

**O 50. IMPACT OF OUTSIDE FARES CUISINE ON TOURISM GROWTH IN CALABAR,
NIGERIA**

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ABSTRACT: The literature on culinary craftsmanship in urban and rural areas of developing countries is expanding. Individuals who identify as cosmopolites, unmarried and childless individuals, those who feel trapped or deprived, and ethnic villagers frequently seek alternative means of income in addition to traditional paid employment in order to navigate metropolitan living. The study employed many methods, including field observation, recording, photography, and oral interviews, to investigate the culinary craft industry in Calabar Metropolis. These methods were used to gather data for the study. The findings indicated that the Ekorimin catchment area had the highest employment rate, accounting for 45 percent of the total. The Mobil MCC Road had a slightly lower employment rate of 35 percent, followed by the RCC Roundabout with 13 percent. The Unical Hotel Road recorded the lowest employment rate at 9 percent. The findings also indicated that the operators of the fares encounter difficulties arising from substantial taxes imposed by the state government. A suggestion has been made for the state government to implement inclusive planning in order to incorporate diverse culinary practices from outside the region. This is proposed as a strategy to enhance the tourism and hospitality sectors in the Metropolis.

Keywords: Impact, Outside Fares, Culinary Craft, Tourism Development, Calabar Metropolis