

VISITORS' ARRIVALS AND DESTINATION DEVELOPMENT: A CASE STUDY OF SELECTED RECREATIONAL RESORTS IN CROSS RIVER STATE. NIGERIA

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ABSTRACT

The study evaluates recreational resorts as a catalyst for visitors' arrivals and destination development in Cross River State. Two recreational resorts were used for the study which included the Obudu Ranch Resort and the Tinapa Business Resort. The checklist and questionnaire were the methods used for data collection in this research. Information such as the rate of patronage and origin of visitors were obtained and the socio-economic impact and the challenges of recreational resorts and visitors' arrival were equally evaluated. One hypothesis was stated and tested using the analysis of variance. However, the findings shows that recreational resorts under investigation have significantly contributed to visitors' arrivals in the state and also impacted on the socio-economic wellbeing of these communities were those recreational resorts are located. Nevertheless, the development of recreational resorts in those locations have also created socio-economic problems hence it is the responsibility of the government to ensure adequate measures to avert these challenges in the state.

Keywords: Community, Destination, development, Patronage, resorts, visitors.