THE ROLES OF TECHNOLOGIES AND INTERNET SERVICES ON SUSTAINABLE TOURISM DEVELOPMENT IN CROSS RIVER STATE NIGERIA.

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Abstract.
The purpose of this paper was to investigate the roles of technologies and internet services in sustainable tourism development in Cross River State. To achieve this, two hypotheses were formulated and tested for the study. A sample of two hundred and fifty-seven (257) respondents were randomly selected for the study, through a stratified and purposive sampling techniques. Data were obtained using questionnaires. The reliability estimate of the instrument was established through Cronbach Alpha reliability method. One-way analysis of variance [ANOVA] was the statistical analysis techniques adopted to test the hypothesis under the study. All the hypotheses were subjected to test at 0.05 level of significance with relative degree of freedom. The results of the analyses revealed that technologies and internet services significantly influence sustainable tourism development. Based on the findings of the study it was recommended that technologies and internet services should be important component of sustainable tourism development.

Key words; Technologies [GPS, GIS, GOOGLE EARTH], internet services and sustainable tourism development.

Introduction

Sustainable tourism encompasses economic viability, conservation of natural environment and sustaining socio-cultural heritage to meet the needs of society and to deliver benefits without detriment to the current and the future generation. The roles of technologies in tourism industries enhance sustainable tourism development. Johnstone and Twyman (2014). The application of technologies ranging from Geographical Information System (GIS), Geographical Positioning System (GPS), Google earth, effective communication among others aids in operationalized to tourism sectors and enable the identification of desire tourism destination that is infrastructural and ecological sustainable and secure. Geographic Information Systems (GIS) is a rapidly expanding field enabling the development of applications that manage and use geographic information in combination with other media. In the tourism industry. Websites with interactive mapping GIS technology offer great opportunities for the development of modern tourism applications using maps. This technology integrates common database operations such as query with the unique visualization and

geographic analysis benefits offered by maps. The integration of tourism data and GIS data is a big challenge for tourism.

Technologies and sustainable tourism development

Technologies has enormous potential to capitalize on current and future global digitalization phenomena, as well as unwavering pursuit of sustainable tourism development to prepare the current generation of digital immigrants, as well as future generations, Geographical Information System (GIS) has offered a lot in sustainable tourism development. The effectiveness of Geographical Information Systems (GIS) in managing the diverse tourist information is a factor in sustainable tourism development, estimating indicators, and generally supporting decision-making during the planning, monitoring, security, and assessment phases.

Undiya (2012) opportunities of adopting Geographical Information System (GIS), Geographical Positioning System (GPS) technologies has made sustainable tourism globally and more attractive. Google Earth, Geographical Information System (GIS), and Geographical Positioning System (GPS) are used to create a unified tourism information network based on a variety of data It comprises. GIS and GPS, among others, provide a list of potential cultural tourist activities as well as frequent tourist behaviors. GIS and GPS technologies combine common database operations like querying and statistical analysis with the visualization and geographic analytical benefits that maps provide. It helps users to combine a variety of diverse data, it allows non-specialists to run sophisticated searches. Bunruamkaev and Murayama (2012), sees technologies as an effective tool for data exchange among members of a multi-disciplinary team. GIS enables quick and effective data administration, processing, analysis, and visualization among other things, which have qualities that make it a promising tool for tourism sustainability in terms of assisting planning, identifying security issues, identifying tourism potentials, and assisting managers in making decisions. Tourists can get vital information, interactive maps, images, security measures, and films on destinations and attractions all in one spot.

The application of technologies in tourism destination management helps to guide the development of a system that serve as a comprehensive information database. Technologies serve as an information network, providing a channel through which people of various levels and locations can quickly study and share date and tourism planning ideas. Similarly, having all of this information in one location simplifies a rather complex decision-making process for managers at various levels. Another application of technology that supports tourism development planning in a specific area is determining location sustainability. Miller, and Twining-ward (2013) archaeological web-based technologies could be useful in informing tourists about the past, persuading them of the importance of preserving historical heritage, and illustrating those archaeological sites finite resources.

Technologies like GIS, GPS, Google earth among others assist in the management of tourist flows, which protect the tourist area, (especially natural and historical sites and thus provide solutions for managing sustainable tourism development). The use of GPSs in the tourism industry entails tracing patterns and mitigating new alterations. It also allows for the tracking of desired parameters across time and throughout space, as well as the prediction of future consequences. Halpain and Gibbs (2013) technologies through which communication takes place varies which includes radio, recorded music, film and television which transmit their information electronically. They argued that technologies are imperative for front line investments as sustainable globalized tourism development indicators. The powerful effects of electronic media communications can bring sweeping changes of attitudes and behavior among the key sectors in local, national and global tourist, for peace, security and sustainable development. In addition, Yang and Nair, (2012) stressed that Sustainable tourism's social, cultural, economic, political, and environmental benefits may usher in enormous and historic changes in the country.

Nawifin, Peters, and Van Vanderserren (2015) the planned communication components of programs aiming to modify the attitude and behavior of specified groups of people in specific ways through Pearson to person communication about tourist potentials are included in this strategy. Halpain and Gibbs (2013) mass media communication technologies play a critical role in ensuring the long-term viability of growing locations, Tourism and media have a vital and complicated interaction. Because the great majority of travel decisions are taken by people who have never visited a location, tourism is heavily reliant on technological issues. When there is terrible news, a crisis, a conflict, a war, or insecurity, the effects on tourism, particularly the ecological aspects, can be disastrous. Tourists are scared away from sites that are under the spotlight 24 hours a day, forcing communities that rely on tourism to lose their source of income.

Ali and Frew (2013) the importance of technologies on tourism development and expansion, thus emphasizing that for a newly introduced sector like tourism to experience growth and recognition from the public in both urban and rural settings, it is the total responsibility of the government, the service media, tourists and other media of wider publicity to intimate and educate the public on the sustainability of tourism potentials. As a result of media technological transmission, empathy with actors and actresses contributed to Cross Rivers preferences for and involvement in Efik cultural dramas, dances, and aspirations to visit Calabar areas linked with these dramas on television.

Electronic media such as the radio, television, motion pictures, films microphones and computers are designed to transmit all k inds of information to the receiver especially the tourists who are full of adventure sand highly curious of moving to a place of tourism attractions that is sustainable through influence of media technologies, the developing countries more than 69% of the working population spends their annual vacations away from home either

as domestic or international works travels of their homes to spend their annual leave. With this, no tourist would embark on a vacation to a given destination without prior information on security matters, culture, safety majors on the existence of tourism potentials worth patronizing, tourism strives basically on technologies.

Internet services and sustainable tourism development

The Internet is a collection of networks all over the world that make up a larger computer system that allows millions of computer users to send, receive, analyze, and exchange data (Ruecker, 2014). The internet has become an essential source of information, according to which many business methods in tourism have effectively promoted security services to meet the needs of tourists' safety, protection, and awareness of crime. Marmura (2013), the internet has become a support for more complicated and vital functions in the tourist and hospitality business, as well as a significant source of innovation The appearance of internet create changes in tourism industries, hotels and destination sites has website which help in showcasing their product to the outside world. Barnes, the involvement of numerous booking systems, business systems, travel agencies, hotel chairs, airlines, car rental businesses, and other participants in the production of tourism products and pushing tourism sustainability is typical of modern business in the tourism sector. Surainemi (2012) internet is an intriguing and beneficial distribution tool for gathering client information, since it allows them to select culturally modernized, infrastructural, and ecological sustainable destinations. Internet provides travel firms and tour operators a better service by speeding up communication and offering all relevant information about tourism site sustainability. The internet allows businesses to sell their services on demand. Products and services distribution no longer rely on the quality of printed catalogues, as well as information about them, can reach millions of people over the internet, making tourism attraction locations more economically, socially, and environmentally sustainable.

Moyle, McChennan, Ruhannan, and Weilar (2013), the tourist industry plays an important role in supporting sustainable development and has the potential to connect people through intellectual and political activities. The environment of the information society is shifting as it transitions from the industrial period to the golden age of information. Suraniemi (2012) suggested that the country's lack of internet is due to a lack of management attention and tourism custodians to internet usage in the tourism business. In the sphere of tourism, macro and lengthy planning, regardless of technology, cannot solve big issues. People can utilize information technology tools for information transmission and marketing in the tourism sector, and the tourism business takes use of this. Travelers' usage of internet services to plan and book their travels is increasing at a rapid pace.

Dominic, Chen, and Li (2014), internet services are an important communication medium with “high demand in modern tourism. With the help of the internet, sell service products and visitors are highly safeguard with security majors. Tourism security operations play a vital role

in the safety measures of modern travel agencies, where the internet has recently become a major component of media and planning. The internet assists travel businesses in developing a distinct identity, enhancing efficiency, and providing value-added services. As a result, tourism is now one of the most significant businesses in the development of culture and communications, and it has played an important part in establishing international peace and security, as well as ensuring the sustainability of some tourism destinations, the advent of the internet and the rapid development of extremely advanced computers and telecommunications have effectively transformed the world into a global village. The internet represents a large agreement among hundreds of computer systems that connect with each other, and communication network satellites allow the fastest and cheapest data transfer to all areas of the world. The internet is unique in its ability to serve as a digital platform that enables the users to have access to prints, sounds, still photos and video of a place that is attractive and security conscious, Nam (2012). Electronic mail (emails), e-newspapers, e-government, e-books, e-sites, e-security services, and e-destination have all changed the way people think about, receive, store, disseminate, react to, and consume information.

Statement of the problem

Security is the primary responsibility of every government at Federal, State, and Local level. The inability of the state to provide security leads to insecurity. Violence, militancy, suicide bombing and banditry which become common phenomena today. Insecurity issues has arguable increased the crime rate, leaving unpalatable consequences for the Nigerian nation and its socio-economic growth. It is not just the fabric of national peace and integration that the issue of security has threatened. It has created a situation of constant fear and anxiety amongst its population and the destruction of tourism infrastructures that would have added to the development of the country and make the lives of the people comfortable. Technologies and internet services today helps to reduces crime rate, monitoring, internet security free, provide pre-information on desired destination for tourist.

Statement of hypotheses

1. There is no significant influence of technologies (GIS, GPS, Google earth among others) on sustainable tourism development.
2. There is no significant influence of the internet/intranet on sustainable tourism development

Research Methodology

The research used a survey design, because a small representative sample was used to draw inferences from the and generalization to a population that would have been too expensive and cumbersome to study as a hole. The research was carried out in cross river state. The population of the study comprises of five hundred and thirty [530] tourism worker in all attraction sites in cross river state, a total of 265 tourist professionals were chosen as sample, using a stratified and purposive sampling techniques.

The instrument employed for data collection is the role of technologies and internet services in sustainable tourism development questionnaires. [RTISSTDQ] The questionnaire is made up two sections A and B, twenty instrument were drawn up and administered to respondent. The questionnaires were administered to respondents during working hours for theperiod three weeks only 257 copies were retrieved for data analysis.

Results and Discussion

Table 1; Summary data and one-way ANOVA of the influence of Technologies on sustainable tourism development (N=257)

Technologies					
	N	$\bar{x}$	SD		
Low – 1	82	35.2717	3.06739		
Moderate– 2	112	36.5410	3.23500		
High – 3	63	36.4177	2.85822		
Total	257	36.1092	3.12661		
Source of variance	SS	Df	Ms	F-Ratio	Sig of F
Between group	94.788	2	47.394	4.362	.000
Within group	2759.717	254	10.865		
Total	2854.505	256			

* Significant at .05 level, p-value =.000, df= 2, 254.

The results of this hypothesis demonstrated that technologies had a considerable impact on sustainable tourism development, with a computed F-value of 4.362 being larger than the P-value of.000 at the.05 level of significance with 2 and 254 degrees of freedom. The null hypothesis was rejected as a result of this finding. As a result, this finding shows that technology has had a considerable impact on the growth of sustainable tourism development.

This findings agree with Miller, and Twining-ward (2013) also argued that Archaeological web-based technologies could be useful in educating tourists about the past, persuading them of the importance of preserving historical heritage, and highlighting the scarcity of archaeological sites. Technologies such as GIS, GPS, and Google Earth, among others,

Table 2: Summary data and one-way ANOVA of the influence of Internet/intranet on sustainable tourism development (N=257)

Internet/intranet			
	N	$\bar{x}$	SD
Low – 1	78	35.1735	3.19157
Moderate– 2	140	36.1090	3.08707
High – 3	39	38.2575	1.51911
Total	257	36.1092	3.12661

Source of variance	SS	Df	Ms	F ratio	Sig of F
Between group	301.614	2	150.807	15.004	.000
Within group	2552.891	254	10.051		
Total	2854.505	256			

* Significant at .05 level, p-value =.000, df= 2, 254.

These results demonstrate that the Internet/intranet has a considerable impact on sustainable tourism development, with the computed F-value of 15.004 being larger than the P-value of.000 at the.05 level of significance with 2 and 254 degrees of freedom. The null hypothesis was rejected because of this finding, the results imply that internet/intranet had significant influence on sustainable tourism development.

This hypothesis' findings are consistent with Marmura's (2013) study, which found that the internet has become a support for more complicated and vital roles in the tourist and hospitality business, as well as considerable innovation. The appearance of the internet creates changes in tourism industries.

Conclusion

The study's findings led to the following conclusions:

Technologies significantly influence sustainable tourism development in Cross River State and internet/intranet significantly influence sustainable tourism development in Cross River State, Nigeria.

Recommendations

The following recommendations were made based on the study's findings:

1. CCTV cameras should be installed to all tourism destinations secretly that will helps to improve quality security.
2. All televisions should have emails and satellite channels that will helps tourism to watch and chose destinations of their choice.
3. It is recommended that tourists unlimited consumer of leisure should seek pre-information on the site of his choice on interest before visiting concerning security, life the people and personal safety and available before visiting.

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