

**TOURISM AND SOCIO-ECONOMIC DEVELOPMENT IN AKWA IBOM STATE; A
STUDY OF IBOM CHRISTMAS VILLAGE, UYO**

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ABSTRACT

Good and sound Government policies have been a major driver of socio-economic development in the state, of which the Ibom Christmas village is an alternative strategy for sustainability and diversification of economy for important policy of a good government. Some of the major problems encountered in the Ibom Christmas village in Akwa Ibom State has been the high cost of acquiring a kiosk stand, inadequate funding, low investment and lack of policy continuity have been the constraints to tourism development in Akwa Ibom State. The specific objectives of the study were to examine the relationship between Tourism and internal generated and employment generation. The study adopted the Structural - Functionalist Theory as theoretical frameworks. The study adopted the descriptive and survey design as the research design. The population for the study was 5,000,000, the Pearson moment correlation analysis was used as a method of data analysis. Based on the findings, the study revealed that there is a positive significant relationship between Ibom Christmas villages and internal generated, employment generation, in Akwa Ibom State. 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, 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: Tourism, Internal Generated Revenue, Employment, Ibom Christmas Village

Background to the Study

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. Tourism is one of the largest and fastest growing industry in the world. Tourism activities accounts for about 7% of world capital investment with revenue predicted to rise up to 5.980 billion dollars by the year 2031 (Sawani (2017). Africa has a meaningful share in the growing international tourism trade in terms of both tourist arrival and receipt. However, Akwa Ibom State tourism landscape is extremely rich and beautiful for global

tourist attraction; the state has weather, climate, vegetation, quality airspace, sunshine, beautiful scenery, the rock, falls, captivating beaches, historical relics, rich cultural diversity, friendly peoples and wildlife as 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, of which 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 set up in December and terminates around early January. The festival includes activities ranging from presentations from dance groups, service of different delicacies, and networking by fun-seeking lovers. The Christmas Village was inaugurated by Governor Udom Emmanuel in 2017, 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. Internal Generated Revenue (IGR) is the revenue generated by a government from sources within its own jurisdiction. It is a major component of a government's fiscal resources and plays a crucial role in funding public services and infrastructure development. IGR can be generated from various sources, including taxes, fees, licenses, and profits from state-owned enterprises as the case of this is placed on the registration fees collected from the Akwa Ibom State Ministry of youth and tourism for the proviosns of stands and kiosk for the business men and women

On the other hand, it is a tool to create jobs. Tourism has been a major driver of socio-economic development in the state; it is an alternative strategy for sustainability and diversification of economy for important policy of a good government. Sawani (2017) asserts that socio-economic development is an individual's resources, wealth, education level and degree of urbanization. The development of tourism as a critical sector of the economy has gradually assumed a centre stage in the economic agenda of most nations of the world. In the past few decades, attention to tourism as a critical sector of the economy has greatly increased. This is in view of its capacity to quickly stimulate income growth, generate foreign exchange and contribute to domestic earnings of government through fees and taxes (Vanguard Newspaper, June 24, 2011).

Statement of the Problem

Major improvement and attention has been made by the Akwa Ibom State government towards tourism development, particularly, since the inception of democratic governance in Akwa Ibom State. While the Ibom Christmas Village has been hailed as a success, there are potential

issues that have hinder or impede the successful running of the Ibom Christmas Village celebration.

The revenue generated as part of revenue generation from the Ibom Christmas Village are not effectively channeled or remitted into the state's internal generated revenue accounts, again, some kiosk standpoint owners don't always pay directly into the state's internal generated revenue accounts, and as such the internally generated revenue of the state is affected, due to the fact that some vendors and businesses operating within the village might be operating informally, making it difficult to track and collect taxes.

Again, also noted is the fact that the fund generated during previous years have not been really accounted for, as it lack diversifying capacity of which it would have been used for the betterment of new sector towards the advancement of socio-economic development in the state, as it will enhance more employment generation of the state.

Though with the high support of the Ibom Christmas Village towards socioeconomic development in Akwa Ibom State, yet the level of unemployment is still high as the high cost of acquiring a stand/kiosk or becoming a vendor is always high to purchase considering the start-up capital, as a result of this many Akwa-bomites are always discourage from venturing into such business.

It is based on this challenges that, the study seeks to examine the impact of Ibom Christmas Village and Socio-Economic Development in Akwa Ibom State.

Objectives of the study

The main objective of the study was to examine the relationship between Tourism and socio-economic development in Akwa Ibom State while the specific objectives of the study was to:

1. To examine the relationship between Tourism and revenue generation in Akwa Ibom State.
2. To ascertain the relationship between Tourism and employment generation in Akwa Ibom State.

Research questions

The following research questions were developed for the study.

1. What is the relationship between Tourism and internal generated revenue in Akwa Ibom State?
2. What is the relationship between Tourism and employment generation in Akwa Ibom State?

Research hypotheses

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

1. **Ho:** There is no significant relationship between Tourism and Internal Generated revenue in Akwa Ibom State.
2. **Ho:** There is no significant relationship between Tourism and employment generation in Akwa Ibom State.

Conceptual explorations

Tourism

According to Akpan and Obong (2012), tourism is a form of recreation which involves travel to a less familiar destination or community for a short-term period, in order to satisfy a consumer's need for one or a combination of activities. In its own, the United Nations World Tourism Organization (UNWTO) (2015) defines tourism as the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited. More precisely, tourism refers to any activity that voluntarily and temporarily takes people away from their usual place of residence in order to satisfy the need for pleasure, excitement, experience and relaxation (Gnanapala et al. 2016).

The Akwa Ibom Christmas Village is a festive park in Akwa Ibom State, Nigeria, that features cultural displays, activities, and food. 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. It's usually set up in December and lasts until early January (Emeji et al., 2016). The Ibom Christmas village showcases Akwa Ibom's cultural diversity through 32 days of traditional and cultural displays. The village square features a hut for each of the LGAs in Akwa Ibom State as each LGA has its own day at the Village Square arena of the Christmas Village. This allows Akwa Ibomites to reconnect with their people and participate in cultural activities. The Christmas Village has VIP lounges for the high and mighty. As a result of this, some boxers from Akwa Ibom may participate in a boxing match during the Christmas Village period. 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 is an annual holiday market event held in Unity Park, Udo Udoma Avenue in Akwa Ibom State, Nigeria. Internal Generated Revenue (IGR) is the revenue generated by a government from sources within its own jurisdiction. It is a major component of a government's fiscal resources and plays a crucial role in funding public services and infrastructure development. IGR can be generated from various sources, including taxes, fees, licenses, and profits from state-owned enterprises as the case of this is placed on the registration fees collected from the Akwa Ibom state ministry of youth and tourism for the provisions of stands and kiosk for the business men and women.

Socio-economic development

Sawani (2017) clearly stated that socio-economic development is an individual's resources, wealth, education level and degree of urbanization. Tourism is the form of altered human behavior that stems from interactions between agents of change and subsystems on which they impinge". In developing countries like Nigeria, socio-economic development is closely tied to efforts aimed at poverty reduction, job creation, improved access to basic services, and infrastructure

development. It emphasizes not just economic growth, but the equitable distribution of the benefits of that growth across various segments of society (World Bank, 2020).

Socio-economic development, therefore, involves empowering individuals and communities to lead lives they value, while also building the capacity of institutions to support long-term growth and social cohesion (Eyo, 2023).

Socio-economic development is a term that has no definite definition, different scholars have presented their different views and opinion but there seems to be no consensus on a common definition of the term. Onoh (2006) posited that socio-economic development means improvement in the quality of human life, including rise in income, job creation, consumption habit, education, health status, infrastructure among others.

Socio-economic development refers to sustainable transformation in all ramifications that meets the needs of the present generation without compressing the aspirations and needs of the future generations. It implies resolving the conflict between the various competing goals, and include the simultaneous pursuit of economic prosperity, environmental quality and social equality with the resultant effect being investment in social infrastructure and human capital development (Essien, & Anthony, 2019).

Employment Generation

Employment is one of the most important social and economic issues in Nigeria. It is seen as a relationship between two parties, usually based on a contract between employer and employee. In other words, employment is 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 refers to the process of creating new job opportunities within a given economy or society. As observed by Eyo et al., (2025), in the study in finding out employment opportunities for inmates, their study shows that the creation of work opportunities for individuals, leading to increased employment rates and reduced unemployment and that employment generation can occur through various means, such as availability of training opportunities, the establishment of new businesses, expansion of existing industries, government initiatives and policies, foreign investments, and entrepreneurship. It is a crucial aspect of socioeconomic development, playing a significant role in poverty reduction, economic growth, and overall welfare improvement (Eyo, et al., 2025).

Tourism and socioeconomic development

Tourism has the potential to serve as a powerful catalyst for socioeconomic development, particularly in regions like Akwa Ibom State. By attracting both domestic and international visitors, tourism contributes significantly to revenue generation and job creation, thereby supporting broader development goals (Akpan, & Essien, 2020).

One major contribution of tourism is economic growth, as it stimulates local economies through increased spending on goods and services such as accommodation, transportation, food, and entertainment. This spending not only boosts local businesses but also increases the state's internally generated revenue (Ezeudu, & Eme, 2019).

Job creation is another critical benefit of tourism. The industry offers diverse employment opportunities in sectors such as hospitality, retail, cultural services, and transportation. These jobs support livelihoods and help reduce unemployment, especially among youth and women.

Tourism also drives infrastructure development. The influx of visitors often necessitates improvements in public infrastructure, including roads, airports, utilities, and public spaces. These enhancements benefit not only tourists but also local residents by improving access and quality of life. Tourism promotes cultural preservation by creating platforms to showcase local traditions, arts, crafts, and festivals. It encourages the documentation and celebration of cultural heritage, helping to ensure that it is preserved for future generations. (Nigerian Tourism Development Corporation -NTDC, 2021)

A practical example of tourism's positive socioeconomic impact in Akwa Ibom is the development of the Ibom Christmas Village. This seasonal attraction has brought several key benefits to the state. First, it has significantly created jobs for residents, particularly in the hospitality, entertainment, retail, and cultural sectors, thus boosting local employment. Secondly, the Christmas Village has contributed to revenue generation through taxes, vendor fees, and increased commercial activity. Local businesses benefit from the influx of visitors, resulting in higher sales and economic activity during the festive season (United Nations World Tourism Organization (UNWTO). (2020).

Theoretical framework

Structural - Functionalist Theory propounded by spencer, Durkheim and Talcott Parsons in (1937)

The Institutional functionalisms approach is adopted for this study. This theory sees the system as a structure existing with some function (including distributive functions) to carry out. It is expected that it will help to ascertain the impact of Ibom Christmas Village towards human capital development in Akwa Ibom State. Again, the Akwa Ibom State Ministry of culture and tourism initiated the idea for the establishment of the Ibom Christmas Village which is seen as structure created to perform some distributive functions targeted at providing certain major functions. 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 guide by social structures or institutions, which are relatively stable patterns of social behaviour. 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, give structure to our everyday lives. Each social structure has social functions or consequences for the operation of society as a whole. Concerning the area of interest of this work, which is the role of Ibom Christmas Village and human capital

development. The Ibom Christmas Village becomes the structure through which it was established to provide and distribute certain recreational, human capital development services.

METHODOLOGY

The study adopted the survey method and descriptive research design, as the study population for the research was 500, 000, 000, (5millions) residents in Akwa Ibom State, according to the 2006 national population census. The sample size for this study was 400. Taro Yamani formula was used as the sampling techniques in calculating the sample size. The sampling procedure applied in this research was simple random sampling technique. Data collected were analyzed using descriptive analysis on a Pearson moment correlation analysis order to arrive at a scientific acceptance. Data were presented in tabular form for easy calculation and comprehension.

Data presentation and analysis

This section of the study, considers data presentation and analysis from the information and questionnaire obtained through interview.

Bio-data of Respondents

Questionnaire	Frequency	Percent	Valid Percent	Cumulative Percent
Returned	300	75%	75	75
Not returned	100	25%	25	100
Total	400	100	100	100

Source: Field work (2025)

The table above shows that out of 400 copies of questionnaire issued to respondents, 300 representing 75% were returned and duly filled while 100 representing 25% were not returned.

Categories of respondents

Categories	Frequency	Percent
Employees of Ministry of Culture and Tourism	180	45%
Business investors/ Kiosk owners	182	45.5%
Stand vendors	38	9.5
Total	400	100

Source:

Researcher's Computation (2025)

The table above shows the different categories of respondents as Employees of Ministry of Culture and Tourism were 180 representing 45% while Business investors/ Kiosk owners were 182 representing 45.5% Stand vendors were 38 representing 9.8%.

Research Hypothesis 1: There is no significant relationship between Ibom Christmas Village and Internal Generated revenue in Akwa Ibom State.

Tables 4: Responses on how Ibom Christmas Village enhances Internal Generated revenue in Akwa Ibom State.

S/N	Tourism and Internal Generated Revenue	S/A	A	D	S/D	TOTAL (%)
1.	All kiosk registration is handle by the Ministry of Culture and Tourism	220 (73%)	75 (25%)	5 (2%)	-	300 (100%)
2	The registration fees amounted to about 90,000 to 120,000.	120 (40%)	160 (53%)	8 (3%)	12 (4%)	300 (100%)
3	The registration fees is a source of internal generated revenue to the Akwa Ibom State Government	140 (47%)	150 (50%)	10 (3%)	-	300 (100%)
4	All financial payments was made to the Akwa Ibom State Ministry of Culture and Tourism	200 (67%)	100 (43%)	-	-	300 (100%)

From the questionnaire retrieved, it was observed that 220 respondents representing 73% strongly agreed that kiosk registration is always handled by the Akwa Ibom State Ministry of Culture and Tourism while 75 respondents representing 25% agreed and only 7 respondents representing 2% disagreed. also on the question regarding the registration fees, about 120 respondents representing 40% strongly agreed to it, while 160 respondents representing 53% agreed, as 8 respondents representing 3% disagreed as 12 respondents representing 4% strongly disagreed to it. Again, about 140 respondents representing 47% strongly agree that the registration fees is one of the sources of internal generated revenue, while 150 respondents representing 50% agreed to it and only 10 respondents representing 3% disagreed. Finally, it was observed that 200 respondents representing 67%strongly agreed that all financial payments are always made to the Akwa Ibom State Ministry of Culture and Tourism while 100 respondents representing 43% agreed to it.

Test of hypotheses one

The Null hypothesis indicates that there is no significant relationship between Tourism and Internal Generated revenue in Akwa Ibom State.

Pearson Product Moment Correlation (PPMC) and regression analysis was used in analysis of the above hypothesis with the examination of the responses to the questions on the relationship between Tourism and Internal Generated revenue in Akwa Ibom State.

Table 5: Pearson Product Moment Correlation coefficients for hypothesis One

		Internal Generated revenue	Internal Generate d revenue	Internal Generated revenue	Internal Generated revenue
Internal Generated revenue 1	Pearson Correlation	1	.765**	.614**	.526**
	Sig. (2- tailed)		.000	.000	.000
	N	300	300	300	300
Internal Generated revenue 2	Pearson Correlation	.598**	1	.729**	.599**
	Sig. (2- tailed)	.000		.000	.000
	N	300	300	300	300
Internal Generated revenue 3	Pearson Correlation	.414**	.663**	1	.932**
	Sig. (2- tailed)	.000	.000		.000
	N	300	300	300	300
Internal Generated revenue 4	Pearson Correlation	.656**	.599**	.932**	1
	Sig. (2- tailed)	.000	.000	.000	
	N	300	300	300	300

Source: Researcher’s Computation, (2025).

Table 5: indicates that on the statements that there is no significant relationship between Tourism and Internal Generated revenue in Akwa Ibom State. Pearson Moment Correlation (PPMC) coefficients generated include .765** .614** .526**, .598** .729** .599**and .656** .599** .932**were found to be statistically significant at 5% level of significance. This is an indication of the significant relationship between Tourism and Internal Generated revenue in Akwa Ibom State. However, on the nature and degree of relationship between Tourism (independent variable) and Internal Generated revenue (Dependent Variable).

Finally, given that the computed F-statistic value obtained is 5.035 and the probability (sig) value is 0.086, the relationship between Tourism and Internal Generated revenue (IGR), can be said to have goodness-of-fit. This implies that the relationship is statistically significant. This is an indication that the null hypothesis earlier stated will fail to hold, and is hereby rejected. This

implies that a positive and significant relationship exists between Tourism and Internal Generated revenue (IGR).

Hypothesis two

The null hypothesis indicates that there is no significant relationship between Tourism and employment generation in Akwa Ibom State.

Pearson Product Moment Correlation (PPMC) and regression analysis was used in analysis of the above hypothesis with the examination of the responses to the questions on the relationship between Tourism and Employment Generation.

Table 8: Pearson Product Moment Correlation Coefficients for hypothesis two

		Employment Generation	Employment Generation	Employment Generation	Employment Generation
EG=1	Pearson Correlation	1	.593**	.414**	.426**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	300	300	300	300
EG=2	Pearson Correlation	.593**	1	.659**	.599**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	300	300	300	300
EG=3	Pearson Correlation	.414**	.659**	1	.932**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	300	300	300	300
EG=4	Pearson Correlation	.426**	.599**	.932**	1
	Sig. (2-tailed)	.000	.000	.000	.000
	N	300	300	300	300

Source: Researcher’s Computation, (2025).

EO= Employment Generation

Table 8: indicates that on the statements that there is no significant relationship between Ibom Christmas Village and employment generation in Akwa Ibom State. Pearson Moment Correlation (PPMC) coefficients generated include .593** .414** .426**, .593** .659** .599**, 0.659, 0.599, and .426** .599** .932** were found to be statistically significant at 5% level of significance. This is an indication of the significant relationship Ibom Christmas Village and employment generation in Akwa Ibom State. However, on the nature and degree of relationship between Ibom Christmas Village and (independent variable) and employment generation (Dependent Variable).

Finally, given that the computed F-statistic value obtained is 5.035 and the probability (sig) value is 0.026, the relationship between Ibom Christmas village (ICV), and Employment Generation (EG), can be said to have goodness-of-fit. This implies that the relationship is statistically significant. This is an indication that the null hypothesis earlier stated will fail to hold, and is hereby rejected. This implies that a positive and significant relationship exists between Ibom Christmas village (ICV), and Employment Generation (EG).

DESCRIPTIVE SUMMARY OF IBOM CHRISTMAS VILLAGE AND SOCIO-ECONOMIC DEVELOPMENT IN AKWA IBOM STATE

TABLE 4.16: Analysis of data from Secondary Sources on How Ibom Christmas Village enhances internal generated revenue to the Akwa Ibom State Government.

Year	Registered Stand/Kiosk	Registration Fee	Total (millions)
2017	250	35,000	8, 750, 000
2018	350	40,000	14,000,000
2019	400	50,000	20,000,000
2020	380	70,000	26,600,000
2021	699	90,000	60,210,000
2022	995	110,000	109,450,000
2023	1,556	125,000	194,500,000
2024	962	100,000	96,200,000
Total	5592	620,000	520,960,000

Source: Akwa Ibom State Ministry of Tourism, (2025).

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, from 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

Tourism and Internal Generated Revenue

The Null hypothesis indicates that there is no significant relationship between Ibom Christmas Village and Internal Generated revenue in Akwa Ibom State. Pearson Product Moment Correlation (PPMC) and regression analysis was used in analysis of the above hypothesis with the examination of the responses to the questions on the relationship between Ibom Christmas Village and Internal Generated revenue in Akwa Ibom State. The findings indicates that on the statements that there is no significant relationship between Ibom Christmas Village and Internal Generated revenue in Akwa Ibom State. Pearson Moment Correlation (PPMC) coefficients generated include .765** .614** .526** , .598** .729** .599**and .656** .599** .932** were found to be statistically significant at 5% level of significance. This is an indication of the significant relationship between Ibom Christmas Village and Internal Generated revenue in Akwa Ibom State, showing that Internal Generated revenue (IGR) will remain positive at an average of 5.776 units, if there are no negative changes in Ibom Christmas Village (ICV). This implies that Internal Generated revenue (IGR) remain constant, indicating the more the input in Ibom Christmas Village (ICV), the more the level of that Internal Generated revenue (IGR) which will lead to an increase of 0.097 units change. This positive relationship is statistically significant with a computed t-statistic value of 5.244 and a probability value of 0.086 (Sig = 0.036), since the probability value obtained is less than 0.05 at 5% level of significance this implies that the relationship is statistically significant. This is an indication that the null hypothesis earlier stated will fail to hold, and is hereby rejected. This implies that a positive and significant relationship exists Ibom Christmas Village (ICV) and Internal Generated revenue (IGR) which is in line with the postulations of Ogili, et al., (2023).

Tourism and Employment Generation

The null hypothesis indicates that there is no significant relationship between Ibom Christmas Village and employment generation in Akwa Ibom State using the Pearson Product Moment Correlation (PPMC) and regression analysis to test the hypothesis with the examination on the responses to the questions on the relationship between Ibom Christmas Village and Employment Generation. The Pearson Moment Correlation (PPMC) coefficients generated include .593** .414** .426** , .593** .659** .599** , 0.659, 0.599, and .426** .599** .932** were found to be statistically significant at 5% level of significance. This is an indication of the significant relationship Ibom Christmas Village and employment generation in Akwa Ibom State, the findings shows that employment generation (EG) will remain positive at an average of 4.446 units, if there are no negative changes in Ibom Christmas Village (ICV). This implies that employment generation (EG) remain constant, indicating the more the contributions of Akwa Ibom State ministry of culture and tourism on Ibom Christmas village (ICV), the greater the level of employment generation (EG) which will lead to an increase of 0.091 units change. The relationship between Ibom Christmas village (ICV), and Employment Generation (EG), can be said to have goodness-of-fit. This implies that the relationship is statistically significant showing an indication that the null hypothesis earlier stated fail to hold, and is hereby rejected. This implies that a positive and significant relationship exists between Ibom Christmas village (ICV), and Employment

Generation (EG), which is in line with postulations of Eyo, (2023), stating that Government positive actions in tourism activities enhances employment opportunities.

CONCLUSION

From the analysis and findings of the study which was conducted in examining the role of Ibom Christmas village and socio-economic development in Akwa Ibom State, in finding out the role of Ibom Christmas Village on Internal Generated revenue and employment generation,. The study therefore concludes that the contributions of Ibom Christmas Village has a positive and statistically significant relationship with Internal Generated revenue in Akwa Ibom State. It was also concluded that the contributions of Ibom Christmas Village has a positive and statistically significant relationship with employment generation in Akwa Ibom State.

RECOMMENDATIONS

In the light of the findings of this study and the conclusions reached, the following recommendations have been made:

- i. That the Akwa Ibom State government in collaborations with the Akwa Ibom State Ministry of culture and tourism should intensify effort in funding the Ibom Christmas village so as to expand tourism sector in Akwa Ibom State.
- ii. That the Akwa Ibom State government should provide all the enabling environment to support private sectors to invest in the Ibom Christmas village to boost the tourism sector of the state towards creating more employment opportunities

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