

Impact of Outside Fares Culinary Craft on Tourism Development in Calabar, Nigeria

Linus Beba OBONG^{1*}, Grace Neji OKONGOR²

¹*Department of Tourism Studies, University of Calabar, Calabar, Nigeria*

²*Department of Geography and Environmental Science, University of Calabar, Calabar, Nigeria*

**Corresponding author*

Abstract: - There is a growing body of works on culinary craft in cities and towns of developing nations. Cosmopolites, the unmarried and the childless, the trapped, the deprived and ethnic villagers, often seek opportunities for other income sources other than known paid jobs to cope with urban life. Outside fares culinary craft in Calabar Metropolis was surveyed using field observation and recording, photographic camera and oral interviews in generating data for the study. Results revealed that the highest employments occurred at Ekorimin catchment with a total of 45 percent, 35 percent at the Mobil MCC Road, 13 percent at the RCC Roundabout, while 9 percent was recorded at the Unical Hotel Road. Results equally revealed that the operators of the fares face challenges of high levies by the state government. It was recommended that the state government should adopt inclusive planning to accommodate outside fare culinary craft as a means of boosting tourism and hospitality in the Metropolis.

Keywords: Impact; Outside fares; culinary craft; Tourism development; Calabar Metropolis.

I. INTRODUCTION

There is a growing body of works on livelihood endeavors associated with culinary craft in cities and towns of developing nations. Cosmopolites, the unmarried and the childless, the trapped, the deprived and ethnic villagers, often take advantage of outside fares culinary craft in meeting urban socio-economic demand. Outside fare culinary service is a craft in the hospitality sector. Outside fare culinary is a quick food and beverage service that is gaining popularity in urban centers. While providing fast food to commuters, outside fare culinary generate livelihoods and income to stakeholders. Urban land-use plans over the years have not considered integrating ancillary and miscellaneous services such as outside culinary arts and crafts.

Just like runoff water often forces its way where there is poor drainage plan, outside fare culinary crafts forces its way into the urban space, thus 'defacing' the aesthetics and urban figure/shape with its offers. Maximizing the urban space requires tactful and experienced planners to give all urban dwellers a sense of belonging.

The outgrowth of outside fares culinary craft as a hospitality service admits mobile food vendors and petty traders and contention with urban development control authorities is an indication that current urban development plans are skewed.

Furthermore, the scholarly output is scanty on outside fares culinary craft. The study was designed to explore the phenomenon in Calabar Metropolis, Nigeria.

II. LITERATURE REVIEW

Concept of culinary craft

Culinary craft is simply the skillful preparation of meals and drinks to take care of people's food and drink needs. The diligence fashion by which skills are applied to prepare meals and drinks in a typically different ways from other known traditions is a craft. The art of fixing meals and drinks is fast gaining popularity in urban space, particularly infringes of cities, isolated juicy settlements and new layouts (Suraiya, 2014).

Culinary craft is part of catering craft that people engage in as a profession, trade or pastime adventure. Catering craft could be industrial or social, often satisfying a fraction of the society, especially the high-income earners (Ingold, 2011). Creating opportunities for culinary craft in urban space will enhance the livelihood endeavors of settlers and reduce unemployment.

Inclusive development

Inclusive development is a development that involves the inputs of everybody in development concerns (OXFAM, 2018). A related concept to inclusive development is the pro-poor concept. The proponents of inclusive development are of the opinion that all stakeholders should be considered in development agendas. Whether governments, civil societies, private organizations, the need to include all strata and classes of the society in the development plan is crucial. In light of this position, an inclusive plan or urban space is critical to the total wellbeing of urban residents.

It is obvious that inclusive development is still farfetched, hence the consistent strive and failures in monitoring compliance with urban development plans. Development policies, plans, and programmes must engage the best hands to capture all the people it is designed to aid, otherwise, development is bound to fail (OXFAM, 2018).

With the concept of inclusive development, all livelihood needs of urban residents could be planned. That is to say that planning for opportunities for engaging productive socio-

economic and socio-cultural activities leads to socio-economic development.

Outside fares culinary craft and tourism development

Tourism engineered development is yet to take the center stage in national development plans. Tourism activities can be multiple, hairsplitting, complex and dynamic generating cascading opportunities. Studies have revealed that a number of government investments are geared towards developing the tourism industry for employment creations improvement of living standards of people and enhancement of foreign exchange earnings (Telfer & Sharpley, 2008; Yurtseven, 2012; Avornyo, 2013; Muganda, Sirima & Ezra, 2013).

Several works show that tourism is a social, economic and environmental development tool (Khathi, 2001; Teker, 2005; Tao, 2006; USAID, 2008; UN, 2010; UNEP, 2011; Tunde, 2012). Andriotis (2002) proposed a number of dichotomous alternatives for the implementation of tourism development. The tourism development options include type of production (capital versus labor-intensive); degree of control and ownership (endogenous/local versus exogenous/foreign); scale (small versus large); forms of tourism (alternative/soft/sustainable versus mass/hard/nonsustainable) and spread of development (enclave versus spread out). Each of the options above has implications in magnitude and impact on the employment generation and income earnings of destination communities (Andriotis, 2002; Kruja, Lufi & Kruja, 2013). Several studies on tourism and economic development such as Njoku (2003), Akama and Kieti (2007), World Travel and Tourism Council (WTTC, 2007), and UN (2010) are convincing that tourism contributes significantly to development.

The contribution of tourism to national GDPs (directly and indirectly) varies by country and region's estimates (WTTC, 2012). At the end of 2012, the economic impact research shows that the total contribution from Travel and Tourism to the world GDP grew by 3.0 percent in 2012 (WTTC, 2013). The study further revealed that a 2.3 percent growth faster than that of manufacturing, financial and business services and retail was recorded; US\$2.1 trillion contributions to GDP and directly supported 101 million jobs in 2012. In the same year (2012), the industry had various impacts (direct, indirect and induced) contributing 9.3 percent of global GDP, 1 in 11 jobs, 5 percent of investment and 5 percent of exports; and in 2013, a forecast growth of 3.1 percent GDP to the economy representing 2.4 percent. The expectation by 2022 is that the annual growth would have increased to 4.4 percent.

Furthermore, the contribution of tourism to global GDP stood at US\$1,986 in 2007; US\$1,936 in 2008; US\$1,868 in 2009; US\$1,928 in 2010; US\$1,992 in 2011; while the figure increased to 2,057 in 2012. The World Travel and Tourism Council (WTTC, 2012) also reported that travel and tourism have contributed to the world's GDP more than any other sector in all the regions of the world. Considerable economic benefits have been enjoyed by countries that have invested in

developing tourism. For instance, countries such as Ghana (Konada-Agyemang & Arante, 2004; Avornyo, 2013); South Africa (Thompson, 2012; Mthembu, 2012) Kenya (Akama & Kieti, 2007), the United Kingdom (Deloitte, 2013), Greece (WTTC, 2006), Lisbon (WWT, 2007), Tanzania (Luvanga & Shitundu, 2003 and Convention on Biological Diversity, CBD, 2010; Muganda, Sirima and Ezra (2013); and Nigeria (Imikan & Ekpo, 2012), have enjoyed visitor exports, GDP, employment generation for the jobless, improvement of infrastructure, and image laundry of the host communities.

In Cross River State, tourism has emerged as socio-economic development. The emergence of Cross River State (CRS) as a tourist destination began to witness more interest in both public and private investment in early 2000. Since then, tourism has contributed to the development of the state in many ways. Several studies have shown that infrastructures and support services have been greatly improved due to tourism development (Aniah, Eja, Otu and Ushie, 2009; Ajake and Amalu, 2012; Obong, Asuquo and Okon, 2012; Attah, Agba, and Nkpoyen, 2013). Tourism activities have aided the development of existing tourism potentials and transformed the livelihood of most communities in Cross River State through income generation, employment and also provision of basic social amenities such as electricity, water supply, road network among others in the area (Aniah, Eja, Otu & Ushie, 2009; Ajake & Amalu, 2012). With increased government investment in infrastructure, development of attractions, provision of accesses, amenities, and tourism regulatory agency, visitor inflow has been on a rise every year. Capital expenditure on public infrastructure and hiring of foreign experts (human resources) and training of quality manpower, partnership with the private agencies, image building, community awareness creation, events, and product packaging are becoming indices of the destination. Also, the Calabar International Convention Centre (CICC) or Summit Hill currently under construction is expected to create 5,000 to 10,000 direct and indirect jobs (Convention Industry Consultants, 2014).

Also, Amalu, Ajake, Oba & Ewa (2012), Akpan and Obang (2012), and Ukwayi (2012), have observed that the phenomenon of tourism in Cross River State has socio-economic, socio-cultural, spiritual and environmental effects on the host communities, government, and the nation at large. Hence, one aspect of tourism that has enhanced socio-economic activities in the study area is the Calabar Carnival festival also known as Africa's Biggest Street Party. The Carnival Calabar festival was created as part of the vision of making Cross River State the number one tourist destination for Nigerians and tourists all over the world. It has generated substantial socio-economic activities, created self-employment opportunities, and generated revenue for the government. All the outlets and opportunities provided by tourism development strides should be maximally utilized through an inclusive plan for the future growth of the tourism industry in Cross River State.

Markandya, Taylor, and Pedroso (2014) summarized the linkages between tourism and sustainable development into three categories: economic, social and environmental. The linkages are majorly negative or positive influences on the economic, social and environmental aspects of tourism host communities.

There are various crafts endeavors for livelihoods engineered by the inclusive development plan. Edusei and Amoah (2014) identified weaving and carving as crafts as a result of tourism in Kwabre East District, Ghana. Other crafts reported in the literature include construction; artisan; catering craft, transportation, tour guiding, pubs and joints and accommodation services (Ahlert, 2007). Fractional crafts are engaged in by skilled persons who do not want to engage in full-time jobs. They are freelance workers who offer their services to multiple companies, agencies, etc with the aim of generating more income and building their career. They are not willing to tie down their time and skills to one employer,

hence, they are often difficult to be captured in studies. Such skills include most commercial driving, baking, the supply of foodstuff to hotels, restaurants, pubs, and bukkas, event centers, decoration, rental services and so on (Yoon, Gursoy, & Chen, 2000; Jacobs, 2005). However, studies on tourism craft services in the study area are scanty.

Due to the multiple needs of goods and services by tourists in destination areas such as accommodation, food and beverages, entertainment, local transport services, souvenirs (Bernardo and Chiang, 2009; Sharpley & Telfer, 2002), the tourism industry generate backward linkages; energizes other forms of employment opportunities in direct and indirect links such as local farming expansion to provide foods for hotel and restaurants and construction industries (Telfer, 2001). The trend of art and craft as a result of tourism has been hard to come by in the literature. Certainly, tourism activities leave a destination with many positive good things (see Figure 1).

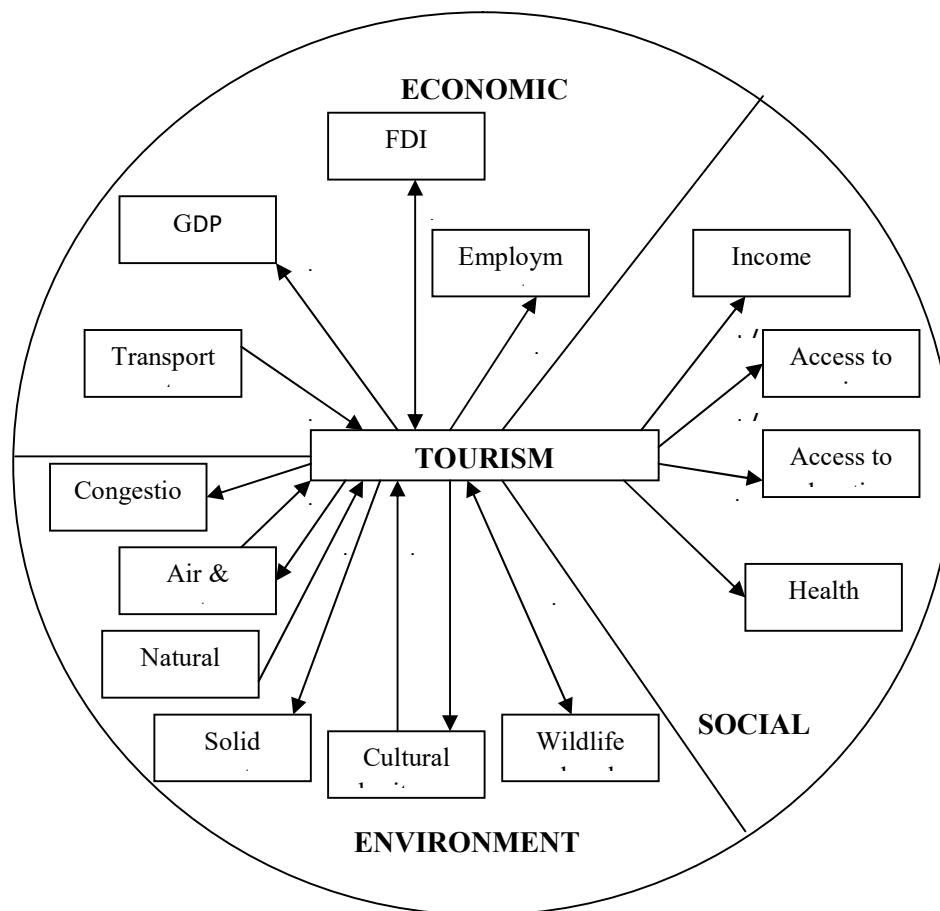


FIG. 1: Linkages between tourism and sustainable development.

Key: + indicates positive a influence (i.e., improvement), - indicates a negative influence (i.e., deterioration, exacerbation)

Source: Markandya, Taylor and Pedroso (2014).

III. METHODOLOGY

A survey design was employed in generating data for the study. The identified areas include Mobil MCC Road, the RCC Roundabout, Ekorinim, Unical Hotel Road and Teaching Hospital. The major instrument for data collection was field observation and recording, while the Global Positioning System (GPS) was used for the collection of coordinate locations of outside fares and oral interviews in generating data for the study. The photographic camera was also used to

take photographs of operators and patronizers of culinary craft. The data collected from the field were collated and presented in tables, charts, and simple percentages.

IV. RESULTS

High quintessential outdoor fares culinary craft were observed (Plates 1-6), employing a number of persons as shown in Figures 2 & 2. The culinary craft has provided quick food services, employing a fraction of urban residents and engaging urban home gardeners with a ready market.

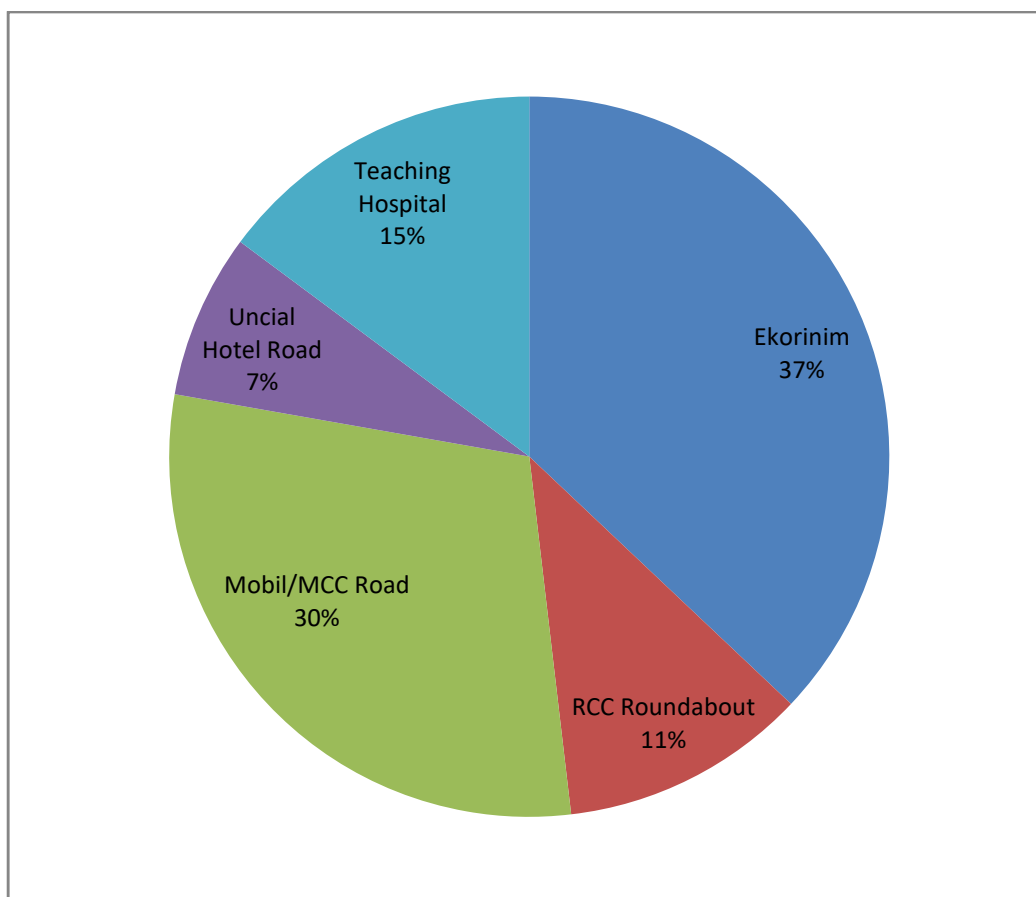


FIG. 2: Employments in Outside Fares Culinary Craft in Calabar Metropolis

Table 1: Employments in Outside Fares Culinary Craft in Calabar Metropolis

Location	Total Employment	Percentage
Ekorinim	10	37.0
RCC Roundabout	3	11.1
Mobil/MCC Road	8	29.6
Uncial Hotel Road	2	7.4
Teaching Hospital	4	14.8
Total	27	100

Source: Fieldwork, 2014.

Results in Table 1 indicated that the highest employments occurred at Ekorimin catchment with a total of 37 percent, 29.6 percent of the employments were at the Mobil MCC Road, Teaching Hospital 14.8 percent, 29.6 percent at the RCC Roundabout, while 7.4 percent of the employments were recorded at the Unical hotel Road (Figure 2). These are locations where roasted plantain and fish with sauce are served in an outdoor setting along the roadside. Table 2 and Figure 2 displayed the coordinates of outside fares culinary crafts. Presented in Figure 3 is the map of the outside fares culinary crafts in the study area.

Table 2: Outside Fares Culinary Craft locations in Calabar Metropolis

S/N	Location	GPS Reading	Gender of Ownership	Number of attendants	Total Employment
1	Ekorinim	04° 59' 49.1"/008° 19' 59.7"	Female (1)	5	6
2	Ekorinim	04° 59' 49.8"/008° 19' 59.7"	Female (1)	2	3
3	Ekorinim	04° 59' 50.1"/008° 19' 59.7"	Male (1)	0	1
4	RCC Roundabout	04° 57' 26.7"/008° 20' 58.7"	Female (1)	2	3
5	Mobil/MCC Road		Female (2)	6	8
6	Uncial Hotel Road	04° 57' 26.5"/008° 20' 49.2"	Female (1)	1	2
7	Teaching Hospital	04° 57' 26.7"/008° 20' 59.9"	Female (1)	3	4
	Total		8	16	24

Source: Field work, 2014.

Further findings from field observations of Outdoor fares culinary craft show that out-door catering is a make-shift tent where customers may sit-out and are served or food is packaged for take-away (Plates 1 & 2). Outside fares culinary

is a non-standard or temporary work or employment which could be seen as part-time work. It is a means of livelihood for many households identified in Calabar Metropolis (Table 1).

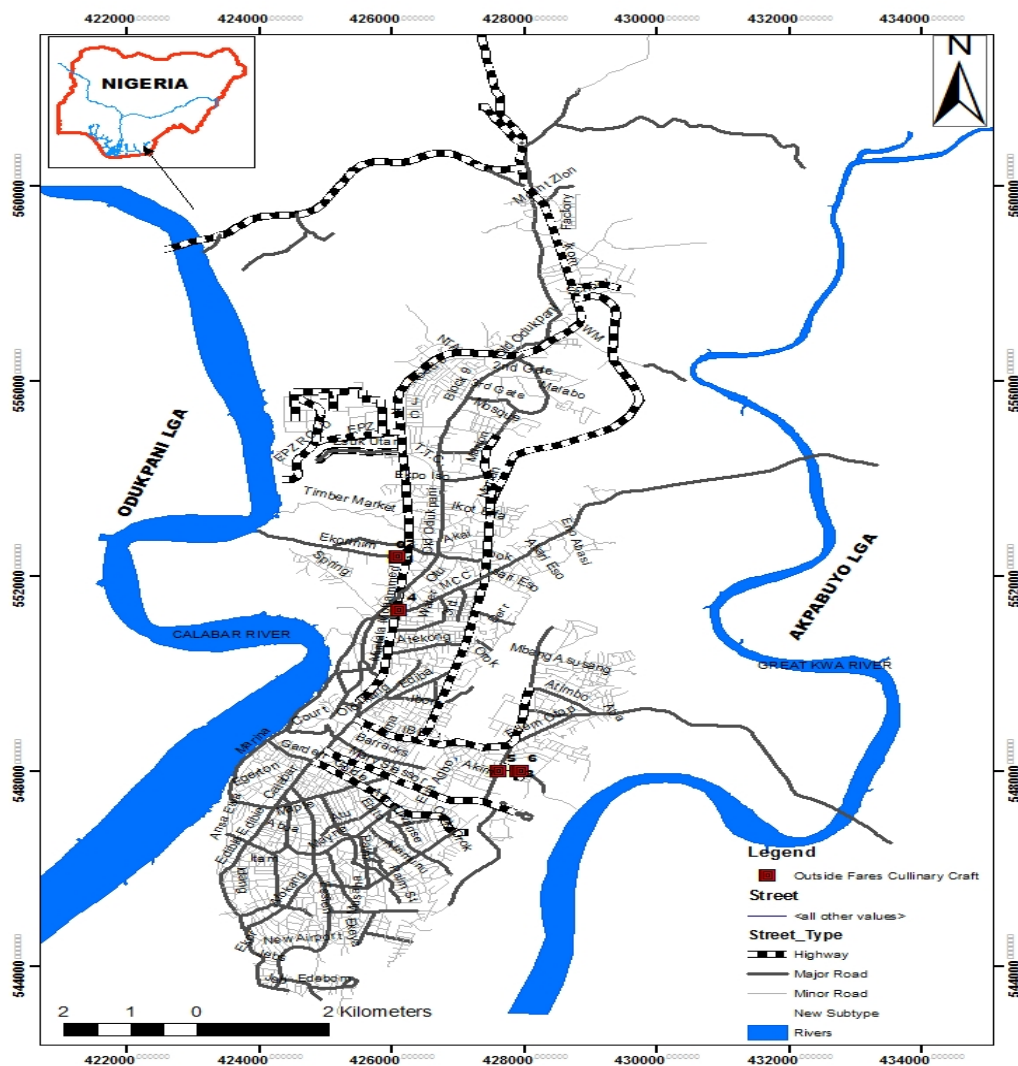


FIG. 3: Map of outside fares culinary crafts in the study area.

Source: Field work, 2014.

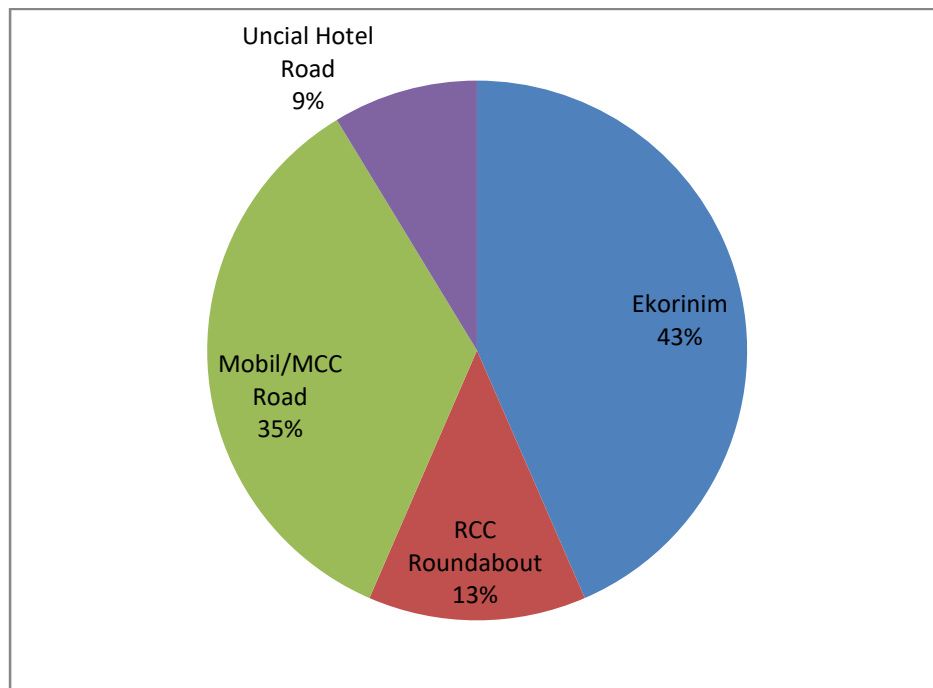


FIG. 2: Employments in outside fares culinary in Calabar Metropolis.

Source: Field survey, 2014.

A variety of meals are offered mainly from early afternoon to evenings from Mondays to Fridays. The food services include roasted fish, plantain and yam with sauce (Plates 1 - 6). Outside fare service has created opportunities for income generation for those who engage in it as well as revenue for

the government. During oral interviews, respondents noted that they could generate income to take care of their socio-economic needs such as food, paying rents, and education of children. Respondents noted that their major challenge is the heavy taxes the government generates from them.



PLATE 1: Male out-door fare (food vendor)



PLATE 2: Female out-door fare (food vendor)

PLATES 1a & 1b: Outdoor Fare vendors preparing roasted plantain, fish and sauce for service

Source: Fieldwork, 2014.



PLATE 3: Out-door fare (food vendor) attendants on service



PLATE 4: Out-door fare (food vendor) attendants on service

Source: Source: Author's Fieldwork, 2014.



PLATE 5: Out-door fare service point.



PLATE 6: Another out-door fare service point.

Source: Source: Author’s Fieldwork, 2014

Statistical analysis of outside fares culinary craft services in the study area

Using one-sample t-test, the data generated from various locational distributions of culinary craft service centres was analyzed.

Results in Table 3 & 4 revealed a standard deviation of 3.43 and the one sample test was ($t=3.51$, $p<0.05$).The results indicated that there is significant difference in the number of persons employed in the various catchment areas where culinary craft services are located. The result suggests

that, there are high traffic density in some areas like Ekorinim and Mobile MCC.

The number of persons employed for outdoor culinary craft services in Ekorinim and Mobile MCC ranges from 8-10 persons, while in areas where the traffic density are low such as Teaching hospital road, Unical Hotel road and RCC Roundabout areas, the ranges are from 2-4 persons employed for culinary craft services. The implication is that in areas where traffic density is high, the number of culinary craft jobs will be high and in areas where traffic density is low culinary craft jobs will be low.

Table 3: One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
Number of Employment	5	5.4000	3.43511	1.53623

Table 4: One-Sample Test						
	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Number of Employment	3.515	4	.025	5.40000	1.1347	9.6653

V. DISCUSSION

From the findings of the study, outside fares have gainfully engaged some persons in the study area. At different locations where the service is offered, such as Ekorimin catchment, a total of 37 percent of the employments were recorded, 29.6 percent of the employments were at the Mobil MCC Road, 11.1 percent at the RCC Roundabout, 7.4 percent at the Unical Hotel Road, while 14.8 percent of the employments were recorded at the Teaching Hospital (Figure 2). These are locations where roasted plantain, yam, and fish with sauce are served in an outdoor setting along the roadside.

Field observations revealed that out-door catering is in a make-shift tent where customers may sit-out and are served or food is packaged for take-away as indicated in plates (1-6). A variety of meals are offered mainly from early afternoon to evenings from Mondays to Fridays. Outside fare service has created opportunities for income generation for those who engage in it as well as revenue for the government.

Oral interviews revealed that outside fares culinary craft vendors generate substantial income to take care of their socio-economic needs such as food, paying rents and education of children. Respondents noted that their major challenge is the heavy levies that are placed on them by government agencies but they are not given priority in urban space.

One sample test of the data generated from the field was analyzed and results revealed a standard deviation of 3.43 and the one-sample test was ($t=3.51, p<0.05$). The results indicated that there is a significant difference in the number of persons employed in the various catchment areas where culinary craft services are located. The result suggests that there is a high traffic density in some areas like Ekorinim and Mobile MCC.

The number of persons employed for outdoor culinary craft services in Ekorinim and Mobile MCC ranges from 8-10 persons, while in areas where the traffic density is low such as Teaching hospital road, Unical Hotel road and RCC Roundabout areas the ranges are from 2 and 4 employees for culinary craft services. The implication is that in areas where traffic density is high, the number of culinary craft jobs will be high and vice versa.

The culinary craft is a quick food service, employing a fraction of urban residents and engaging urban home gardeners with a ready market for the produce. The craft has the capacity of contributing to tourism and hospitality development if properly integrated into the development plan of the city. Planners and managers of urban space have to carefully plan and integrate this aspect of the society in the development plans and avoid future crises of disfiguring urban aesthetics and functionality especially in a tourism destination as Calabar.

VI. CONCLUSION AND RECOMMENDATIONS

Outside fares culinary service is an emerging craft in the City of Calabar, although this form of activity was not captured in the current urban space. From findings, however, outside fares have gainfully engaged some persons in the study area. At different locations where the service is offered, such as Ekorimin catchment, a total of 37 percent of the employments were recorded, 29.6 percent of the employments were at the Mobil MCC Road, 11.1 percent at the RCC Roundabout, 7.4 percent of the employments were recorded at the Unical Hotel Road, while 14.8 percent in this sector was recorded at the Teaching Hospital. It was recommended that the state government through the town planning engage in inclusive planning for inclusive development, zone-specific locations across the Metropolis for outside fares craft operators as a way of boosting the tourism and hospitality industry, while enhancing livelihoods in the Metropolis.

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