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

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SUMMARY

Multivariate statistical techniques were employed to study the relationships between tourists' expectation of heritage sites/attributes and satisfaction using the Calabar Carnival Festival in Cross River State, Nigeria. Two hundred and thirty-two respondents were sampled and administered copies of structured questionnaire using accidental sampling technique.

The result of principal components analysis identified local craft and ancient artifacts as well as local music/dance and the display of art and culture as tourists' expectation and satisfaction attributes that sustained the association. Canonical correlation result indicated that local craft and ancient artifacts correlated positively with local music/dance and the display of art and culture.

The result of redundancy coefficient indicated that 47 per cent of the variance in tourists' expectation of heritage attributes was accounted for by the variability in tourists' satisfaction of available heritage attributes, whereas, 53 per cent of the variance in tourists' satisfaction of heritage sites was accounted for by the variability in tourists' expectations of heritage attributes.

However, drawing inference from result of canonical correlation analysis, it was concluded that tourists' expectations of heritage sites and their satisfaction were mutually dependent.

In this article, you will get to know more about the Calabar Carnival Festival as a unique cultural destination accounting for most movement to Nigeria and Cross River State in recent time. The article therefore explores ways through which the Calabar Carnival can be sustained to meet up with tourists' delight/expectations by integrating specialized fields like surveyors to chart possible routes of attraction.

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Introduction

Cultural/Heritage tourism is the fastest growing segment of the tourism industry because there is an increased trend of movement among tourists. This trend is evident in the rise in the volume of tourists who seek adventure, culture, history, archaeology and interaction with local people. Cultural tourism has indeed become a new area of tourism demand, which almost all policy makers are now aware of and anxious to develop (Huh, 2002). It is indeed among the most preferred tourism experiences resulting in most movements in the present time. Cultural/heritage tourism describes the movements of people for essentially cultural motivations which include study tours, performing arts, cultural tours, travels to festivals, visits to historic sites and monuments, folk lore and pilgrimage (World Tourism Organization, 1985; Esu and Arrey, 2009; Missouri State University, 2010).

Cross River State as a flagship of tourism destination in Nigeria is endowed with several cultural festivals such as the Marina Water and sports, New Yam Festivals, Wrestling Festivals, Obudu Mountain Race, Boat Regatta, Ekpe Festival, Laboku International festival and the Cross River State Christmas Festival; out of these, the Cross River State Christmas Festival happens to be the most popular and widely celebrated. The Calabar Carnival is one of the product lines offered by the Cross River State government (Esu and Arrey, 2009) that has made the state a flagship of tourism in Nigeria. The Calabar Carnival is characterized by series of sight attractions that combine to give the carnival a unique destination, which indeed has made it a widely celebrated festival in the state and country at large. The sight attractions include cultural dances by the 18 local government areas, visits to museums and historic sites among others.

The combination of all these attractions give tourists maximum satisfaction which make the state record high influx of tourists from within the state and neighbouring states as well as outside the country. Indeed, the Carnival Festival brings in tourists from far and near the state to enjoy themselves and also do business in the state. The Cross River State Christmas Festival, which is an event that rival any festival events in Africa, with over 30 days of endless fun, carnival, games, cultural display, art exhibition, pageant and music performance. Tourist satisfaction is

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important to successful destination marketing because it influences the choice of destination, the consumption of products and services, and the decision to return (Kozak & Rimmington, 2000; Esu and Arrey, 2009). Several researchers have studied customer satisfaction and provided theories about tourism (Bramwell, 1998; Bowen, 2001); several studies have also examined tourists' expectation and satisfactions with available tourism site/attributes (Kozark and Rimmington, 2000; Huh, 2002; Esu and Arrey, 2009), majority of these studies looked at tourism attributes as a whole, as such did not pay particular attention on cultural tourism attributes.

In addition, the nature and implications of the interrelationships established by the variables have not been well documented. Identification of attributes tourists' expect of a place and their satisfaction among many other things determines their repeat visits and intention to stay longer. On this note, in order to improve upon the Calabar Carnival Festival as a preferred destination for tourists, it becomes imperative to investigate the relationship between destination attributes (tourists' expectations) and tourists' satisfaction from the tourist's perspective. If tourists are satisfied with the products or attributes they come in contact with, then they will have the motivation to buy them again or they will recommend them to their friends as well as make repeated visits to such places. Glasson (1994) in his study notes that over 80% of the tourists who visited Oxford sites said that they would like to make a return visit. Indeed, satisfaction with tourist sites makes tourists to expand the length of stay and repeat visit. This study principally focuses on the association between tourists' expectation of cultural tourism attributes and their satisfaction during the Cross River State Annual Carnival Festival of 2011.

Material and 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' north of the equator and longitudes 87°19' and 8°32' east of the Greenwich Meridian. The climate is tropical-humid with wet and dry seasons, with average temperatures ranging between 15°C - 30°C, and the annual rainfall between 1300 – 3000mm. The

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people of the state are known for their warm and hospitality. The culture of the people according to Esu and Arrey (2009) is expressed in various languages, dances, festivals and cuisines. Calabar is the administrative headquarters of the State.

Carnival history

The Calabar Carnival started in 2004 when the then governor, Mr. Donald Duke had the vision to make the state the hub of tourism and hospitality in Nigerian and in Africa. Calabar Carnival festival is believed to be *Africa's Biggest Street Party*, makes the state the number one tourist destination for Nigerians and tourists all over the world. The carnival is a 30 day packed full events from 1st of December to 31st December every year. The Carnival is a product mix of the Cross River State Christmas Festival characterized by different events that make the state the flagship of tourism in Nigeria. 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 from its inception about six years ago has made the state one of the attractive places for tourism movement across the globe with the influx of foreign tourists. The Carnival presents a unique platform for consumer and marketers. It includes more aspects of local heritage and culture and at the same time strengthens the capacity of the locals to participate in an economically beneficial way.

Materials and methods

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

Sampling technique

Since the exact number of tourists in the metropolis cannot be estimated as there are no existing data, the purposive sampling technique was used to sample 232 tourists (both internal and foreign) who came to catch a glimpse of cultural attributes/sites, while the accidental sampling technique was used to administer the questionnaire. Since, it was difficult to gather the tourists at a time, the researcher stood at strategic positions or entrances to as well as exits from the sites and administered questionnaire to individuals he came in contact with. The researcher with the help of two field assistants stood at strategic points to administer the questionnaire. Copies of a structured questionnaire were administered to tourists who visited the museum, Christmas Village where local crafts are displayed as well as at selected hotels within the Calabar Carnival attraction spot. In all, 232 copies of questionnaire were successfully administered and retrieved.

Data collection procedure

In order to attain a fair representation of tourists' perception on the subject matter, respondents were accidentally intercepted in museums, Christmas Village, and six hotels. In order to avoid loss of questionnaire, after consent was got from the respondent, the questionnaire was administered and collected at the spot. The instrument (questionnaire) was divided into three sections. Section A measured tourists' socioeconomic characteristics, section B contained a number of questions designed to measure tourists expectations of cultural attributes using responses ranging from yes to no, while section C had a set of questions that measured tourists' satisfaction of existing cultural sites also using responses ranging from yes to no. Responses obtained were transformed to dummy variables for multivariate statistical analyses.

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Analytical technique

Data obtained from the administered questionnaire were analysed using multivariate statistical tools basically principal component analysis (PCA) and canonical correlation analysis (CCA). In order to effectively carry out these tests, items in the questionnaire coded nominally were transformed or recoded into dummy variables. For instance, expectation with two responses were transformed or recoded into dummy variable of high as 1 and low as 0, while tourists satisfaction with two responses were transformed into dummy variable of yes as 1 and no as 0. On this note, Principal Components Analysis (PCA) was performed to reduce the data in order to identify the main tourist expectation attributes as well as identify their major satisfaction. The rotated component loadings for the variables were determined using Varimax rotation (variance maximization); the idea of Varimax rotation is that each variable should load heavily on few components as possible to make interpretation easier (Eni *et al.*, 2011). In order to determine main components, only principal components with eigenvalues ≥1 were extracted. Nevertheless, scores of the rotated principal components obtained for both variables (tourists' expectation and tourists' satisfaction) were used for canonical correlation analysis. Canonical correlation analysis (CCA) was performed to examine the main ways in which the tourists' expectation was related to their satisfaction. On each component, variables with loadings ≥0.80 were identified as significant variables and used for discussion of the expectation-satisfaction data structure Analysis was carried out using SPSS 17 software for Windows.

Results and discussion

PCA result on heritage site expectation of tourists

Table 1 depicts loadings of rotated components on heritage sites expectation of tourists. It showed that two components with eigenvalue loadings ≥1 were extracted and they accounted for 73 percent of the total variance in the original data set. The first component had three cultural heritage attributes, they included handicrafts (0.88), cuisine and delicacies (0.86) and religious places (0.86); this component signified local attractions. The second extracted component also contained

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three cultural heritage attributes, they were historical buildings (0.89), cultural/Christmas village (0.82) and museum (0.81); this component represented ancient artifacts. The result above shows that local craft and ancient artifacts are the principal tourists' expectation attributes of cultural tourism.

Table 1: Rotated component matrix cultural heritage attributes[a]

Destination attributes	Principal components	
	1	2
Handicraft	.876	
Cuisine and delicacies	.862	
Religious places	.860	
Dance and Music		
Traditional scenery		
architectural design		
Monuments		
Historical buildings		.889
Cultural/Xmas village		.820
Museum		.809
Eigenvalues	**4.34**	**2.96**
% variance	**43.37**	**29.61**
Cum. Explanation	**43.37**	**72.98**

[a]Variables underlined with eigenvectors (coefficients) $\geq \pm 0.80$ are considered significant

Table 2 depicts loadings of rotated components on the satisfaction of tourists to heritage sites/attributes. It showed that two components with eigenvalue loadings ≥1 were extracted. The first component contained one tourists' satisfaction attribute, which was dance and music (0.80). This component epitomized local music and dance. The second component also had one tourists' satisfaction attribute, which was cultural/Xmas village (0.81). This component measured display of art and culture likewise, the result reveals that local music and dance as well as display of art and culture constitutes the major tourists' satisfaction attributes.

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Table 2 : Rotated component matrix of tourists' satisfaction[a]

Tourists' satisfaction attributes	Principal components	
	1	2
dance and music)	.804	
Cuisine and delicacies		
Religious places		
Handicraft		
Historical buildings		
Traditional scenery		
Cultural/Xmas village		.809
Monument		
Museum		
architectural design		
Eigenvalues	**3.90**	**2.43**
% variance	**32.90**	**24.32**
Cum. Explanation	**32.90**	**57.33**

[a]Variables underlined with eigenvectors (coefficients) $\geq \pm0.80$ are considered significant

Result of canonical correlation analysis

The information in table 3 provides alternative tests of significance. The small p-values for these tests (< 0.05) suggest rejecting the null hypothesis that all canonical correlations are zero. In addition, table 4 gives information on the ratio of the eigenvalues, which provides relative measure or variance on the importance of the two canonical correlations (otherwise known as canonical roots). As usual, the first canonical variate is far most important than the second because it explains higher variance in the data set. The result shows that the first canonical variate explained 73.3 per cent (0.856 x 0.856) of the variance in the dependent canonical variable. In the same way, the second canonical variate explained 20.8 per cent (0.456 x 0.456) of the variance in the second dependent canonical variable.

Table 3: Multivariate Statistics and F Approximations

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Statistics	Value appox.	F-value	d.f.	Error d.f.	p-Values
Wilks' Lambda	0.21105	3.53	4	12	0.039
Pillai's Trace	0.94172	3.11	4	14	0.049
Hotelling-Lawley Trace	3.01444	4.41	4	6.31	0.049
Roy's Greatest Root	2.75136	9.63	2	7	0.009

Table 4: Eigenvalues and canonical correlations

Root no.	Eigenvalue	Pct.	Cum. Pct	Canon. Corr	Sq. Cor
1	2.7514	0.9127	0.9127	0.856	0.7327
2	0.2631	0.0873	1.000	0.456	0.2079

More so, the significance of the F-test in table 5 (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 for further discussion.

Table 5: Dimension reduction analysis

Root no.	Wilks lambda	F-tests	d.f. error	d.f.	p-Value
1	0.21104	3.53	12	4	0.039
2	0. 79171	1.84	7	1	0.216

In addition, the result of canonical cross-loading (table 6) using tourists' expectation of heritage sites on the first canonical variate shows that local craft (0.84) and ancient artifacts (-0.80) exhibited high correlations. This implies that local craft and ancient artifacts are the most essential variables on the first canonical axis (heritage sites expectation). However, by squaring these values, it is observed that 70.6 per cent and 64 per cent of variances in local craft and ancient artifacts were explained by the first canonical variate of tourists' expectation of heritage sites. On the other hand, tourists' satisfaction with heritage site on the first canonical variate identified local music and dance (0.76) and display of art and culture (-0.60) as tourists' satisfaction variables that exhibited high correlations. Likewise, squaring the values indicate that that 57.8 per cent and 36 per cent of variances in local music and dance and display of art and culture were explained by the first canonical variate. The result of the cross loading on the first canonical variate for tourists' expectation and satisfaction of heritage sites therefore underscored the fact that local craft and ancient

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artifacts were significantly related to local music and dance and display of art and culture.

Furthermore, a cursory look at the second canonical variate showed that the coefficients of tourists' expectation and satisfaction were low with shared variances of 1 per cent and 10.9 per cent respectively (0.10 x 0.10) (0.33 x 0.33). This implies that variables in the second canonical variate are poorly correlated (table 6). This therefore indicates that local craft and ancient artifacts are significantly related to local music and dance as well as the display of art and culture. This therefore indicated that high positive correlations existed between local crafts and local dance and music well as display of art and culture. This implies that local crafts and local music and dance as well as the display of art and culture are positively and directly related; implying that increase in craft exhibition and display of culture, tourists would be more satisfied which indeed influences their presence in the carnival and the desire to make repeated visits. The end result is revenue generation for the local people as well as foreign exchange generation for the government. In addition, the redundancy coefficient which measures how much variance (change) in one set of variable (say expectation variables) is caused by the variability in the other set of variable (satisfaction variables) (Eni et al., 2011) showed that for tourists' expectation of heritage attributes, 47 per cent of the variance in tourists' satisfaction of available heritage sites was accounted for by the variability in tourists' expectation of heritage attributes. On the other hand, the redundancy result for tourists' satisfaction revealed that 67 per cent of the variance in tourists' expectation of cultural tourist attributes was accounted for by the variability in tourists' satisfaction of existing attributes.

Table 3: Result of canonical correlation analysis of relationships between tourists' expectation and satisfaction of cultural tourism attributes

Variables	Canonical cross loadings	
	1	2
Tourists' expectation		
Local crafts	0.84	0.10
ancient artifacts	0.80	0.16
Redundancy coefficient	0.47	0.08

Tourists' satisfaction

Local music and dance	0.76	0.21
Display of art and culture	0.60	0.33
Redundancy coefficients	0.67	0.02

Discussion

The result of the canonical correlation analysis indicates a pattern of relationship between tourists' expectation and satisfaction. The only retained canonical variate reveals a positive interrelationship between local craft and local music dance/music as well as with the display of art and culture, while local music/dance and the display of art and culture correlate heavily and positively with local craft. In essence, it implies that with the exhibition and display of art and culture, tourists' fantasies of expected heritage attributes are met which enhance their satisfaction and the desire to make repeat visits. The implication of this association is increase in foreign arrivals with effects on job creation and income generation for the local people as well as foreign exchange generation for the government (Koens et al., 2009). As with the intends of cultural/heritage tourism that describes the movements of people for essentially cultural motivations which include performing arts, cultural tours, travels to festivals, visits to historic sites and monuments, folk lore and pilgrimage, on this regards, planners in cultural tourism in the state as a matter of urgency need to rebrand and repackaged the Christmas Village where most of the display of local art and culture is carried out to assume international standards in order to attract more arrivals. In addition, live transmission of events at the Christmas Village in super TV stations with wide geographic audience like DSTV should be done. This would help add colour to the event and attract more tourists to the state.

It was discovered that most tourists even when the music show was ongoing in the stadium, some remained in the Christmas Village to enjoy the display of arts, cuisine/delicacies and serene atmosphere its offers which gave them maximum satisfaction. On the other hand, local craft and culture in terms of the costumes used

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by the different bands positively correlated with local dance and music. Most tourists were observed to be attracted by the street parade of the bands with different costumes and the dancing steps of the artistes on stage. This further implies that street dance and music is another cultural attribute that satisfies tourists which must have influenced their repeated visits over the years, some with their families and friends. In addition, most indigenes as well as tourists from neigbouring states come in their numbers to catch a glimpse of the street display of music and dance by the various bands in addition to the cultural display from the 18 local government areas of the state. The attractive physical environment and peaceful atmosphere gives tourists some form of satisfaction with the entire packaging of the carnival. The assertions above corroborate those of Glasson (1994) that 80% of tourists who visited Oxford heritage site said that they would like to make a return visit. The tourists particularly enjoyed the architecture, which together with the traditions of the university and colleges creates an attractive physical environment and atmosphere. In the words of Neumann, and Reichel (1978) as cited by Huh (2002), it is important to measure consumer satisfaction with each attribute of destination, because consumer dis/satisfaction with one of the attributes leads to dis/satisfaction with the overall destination. On this note, the canonical correlation result reveals that tourists' satisfaction of the Calabar Cultural Carnival is measurable by the presence of local music and dance as well as the display of art and culture.

Conclusion/recommendations

The result of this study shows that local crafts and local music and dance as well as the display of art and culture are related. It 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 for the socioeconomic

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and cultural enhancement of the state, more bands should be encouraged to participate in the street party; also, 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.

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Biographical notes

Gertrude Njar holds a B.Sc.(1988) Honors in Geography and Regional Planning from the University Calabar, Calabar, an M.Sc.(1995) degree in surveying from the University of Lagos, Akoka, Lagos and she is currently on her final thesis (Research) as a Doctorial student at the University of Calabar. She registered with the Surveyors Registration Council of Nigeria (SURCON) as a Registered Surveyor (2005) and she is a Lecturer 1 at the Department of Geography and Environmental Science, University of Calabar, Nigeria. Her areas of interest include Remote Sensing and GIS.

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Clips of 2011 Calabar Carnival Street Party

Ikom Monolith, part of the attraction

Nollyhood artistes at the Carnival

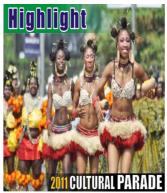Calabar Millennium Park, part of the attraction

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