AN ASSESSMENT OF THE RELEVANCE OF CHRISTMAS FESTIVALS IN THE DEVELOPMENT OF SUSTAINABLE HOSPITALITY IN CALABAR CITY

1Eja, Eja.1.; 2Otu, Judith. E; 3Yaro, Margaret-A.A.; 3Inyang, Ita. O.

1Department of Geography and Regional Planning, University of Calabar-Nigeria
2Department of Sociology, University of Calabar-Nigeria
3Department of Urban and Regional Planning, Cross River University of Technology, Calabar, Nigeria

ABSTRACT

The Cross River State Christmas festival has become a major event that has propelled the smooth functioning of the tourism sub-sector “hospitality industry” in Calabar. This paper seeks to evaluate the contribution of the Christmas festival in the sustainability of the hospitality industry in Calabar. Information was obtained from both the hotel industry and the transport industry. Two periods were covered “festive and non-festive period”, secondary data were obtained from the various hotels and the result shows that the Cross River State Christmas festive played a major role in the sustainability of the hospitality industry as evidence in table 1 and 3 which highlight the level of inflow of tourist between the two periods. Therefore, the sustainability of the hospitality industry is dependent on the various stakeholders in the industry.

Keywords: Festival, Sustainability, Transport Industry, Hotel Industry.