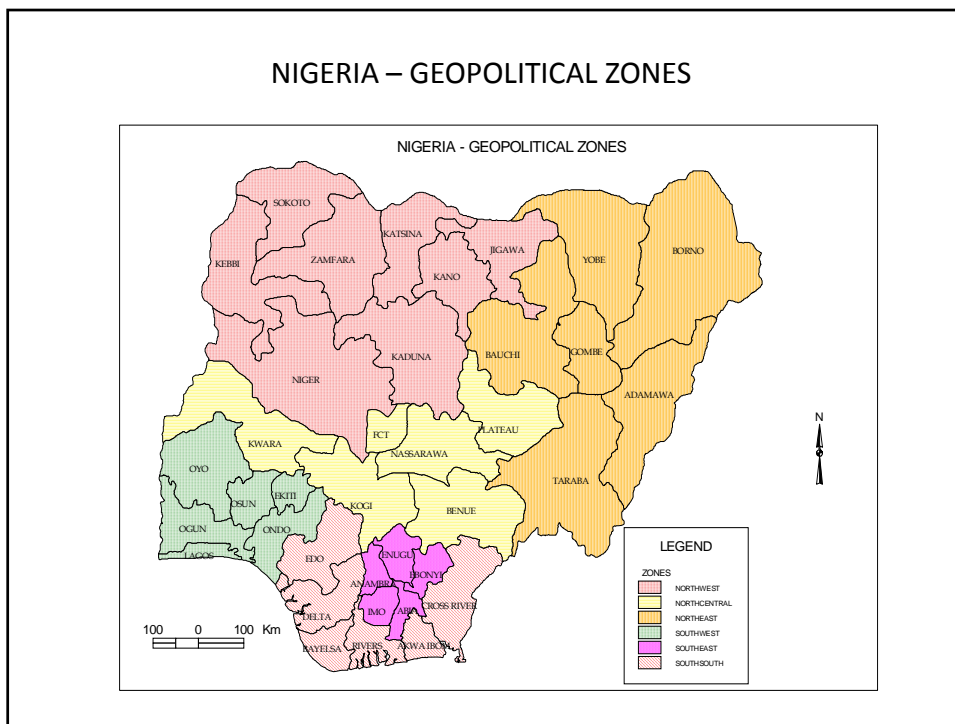
- Result shows that the first canonical variate explained 73.3 per cent of the variance in the dependent canonical variable, while the second canonical variate explained 20.8 per cent.
- The significance of the F-test using the Wilks lambda test indicates that the first canonical correlation was significant ($p < 0.05$), which implies that only the first canonical variate needs to be extracted.
- The result of the canonical cross-loading on the first canonical variate for tourists' expectation and satisfaction of heritage sites therefore underscored the fact that local craft and ancient artifacts were significantly related to local music and dance and display of art and culture.
- A cursory look at the second canonical variate showed that variables in the second canonical variate are poorly correlated.

Conclusion/recommendations

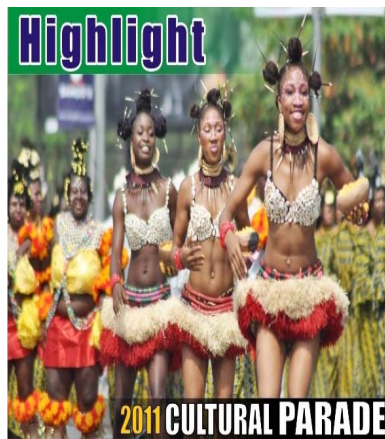
- The result of the canonical correlation analysis indicates a pattern of relationship between tourists' expectation and satisfaction.
- It shows that local crafts and local music and dance as well as the display of art and culture are related.
- This implies that tourists' expectation and satisfaction is influenced by a combination of these unique cultural tourism attributes. This finding is useful as it would help planners and marketers of cultural/heritage tourism in the state to formulate strategies that would contribute to the overall satisfaction of tourists to sustain the reasons for its practice and to attract more arrivals.

- For example, the content of the local craft should to be rebranded and properly packaged to attract tourists' patronage. In addition, to make the Calabar Cultural Festival more attractive to welcome foreign arrivals, local costumes with a blend of foreign ones should be integrated to make it distinctive and unique to the outside world.

Furthermore, for the Calabar Carnival to be sustained, specialized fields like surveyors need to be fully integrated to chart possible routes of attraction through harnessing the resources of the state to come up with more cultural tourism attributes that will catch tourist fantasy. This would make the 30 days celebration a unique and one worthy of being part of.



Clips of 2011 Calabar Carnival Street Party





Nollywood artistes at the Carnival Ikom Monolith, part of the attraction

• THANKS FOR LISTENING