

---

Research

## **IMPACT OF IBOM CHRISTMAS VILLAGE ON PERMANENT EMPLOYMENT CREATION AND HUMAN CAPITAL DEVELOPMENT IN AKWA IBOM STATE**

**Eyo, Uforo Etim<sup>1\*</sup>, Nkanta, Nsikan Clement<sup>2</sup>, Archibong, Sylvester Imeh<sup>3</sup>**

<sup>1</sup>Department of Industrial Relations and Personnel Management, Ritman University, Ikot Ekpene, Akwa Ibom State, Nigeria. [0009-0009-0207-4277](mailto:0009-0009-0207-4277)

<sup>2</sup>Department of Sociology, University of Calabar, Cross River State, Nigeria. [0009-0001-7145-1373](mailto:0009-0001-7145-1373)

<sup>3</sup>Department of Political Science and Public Admin, Ritman University, Ikot, Ekpene, Akwa Ibom State.

Correspondence should be addressed to: [uforoeyo2023@gmail.com](mailto:uforoeyo2023@gmail.com)

---

**Abstract:** One of the primary functions of any government is the provision of a conducive environment necessary for maximum relaxation and recreational infrastructure. In recognition of this fact, states in Nigeria have developed various strategies aimed at encouraging their citizenry to develop their relaxation and recreation potentials for renew and greater productivity. In the pursuit of this lofty objective, the Akwa Ibom state government, in addition to other efforts towards improving the welfare of her citizenry inaugurated the Ibom Christmas village to serve as a relaxation point for the citizenry. Arising from the phenomenal coincidence of the annual event with the strategic location, Ibom Christmas village has become a must-attend destination to a significant number of people from within and without the state. With the overwhelming number of people who visit there yearly, it seems to have become a large business hub and venue for human capital development of great repute. This study therefore, became interested in studying the impact of Ibom Christmas village with the principal objective of ascertaining its impact on the business and human capital development of the people of the state. The study adopted the survey descriptive analysis design while Casper Homan's rational theory was selected as the theoretical framework. The Population for research was 5,000,000, while the Pearson moment correlation analysis was used as a method of data collection. The study made recommendations on how to improve employment opportunities development and human capital development through Ibom Christmas village.

Akwa Ibom State as the employment category cut across: Point of sale stands (POS), music/ entertainers, live band stands, private security personnel, product hawkers, products marketers, product sellers-drinks, popcorn stands. The study recommends among others that the Akwa Ibom State Government should be committed to funding of the Ibom Christmas village in diversifying into other sectors by introducing new attractions and activities to keep visitors engaged and interested. Secondly, that the Akwa Ibom State

Government should enhance accessibility to the village by improving transportation options, providing clear signage, and ensuring that the facilities are wheelchair-friendly.

**Keywords:** Ibom Christmas Village, Seasonal Employment Opportunities,

---

## **Introduction**

Akwa Ibom State, located in the southeastern region of Nigeria, has been making significant strides in its tourism sector. One of the most prominent examples of this development is Christmas Village, a vibrant tourist destination that has emerged as a key contributor to the state's socioeconomic growth (Umo & Eyo, 2025). Tourism is one of the largest and fastest-growing industries in the world. It accounts to about 7% of world capital investment with revenue predicted to rise up to 5.980 billion dollars by the year 2031. Africa has a meaningful share in the growing international tourism trade in terms of both tourist arrival and receipt. Akwa Ibom State tourism landscape is extremely rich and beautiful for global tourist attraction; the weather, climate, vegetation, quality airspace, sunshine, beautiful scenery, the rock, falls, captivating beaches, historical relics, rich cultural diversity, friendly peoples and wildlife are Akwa Ibom State tourism assets. This makes Akwa Ibom State a leading tourism paradise in Nigeria. The World Trade Organization (WTO, 2014) noted that tourism and hospitality industry is one of Africa's greatest but most under invested assets, with market worth \$50billion, but has \$203.7-billions of untapped potentials which represent four times its current level. The importance of Akwa Ibom State tourism industry lies in its tourism resources in generating foreign exchange. It has been noted over times that the Christmas village celebration in the state has attracted lots of investors both nationally and internationally, the most outstanding aspect of it is the increase in the 2023 Christmas celebration as it was tagged Christmas unplugged. There had been an increase from initial stands in which a total number of kiosk stands were registered. Ogili, et al (2023).

The Ibom Christmas Village is an annual holiday market event held in Unity Park, Udo Udoma Avenue in Akwa Ibom State, Nigeria. It is usually organized by the Akwa Ibom state government in partnership with the thirty-one local government areas from first of December and terminates in early January. The festival includes allocation of days to each of the thirty-one local government for the display of their cultural heritage and peculiarities, musical presentation by ingenious artists, as well as presents and invaluable

opportunities for meeting friends and acquaintances. The Christmas Village was inaugurated by Governor Udom Emmanuel in 2020, and since then, it has been a place of activities for the indigenes and visitors during the festive period. Recently, the governor of Akwa Ibom State, Pastor Umo Eno included Happy Hour Freebies to the Christmas celebration at the park, and changed the name from Christmas Village to Christmas Park. The Governor of the State, Pastor Umo Bassey Eno hosted the 2023 Christmas Carol festival in the Christmas Park.

Since its inauguration, a lot of businesses have taken advantage of this window to improve their business fortune. According to Thompson (54,years), dealer on assorted drinks and constant business operate during the Christmas village period observed “I have to commend the ingenuity of the state government in inaugurating the annual event, it has really contributed to the growth of business in the state especially in view of the fact that it is normally organized during the month of December period , it is really a good development ” the **Christmas** village attracts patronage from people from all walks of life the promotion of business such workers, trader ,students and religious practitioners of various categories. Businesses commonly carried out there include, eateries, selling of drinks, Point of Sale (POS), Barbecue, entertainment by local artists, it constitutes the first port of call to first time visitor to Akwa Ibom, a major source of revenue generated the state government. It would be a misnomer if one describes it as an annual assemblage of opportunities. Emeji, et al. (2016), reported that it is a major component of a government's fiscal resources and plays a crucial role in funding public services and infrastructure development by generating revenue from various sources such as taxes, fees, licenses, the provision of stands and kiosk for the business men and women and profits from state-owned enterprises as the case of this is placed on the registration fees collected through the Akwa Ibom state ministry of youth and tourism .

Ibom Christmas village is equally a significant driver of socio-economic development in the state.It is an alternative strategy for sustainability and diversion of focus from the limited civil service job opportunities in relation to the rapidly growing population job seekers government. Sawani (2017) asserts that socio-economic development is an individual's resources, wealth, education level and degree of urbanization. In Akwa Ibom development of Ibom Christmas village has created a promising channel for the development of the state's economy. With opportunities associated with the emergence of this annual event, it has gradually assumed a center stage in the economic agenda of most

national and international business bureaucracies. In view of the future expansion of its scope as reflected in the state governments intention to implement tourism agenda as a critical sector of the economy, there is hope that it would double the business capacity and the state as well as stimulate income growth, generate foreign exchange and contribute to domestic earnings of government t (Vanguard Newspaper, June 24, 2011).

Ibom Christmas village draws enormous support from other attractions such as mountains ideal for exploration, unique wildlife, vast tracts of unspoiled nature ranging from tropical forest, magnificent waterfalls, some new rapidly growing cities and climatic conditions in some parts particularly conducive to holidaying. Other attractions include traditional ways of life preserved in local customs, rich and varied handicrafts and other colorful products depicting or illustrative of native arts and lifestyle, and the authentic unsophisticated but friendly attitude of many in the state .All these have promoted the popularity of Ibom Christmas village as well as embolden Akwa Ibom State as a state for gainful opportunities, peaceful environment full of loving and friendly people attuned to making - generation, regional development, income distribution economic multiplier a stable government policy in view of socio-cultural consequences (Crompton, 1979). It is against this backdrop that the study examined the impact of the Ibom Christmas village on socio-economic development of Akwa Ibom State.

### **Statement of the problem**

Major attempts have been made by the Akwa Ibom State government towards reducing unemployment level since the inception of democratic administration in Akwa Ibom State. Efforts in direction are not unconnected with the government moves towards delivering its campaign promises to the citizenry in attempt to either fulfill the basic functions of government, or prepare the mind of the citizenry to vote it back to power. Though the Ibom Christmas Village has been hailed as a success, yet, there are outstanding issues that could hinder full realization of its employment- generation and manpower development intention of the government. Employment has to do with the coincidence of the requisite skill with the available opportunity. It is a situation that labor is adequately prepared to take up available vacancies with little or no obstacles. In securing space and kiosks for possible participation in the Ibom Christmas village, observations by these authors revealed that, a significant proportion of potential participants are usually disenfranchised by the high rent demanded by the supervisory government. A convocation of that station should provide opportunity for the youths to be trained on skills by the state

government. One could acquire skills set in fields such as; paint production, confectionaries, soap- making, vulcanizing etc. as a way of promoting the employment opportunities of the citizenry. No record points to skill acquisition training as an aspect of the Ibom Christmas village intensive training boats employment and manpower development. Participants allocated kiosks employed sales boys and girls pay them peanuts from the huge sales they normally record from the Ibom Christmas village event, without government intervention, not regulating the salary of this works at the Ibom Christmas village is modern way of enslavement against the state government mantra of youth empowerment and human capital development. Ibom Christmas village cannot continue amid these problems. It is based on the prevalence of these challenges that this study was conducted.

### **Objectives of the Study**

The main objective of the study was to examine the impact of Ibom Christmas village on permanent employment generation and human capital development. The specific objectives were to examine; (1) whether Ibom Christmas village has enhanced employment generation in Akwa Ibom State. (2) To examine the impact of Ibom Christmas village on skills acquisition

### **Research Questions**

The following research questions were developed for the study.

1. Does Ibom Christmas Village create permanent job opportunities and human capital development?
2. What is the impact of Ibom Christmas village on skills set acquisition?

### **Research Hypotheses**

The following research hypotheses was postulated in Null format for the study.

1. **Ho:** There is no significant relationship between Ibom Christmas Village and permanent employment creation and human capital development.
2. **Ho:** There is no significant relationship between Ibom Christmas village and skill set acquisition

### **Conceptual explorations**

The Akwa Ibom Christmas Village is a festive park located in Uyo, Akwa Ibom State, Nigeria. It was inaugurated by Governor Udom Emmanuel in 2020, and since then, it has been a beehive of activities for the indigenes and visitors during the festive period. It's usually set up in December and lasts until early January. It showcases cultural diversity of

a united people through cultural displays each of the thirty-one local government areas of the state, on their assigned days. Each the participating local government adore themselves with their uniform depicting their cultural and historical peculiarity. The Christmas Village is loaded with activities ranging from presentations from dance groups, service of different delicacies, and networking by fun-seeking lovers. Recently, the governor of Akwa Ibom State, Pastor Umo Eno included happy hour freebies to the Christmas celebration at the Christmas village.

The Ibom Christmas Village has a significant impact on employment generation in Akwa Ibom State. The event creates numerous temporary jobs for residents, particularly in the hospitality, entertainment, and retail sectors as it provides opportunities for both individuals and businesses to thrive during the festive season, **as such it** requires a large workforce to manage various aspects of the event, including security, catering, event management, and customer service. The influx of visitors to the Christmas Village boosts local businesses such as hotels, restaurants, transportation services, and craft vendors. This increased economic activity leads to indirect employment opportunities as businesses expand their operations to meet the demand created by the event. It provides a platform for local entrepreneurs to showcase and sell their products and services.

### **Human Capital Development**

This has to do with equipping the citizenry with the necessary and knowledge that would enhance their employability and self-sufficiency. (Eyo, et al., 2024). Mboho, & Ataire, (2018).

### **Employment Generation**

Employment is one of the most important routes to improving social and economic narrative of Nigeria. It provides relationship between two parties, usually based on a contract between employer and employee. In other words, employment could be seen as the total number of people in a community, state or country that are gainfully working. According to Kareem (2015), employment refers to the number of people who either work in government establishment or parastatals or private sectors. It could equally mean people who are self-employed or are unpaid family workers. Employment generation is a natural process of social development. Human beings bring with them into the world an array of needs that present employment opportunities for others to meet. Were it not so, the world could not have sustained a more than tripling of population over the past century.

Employment generation is a crucial process of creating new job opportunities within a given economy or society. It involves the creation of work opportunities for individuals, leading to increased employment rates and reduced unemployment. Employment generation can occur through various means, such as the establishment of new businesses, expansion of existing industries, government initiatives and policies, foreign investments, and entrepreneurship. It is a crucial aspect of socio-economic development, playing a significant role in poverty reduction, economic growth, and overall welfare improvement. (Helling, 2018).

### **Ibom Christmas Village and Human capital development**

Human capital development is mainly concerned with the changes and growth of an individuals. It focuses on changes in collective and individual value systems, behavior, social interaction (Eyo, et al., 2024). It has to do with motivating local people to preserve their culture and heritage, and promote social stability through the realization of positive outcomes for the local economy as well as the preservation of ancient cultures and ways of life. Gnanapala and Sandaruwani (2016), observed that the social benefits buried in opportunities in the form of Ibom Christmas village has to do with; maintenance of traditional cultures, increased intercultural communication and understanding, improved social welfare, quality of life, improved shopping, and increased recreational opportunity. (Kerunathika and Gnanapala, 2016). However, the Ibom Christmas village sometimes breeds antisocial behavior such as drug abuses, prostitution, friction between tourists and residents, corruption of cultures and the spread of diseases (Smorfitt, Harrison, Herbohn 2005) but then, the Ibom Christmas Village has the potential to be a powerful catalyst for human capital development if properly managed (Umoh, & Eyo, 2025).

### **Theoretical Frameworks**

This study drew its theoretical support from two popular theories namely; The Talcott Parsons' (1937) structural functionalists' theory and the Eyo uforo's Ekwekwekwea (2022) Development Theory

### **Structural - Functionalist Theory propounded by Talcott Parsons in (1937)**

The Structural functionalism is a sociological theory that attempts to explain why society, structure or institutions functions the way they do by focusing on the relationship among the various social institutions that makes up society (e.g., government, law, education, religion. etc.). This theory sees society as a complex system whose parts work

together to promote solidarity and stability. It asserts that individual's lives are guided by social structures or institutions, which are relatively stable patterns of social behavior. Social structures give shape to our lives for example, in families, the community, and through religious organization. And certain rituals such as a handshake or complex religious ceremonies, annual events such Ibom Christmas village give structure to our everyday lives. Each social structure has social functions or consequences for the operation of society as a whole. This theory explains the role of Ibom Christmas village in shaping the employment life of the people of Akwa Ibom. After its inauguration, it has proven to be a significant contributor to the transformational agency of the economic profile of the state and in marriage with the effort of making the state investors destination. It has engendered the sustainability of the other sectors of the state. It has justified its existence as powerful medium for harnessing and marching available skill with opportunities. Though this theory did not contemplate the Ibom Christmas village to specifically find expression through it, yet, the theory has provided an incontrovertible explanatory tool for this study. Suffice it to say that as long as tthis study is concerned, this theory perfectly fits this study and vice versa

### **Ekwekwekwea Development Theory**

The theory was propounded by Eyo,Uforo Etim in 2022, while conducting research to find out the socio-economic development variables of tricycle operation policy in Akwa Ibom State. The proponent observed and linked development of humans, nations, states, local governments, organizations, ministries, agencies, departments and individual to input-oriented factors such as training, funding, monitoring/ assessment and evaluation. He opined that an organization, individuals and countries are and will be developed as a result of advance idiosyncratic components emanating from human capital development factors. He theorized that more funding and training were essential for the creation of more opportunities to individuals who would have remained unemployed. Eyo (2023), observed that development was possible once the government emplaces the relevant strategies, for example the Akwa Ibom State Government in 2012 reacted to the then alarming cases motor cycle accidents within Uyo metropolis.

As note noted by Una, & Eyo, (2024), Eyo, et al., (2024), Umo, & Eyo (2025) while carry out a research on “Ethnic Politics and Governance in Akwa Ibom State”, “Manpower Development and Organizational Performance in Nigerian Public and Private Universities;” A Case Study of University of Uyo and Ritman University (2010 – 2024)

and “Social investment Programmes and Socio-Economic Development in Akwa Ibom State, the *Ekwekwekwea* theory held that, there is need for the Government to make policies for enabling environment which will in turn boost the human capital development of Akwa Ibomites and extoled the Ibom Christmas village as capable of creating employment opportunities for the teaming unemployed citizenry people. The central idea of this theory is apt much given its emphasis on much input -oriented factors -rejigging the initial idea for the inaugurating the event and aligning its operational mechanism of the Ibom Christmas Village in relations fostering employment creation and human capital development (Eyo, et al., 2024).

### **METHODOLOGY**

The study adopted the survey and descriptive analysis design. The study population for the research was 5,000,000- five million (the total of residents in Akwa Ibom State) 2006 population census. The purposive sampling procedure was adopted in this research. The sample size for this study was 400 as Taro Yamani was used as the sampling techniques in determining the sample size. The research instrument used in collecting data for this study was survey and interview. In presentation of the data, the researcher choose tabular format presentation and Regression analysis was used in interpreting the collected data.

### **DATA PRESENTATION AND ANALYSIS**

A total of 400 copies of questionnaire were administered to the respondents consisting of staff in the Akwa Ibom State ministry of tourism. From this number , a total of three hundred (300) copies representing 75% was retrieved by the researcher

*Table 1: Bio-data of Respondents*

<b>Questionnaire</b>	<b>Frequency</b>	<b>Percentage</b>
Returned	300	75%
Not returned	100	25%
<b>Total</b>	<b>400</b>	<b>100%</b>

**Source:** Pilot survey/field work (2026)

The table above shows that out of 400 copies of questionnaire issued 300 copies were recovered from the respondents and 100 copies were not returned.

Table 2: Gender Distributions of Respondents

Sex	Frequency	Percentage %
Male	100	33%
Female	200	67%
<b>Total</b>	<b>300</b>	<b>100%</b>

Source: Pilot survey/field work (2026)

From the table above, 100 respondents representing 33% were male while 200 respondents representing 67% were female.

### Research Questionnaire

Tables 3: Responses on how Ibom Christmas village enhances human capital development in Akwa Ibom State

S/N	Internal Generated/ Employment Opportunities	S/A	A	D	S/D	TOTAL (%)
1.	The Ibom Christmas village is always filled with stand point of sales	220 (73%)	80 (27%)	0	0	300 (100%)
2	The Ibom Christmas village is always filled with stands of drinks sales	20 (7%)	280 (93%)	0	0	300 (100%)
3	The Ibom Christmas village generates fund to the Akwa Ibom State Government	260 (87%)	40 (13%)	0	0	300 (100%)
4	The money paid for the kiosk/stands are sources of internal generated	150 (50%)	150 (50%)	0	0	300 (100%)
5	The kiosk/stands, dealers or providers created employment opportunities	100 (33%)	200 (67%)	0	0	300

						(100%)
6	The different categories of small scale businesses in the Ibom Christmas villages creates employment opportunities	250 (87%)	50 (13%)	0	0	300  (100%)

The table above shows the responses gathered from the field as respondents attest to the fact that the Christmas village has contributed socio-economic development of Akwa Ibom State through internal generated revenue to the Akwa Ibom State and has also brought about employment opportunities.

**Testing of Hypotheses**

**Ho:** There is no significant relationship between Ibom Christmas village and human capital development in Akwa Ibom State

*Table 4.1a Regression analysis showing result Ibom Christmas village and human capital development in Akwa Ibom State*

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.652 <sup>a</sup>	.575	.571	.43420

Predictors: (Constant), internal Generated revenue

From Table 4.1a the coefficient of determination is such that  $0 < r^2 < 1$ , and denotes the strength of the linear association between x and y. This is supported by coefficient of determination also known as the R square of 0.575. This implied that 57.5% of the total variations in tourism activities are explained by internal Generated revenue; Specifically, Ibom Christmas village is a significant strategy for human capital development in Akwa Ibom State, indicating a high level of contributions of Ibom Christmas village to employment opportunities, skill exhibitions and the growth of entertainment industries in Akwa Ibom State

Table 4.1.b

**ANOVA<sup>a</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	49.445	1	49.445	62.587	.000 <sup>b</sup>
	Residual	50.576	226	.790		
	Total	100.021	227			

a. Dependent Variable: internal generated revenue, employment opportunities

Predictors: (Constant), Ibom Christmas village

Results from table 4.1b indicated that the overall model was statistically significant. Further, the results implied that Ibom Christmas village are good predictors of employment opportunities, skill exhibitions and the growth of entertainment industries. This was supported by an F statistic of 62.587 and the reported p (0.000).

Table 4.1c

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.570	.089		6.430	.000
	Ibom Christmas village					
	a. Employment opportunities	.766	.021	.652	12.827	.000
	b. skill exhibitions c. growth of entertainment industries					

a. Dependent Variables: employment opportunities, skill exhibitions, growth of entertainment industries

The results in table 4.1c showed that there was a significant effect of Ibom Christmas village ( $\beta=0.652$ ,  $p=0.048$ ) on employment opportunities, skill exhibitions and the growth of entertainment industries. Showing a high level of contribution to human capital development.

**Data Presentation and Interpretation**

*TABLE 1: Analysis of data from Secondary Sources on How Ibom Christmas Village enhances human capital development.*

<b>Year</b>	<b>Registered Stand/Kiosk</b>	<b>Registration Fee</b>	<b>Total (millions)</b>	<b>Employment opportunities</b>
2017	250	35,000	8, 750, 000mil	Point of sale stands (POS)
2018	350	40,000	14,000,000mil	Music/ entertainers
2019	400	50,000	20,000,000mil	Live band stands
2020	380	70,000	26,600,000mil	Private security personnel
2021	699	90,000	60,210,000mil	Product hawkers
2022	995	110,000	109,450,000mil	Products marketers
2023	1,556	125,000	194,500,000mil	product sellers-Drinks
<b>Total</b>	<b>4,630</b>		<b>432,910,000</b>	Popcorn stands

**Source:** Pilot survey/field work (2026)

The findings of the study reveals that in 2017, the state Government generated about 8,750,000million while in 2018, the sum of 14,000,000 million was generated as internal generated to the Akwa Ibom State Government and in 2019, about 20,000,000 million was generated, in 2020 due to the Corona Virus, about 26,600,000 million was generated to the state Government. In 2021, the sum of 60,210,000 million was generated while in 2022 the sum of 109,450,000million was generated to the state Government, in 2023, about 194,500,000, as generated as the total revenue to the state Government. Finally, between 2017 to 2023 the total sum of about 432,910,000million was generated the Akwa Ibom State Government through the Akwa Ibom State ministry of tourism

**Discussion of Findings**

The findings revealed that Ibom Christmas policy has a significant effect on internal generated revenue from Ibom Christmas village to the Akwa Ibom State Government as over the sum of 432,910,000 (millions) were generated to the Akwa Ibom State Government from 2017-2024.

The findings also revealed that revealed that the Ibom Christmas village has a significant effect on employment generation and human capital development in Akwa Ibom State as the employment category cut across: Point of sale stands (POS), Music/

entertainers, live band stands, Private security personnel, Product hawkers, Products marketers, product sellers-Drinks, Popcorn stands also boasting the exhibition of different craft works and supporting the music/entertainment industry of the state.

### **Conclusion**

The study was carried out to examine the impact of Ibom Christmas village on employment creation and human capital development in Akwa Ibom State, and concluded that the Ibom Christmas Village has emerged as a significant employment medium in Akwa Ibom State. The study concluded that, the cost of securing spaces and kiosks were exorbitant. Ninety percent of the employment created by Ibom Christmas village is purely seasonal making workers during the Christmas village event to return to their zero-stations on the state's socio-economic table. Also, the Ibom Christmas village does not encourage people to acquire skills it only employs those available for negligible pay in the name of salaries. The village has also played a crucial role in promoting tourism, showcasing the state's cultural heritage, and fostering a sense of community.

### **Recommendations**

To enhance the usefulness and greater participation of people in the Ibom Christmas Village event, the cost of securing spaces and kiosks should be participant- friendly.

(1) The state government should use the one-month period to train people to acquire skills that would equip them with skills for permanent employment and not remaining as “pick and drop” in the employment market.

(2) Government should make the cost of securing spaces and kiosks people- friendly with legislative backing, and not subjecting allocation fees to the whims and caprices of the ministry and commissioner in office at the time of the event.

(3) The Akwa Ibom State Government should enhance accessibility to the village by improving transportation options, providing clear signage, and ensuring that the facilities are wheelchair-friendly.

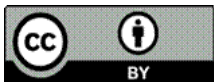
(4) The Akwa Ibom State Government should collaborate with local businesses, NGOs, and cultural organizations to create mutually beneficial partnerships. This could involve offering discounts, promoting local products, and organizing joint events.

(5) Identify additional revenue streams, such as merchandise sales, food and beverage concessions, and event rentals.

---

### **References**

1. Crompton, J.C. (1979). Motivation for pleasures vacation. *Annals of tourism research*, 6, 408 – 424. In the *Nigeria Geographical Journal*. Association of Nigeria Geographers.13 (1), 12-26.
2. Eneji, M. A., Odey, F.A. & Bullus, M. L. (2016). Diversification of Nigeria’s Economy; Impact of Tourism on Sustainable Development in Nigeria. *International Journal of Research in Humanities and Social Studies*, 3(5), 36-44.
3. Eyo, U. E (2023). Tricycle operation and socio-economic development within Uyo metropolis. *AKSU Journal of administration and corporate governance*. 3 (2) 165-176
4. Eyo, U. E, Umo, I. E & Una, A. E (2024). Manpower development and organizational performance in Nigerian public and private universities: A case study of University of Uyo and Ritman University (2010 – 2024). *International journal of academic anthology*. 8(1), 53-63
5. Una, A. E., & Eyo, U. E. (2024). Ethnic politics and governance in Akwa Ibom State. *World atlas international journal of education & management*. 7(1), 55-66.
6. Gnanapala, W. K. A. and Sandaruwani, J. A. R. C. (2016). Socio – economic impact of tourism development and their implications in local communities. *International Journal of Economic and Business Administration*. 2(5), 59 – 67.
7. Mboho, K. S. and Ataire, A. C. (2018). Skill acquisitions of prison inmates and economic development in Nigeria: A study of Akwa Ibom State Prison, Uyo. *Journal of Sustainable Development*, 3(1), 58-68.
8. Ogili A, Olewe B, Eneh M. (2023). Effect of tourism on socio-economic development in Nigeria: 2015-2022. *Nigerian journal of social development*, 11(1) 2023, 85-93.
9. Sawant, M (2017). Socio-economic impacts of tourism development at aurangabad district. Dr.Babasaheb Ambedkar Marathwada University, Aurangabad, India. Conference paper 2017. <https://www.researchgate.net/publication/315492199>
10. Umoh, I. E. & Eyo, U. E. (2025). Social investment programmes and socio-economic development in Akwa Ibom State, a study of ARISE/ DAKKADA initiative programmes. *International journal of topical issues* 11(1), 55-64
11. UNCTD (2010). United Nations conference on the trade development: Information economy report on tourism, enterprise and poverty. New York and Geneva.
12. <http://Vanguard Newspaper> (June 24, 2011).
13. WTO (2014) UNWTO World Tourism Barometer, 12, January 2014.



© 2026 by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution (CC BY) license (<https://creativecommons.org/licenses/by-nc-sa/4.0/>).