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ABSTRACTS



Information Resources and Service Delivery in Tourism Sites in Cross River State for Sustainable Development in Nigeria

Anirebiet Ntui, Blessing Etukudo
University of Calabar
Nigeria
ntuinju@yahoo.com, blessrobert@yahoo.com

Eno Ottong
Akwa Ibom State University
Nigeria
enojoseph2001@yahoo.com

Abel Usoro
University of the West of Scotland
United Kingdom
abel.usoro@uws.ac.uk

The main focus of this research work was to ascertain the availability of information resources and service delivery in tourism sites in Cross River State. This work recognizes the existence of many tourist sites and cultural heritage in Cross River State that are often not known to some Nigerians and outside world. It is observed by the researchers that there is absence of tourism information centre (TIC) in Cross River State. The study investigated: how tourist obtain qualitative information on service delivery of tourism sites in Cross River State; as well as the methods adopted to ensure that the needed information resources and service delivery are made available to the tourists and other visitors who are in need of them. Three hypotheses were formulated for the study. The study covered the three selected public information centres in charge of tourism sites in Cross River State. They are Cross River State Tourism Bureau, National Commission for Museum Calabar and Nigerian Tourism Development Corporation, Calabar. Ex-post factor research design was utilized to carry out the study. One hundred and two (102) respondents that were selected through census and purposive sampling technique took part in the study. A well validated questionnaire was used to collate data for the study the instrument was estimated for its reliability using Cronbach Alpha reliability method. The reliability indices range from 0.714 to 0.798 and this indicated that the research instrument was highly reliable. The statistical analysis techniques used to test the hypotheses was One-Way Analysis of Variance (ANOVA). Each hypothesis was tested at 0.05 level of significance with relative degrees of freedom. Results from the data analysis showed that respondents from sites with high availability of print information resources had significantly higher mean achievement of ($t= 19.12$) than respondents from sites with low ($t= -10.34$) and average ($t= -9.86$) availability of print information resources. This is an indication that respondents from sites with high availability of print information resources had significant provision of service delivery in tourism sites than respondents from sites with low or average availability of print information resources. Analysis of data on the second hypothesis revealed that respondents from high availability of non-print information resources had significantly higher mean achievement of ($t= 19.23$) than respondents from low ($t= -10.34$) and average ($t= -9.86$) availability of non-print information resources. This is an indication that respondents from sites with high availability of non-print information resources had significant service delivery in tourism sites than respondents from low or average availability of non-print information resources.

Analysis of data relating to hypothesis 3 equally showed that respondents from sites with high formats of information resources had significantly higher mean of ($t= 19.28$) than respondents from low ($t= -10.34$) and average ($t= -9.86$) formats of information resources. These results revealed that respondents from high formats of information resources had significant service delivery in tourism sites than respondents from low or average formats of information resources. Based on the findings of this study, it was recommended that: Pictures of the sites and their contents be made available to the people who are in need of them. It was also recommended that tourism information centre be established to enhance service delivery to tourists.

Keywords: Tourism sites; Service delivery; Information resource; Sustainable development