

## Patronage of Ecotourism Potentials as a Strategy for Sustainable Tourism Development in Cross River State, Nigeria

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### Abstract

Today, Obudu Ranch Resort is one of the tourism havens in the world which has attracted great number of visitors to Nigeria and Cross River State in particular. This resort has not only aided the development of existing tourism potentials but has equally transformed the livelihood of most communities in Cross River State through income generation, employment and also provision of basic social amenities such as electricity, water supply, road network among others in the area. This paper critically examine the level of domestic and international patronage of Obudu Ranch Resort between 2001-2008, tourist preference of the resort, major attraction and facilities in the resort, population threshold of the enclave communities within the study area and the purpose of tourists visit to the Ranch Resort. Chi-square was used in testing the stated hypothesis as regards to the amount expended by the tourist as fare to the ranch. In spite of the tremendous facilities available in the Ranch Resort much is still needed to be done in other to boast the image of the Resort and also to attract high patronage of domestic and international tourists. Therefore, the hope of the masses and development of the Ranch Resort is rested on the government and the private sector.

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