DETERMINANTS OF VISITORS' PATRONAGE TO TOURIST ATTRACTIONS IN LAGOS

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OCTOBER, 2018

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M.SC/ENV-DES/28991/2012-2013

A Thesis Submitted to The Postgraduate School, Ahmadu Bello University, Zaria, Nigeria, in partial fulfilment of the requirements for the award of Master of Science in Tourism and Recreational Planning.

Department of Urban and Regional Planning,

Ahmadu Bello University, Zaria, Nigeria

October, 2018

DECLARATION

I declare that this thesis entitled 'DETERMINANTS OF VISITORS' PATRONAGE TO TOURIST ATTRACTIONS IN LAGOS' was prepared by me in the Department of Urban and Regional Planning under thesupervision of Dr.M. Sani and Mal. A. S Usman. The information derived from the literature has been duly acknowledged in the text and a list of references provided. To the best of my knowledge, no part of this thesis was previously presented in any submission for another degree or diploma at any university.

…….. …… …….

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CERTIFICATION

This thesis entitled 'DETERMINANTS OF VISITORS' PATRONAGE TO TOURIST ATTRACTIONS IN LAGOS' by Abdul, Azeez Akolade meets the regulations governing the award of the degree of Master of Science of Tourism and Recreational Planning, Ahmadu Bello University, Zaria, and is approved for its contribution to knowledge and literary presentation.

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DEDICATION

All praise, thanks, glory and adoration belong to God Almighty alone, the Lord of everything for His numerous gifts to mankind! Indeed, which of His favours can we deny?

ACKNOWLEDGEMENT

Glory to God Almighty for His faithfulness. The first and warmest thanks goes to my supervisors, whose guidance and support enabled me to complete this thesis: Dr Sani Maruf andMallamA. Usman and all my other wonderful lecturers for their sound constructive criticisms that yields fruitful results always.

Hearty Ventures Hearty everything, I owe my heartfelt thankfulnessto you for being a strong pillar of support from that then, now and beyond.

I say a big thank you to all my friends and course mates at ABU Zaria for their great company and encouragement during the last three years.

I greatly appreciate the feedback and assistance from the following wonderful people from different walks of life: The Ojubanires,Dr. M. Alli Addeen and family, The Ojutikus, Prof. Suleiman and family, Oche Gabriel G., Oche Emmanuel, Shehu Shitu, Habib Abdulahi, The Nzelibes, Shuaibu Kugu, Afolabi Sunday,Badmus Muhammed, SAS, Tirah Galaya, Abu Sadeeq, Gaiya Anthony, Tosin Gbayo, Emperor, Asifat Adebodun, among others.

My gratitude goes to all the participants and people who one way or the other contributed to the success of this research.

Most importantly, my profound appreciation goes to my family, they provided me with unconditional love and support throughout my studies and my entire life. I am indebted to my late Mother (Apinke 'Rotimi), Akolade Snr., Abu Abdurrahman, May, Otunba Subomi, Big Kim, Haja Faty, Rahmat, and Ruqayah. Indeed, **Family is supreme!**

Ayoshimawalola.

Thanks to all of you!

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ABSTRACT

Travel and tourism industry is one of the world's largest industry in which other developed nations have benefitted from it by generation, socio-cultural integration among many of its several benefit. Although, the case is not Africa most especially Nigeria where vast majority of tourist attractions and potentials have not been properly harnessed while others are lying dormant without being patronised. The survival of this industry is largely dependent on patronage to the various attractions available in the country. This research examined the pattern and determinants of patronage of tourist attractions in Lagos being one of the tourism industry hub in Nigeria. This would guide appropriate recommendations to factors affecting the level of patronage to attractions.The research methodology made use of interview, questionnaire survey and visual survey for data collection. The management of each of the selected attractions are interviewed while the questionnaires are administered to visitors who participated in the survey voluntarily. A guided tour was made round the tourist attraction with a representative of the staff to ascertain the available facilities and take photographs where necessary. The key findings made includes that the basic determinants of patronage as the challenges that tend to affect the patronage of tourist attractions include poor accessibility ranking 1st, while inadequate facilities, Poor management and maintenance of facilities, lack of funding, cost of accommodation, lack of awareness and publicity and poor infrastructure ranks 2nd to 7th respectively. In conclusion it was discovered that patronage of tourist attraction in Lagos State is relatively low. As a means of recommendation it is paramount that both public and private sector should give detailed attention to the tourism industry in other to harness the unused potentials that have been lying dormant in the state and Nigeria at large. Also, there should be more accessible publicity on the numerous existing attractions and their evolving trends.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Studies

In today's tourism industry, increased competition for tourists has spurned many tourists destination to specialise in developments that will givean edge over several competitors. One way of achieving this is to develop strategies to market or promote the destination as being unique and distinctive place.

Lagos State government has identified tourism industry as one of its priority industries. The State is very rich in human capital, ecology and cultural attractions. It has a wide variety of man-made and natural features such as Slave relics and jetty, First Storey Building in Nigeria, National Arts Theatre, Lekki Conservation Centre, Tafawa Balewa Square, the City Mall, and vast beachfronts among others.

Ikporukpo (1993) noted that the multiplicity of cultures in the country provides a good setting for the evolution of various cultural heritage-based tourist facilities. Despite these vast potentials, indicators suggest that tourism development in Lagos has been very poorly developed and this has received inadequate attention over the years, Ikporukpo (1993). This has relegated the State to the background when the issues of tourism patronage are being discussed globally thereby losing out in the benefits which is accrued to regions where tourism has been given priority and developed.

Measuring patronage is importantfor the survival, development andsuccess of the tourism business(Sirakay, 2003). When measuring tourist patronage, the basic premise is that tourist reflect on their experiences.Tourist patronage is one of the most frequently examined topics in the hospitality and tourism industry because it plays an important role in the continued and

sustained operation of any tourism business (Gursoy, D., McCleary, K.W., Lepsito, L.R.,. 2003, 2007).

A high level of tourist satisfaction is likely to generate positive feedback from the tourist including patronage of the tourist area, increased purchase of products, and recommending these to others (Kozak and Rimmington, 2000; Gursoyet al. 2003; Andaleeb and Conway, 2006). The input of the tourists towards development and enhancement of a tourist destination is therefore essential in maintaining its competitive advantage. For this reason, it is important for players in the industry to regularly assess the tourists' impressions of the visited sites, as a feedback to help improve and diversify the products and services offered. Several advantages for undertaking this study include, but are not limited to, ensuring that the tourists' needs and expectations are met, maximizing tourist flow and income generation.

1.2 Statement of Research Problem

Despite the intensive development of research on tourism, recreation and leisure, only a handful of studies have dealt with the issue of patronage of activities in intending destinations. Most of these studies explained antecedents and consequences of tourism patronage from a single perspective, with no comprehensive model of tourist patronage yet developed. Although researchers have identified major driving factors of tourist patronage such as tourist expectations, perceived quality, perceived value, and destination image, most of these constructs were investigated separately with respect to their relationships with tourist satisfaction such as Worthen (1998), Virden and Walker (1999).

It is observed thatrelatively low patronage is enjoyed by some of the indigenous tourists attractions and they are yet to receive due attention. In addition, a number of tourist patronage studies have focused on western cultures, with few studies in third world countries and

almost none in Nigeria. Whether or not these findings apply in Africa is still an open point that is yet to be fully examined. This is why this study is assessing the determinants of patronage of tourist attractions in Lagos. The result of this research is expected to identify the factors affecting the level of patronage to tourist attractions in Lagos towards making appropriate recommendations which will be benefit to researchers.

1.3Research Questions

1. What is the pattern of patronage to tourist attractions in Lagos?
2. What are the determinants of tourist attraction in Lagos?
3. What are the factors affecting the level of patronage to tourist attractions in Lagos?

1.4 Aim and Objectives

The aim of this study is to establish the determinants of patronage and factors affectingthe performance tourist attractions in Lagos towards making appropriate recommendations.

Objectives:

1. To identify the pattern of patronage of the attractions.
2. To examine the determinants of patronage to tourists attractionsin Lagos.
3. To identify the factors affecting the level of patronage to tourist attractions in Lagos.
4. To make appropriate recommendations to for improving the level of patronage in tourist attractions of Lagos.

1.4 Scope of the Study

Lagos state has a lot of tourist attraction across its many areas, but this study is focused on the tourist sites in Lagos city. There are other perspectives to the study that requires attention

but this research is limited to tourist satisfaction and patronage within this area due to inability to reach them.

1.5Significance of the Study

The importance of this study is its focus on the patronage of visitors thereby identifying their problems and having an insight into the operation of the destinations. It will also provide policy makers with useful information on how to improve services in order to achieve their goal and satisfy visitors. In addition to this, this study could be used as bases for further investigation to enrich research findings in this area of study.

1.6 Historical Background

Lagos initially emerged as a port city which originated on a collection of islands, which are contained in the present day Local Government Areas (LGAs) of Lagos Island, Eti-Osa, Ibeju-Lekki, Amuwo-Odofin and Apapa. The islands are separated by creeks, fringing the southwest mouth of Lagos Lagoon, while protected from the Atlantic Ocean by barrier islands and long sand spits such as Bar Beach, which stretch up to 100 km east and west of the mouth. Due to rapid urbanization, the city expanded to the west of the lagoon to include areas in the present day Lagos Mainland, Ajeromi-Ifelodun and Surulere. This led to the classification of Lagos into two main areas - the Island, which was the initial city of Lagos, before it expanded into the area known as the Mainland. This city area was governed directly by the Federal Government through the Lagos City Council, until the creation of Lagos State in 1967, which led to the splitting of Lagos city into Local Government Areas (LGAs).

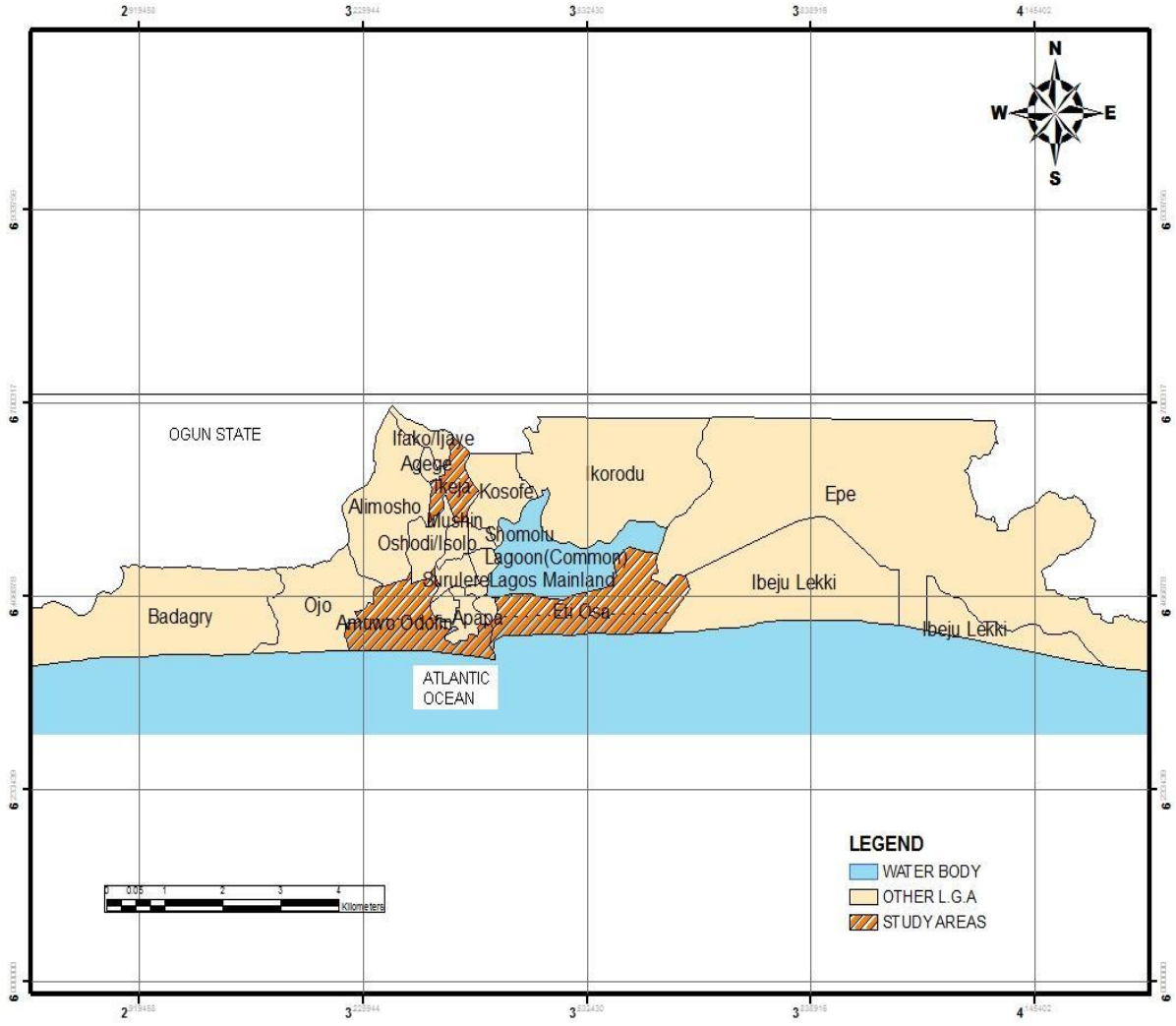

Figure1.1: Map of Lagos showing the study area

1.6.1 Location and Size of Lagos

Lagos is located between latitudes 6°22'N and 6° 52'N and longitudes 2°42'E and 3° 42'E. The city is bounded in the south by Atlantic Ocean of about 180km coastline while both the northern and the eastern boundaries are shared with Ogun State andthe western part of the state has its boundary shared with Republic of Benin. The size of the state is approximately 3,577 square kilometres which has remained unchanged since its creation.

1.6.2Relief and Climate

Most of the areas are sandy with a flat terrain that hardly rises 3m above the sea level. The climate is basically tropical having two peaks of rainfall in the year. The temperature which is very high and constant throughout the year is rarely above 40°C - 45°C. Humidity is also high about 80% throughout the year.

1.6.3 Some of the Major Attraction Sites in Lagos.

Natural attractions in the state include the following:Takwa Bay beach, Oni-orisan Lagoon resort, Whispering Palms Beach resort, Elegushi Beach, Lekki Beach, Eleko Beach, Tin Can Island, Ikoyi Golf Course, Banana Island**,** Suntan Beach resort, Badagry Beach, and La Campaigne Tropicana Beach Resort among others. TheLandmark attractions in the state include the following: National Arts Theatre, First Storey Building in Nigeria, Shitta Bay Mosque, Glover Memorial Hall, Christ Cathedral CMS, Lekki Conservation Centre, Early Missionary Cemetery, Slave Port, Badagry, Tafawa Balewa Square, Manor garden resort, City Mall, City Hall, National Museum and Silver bird Galleria among others. Hotels and other attractions in the state include the following: Radisson Blu Anchorage hotel, Aquatic Park, Oriental hotel, Intercontinental hotel, Sheraton hotel and towers, The Ibis, Southern Sun hotel, Pearl Court Residence and hotel, Four points hotel, Airport hotel and De Renaissance hotel among others. While a comprehensive list of various tourist attractions are listed in Table 1.1 with the selected tourists attractions used in the study been underlined.

Table 1.1: Tourist attractions in Lagos.

S/NO	TOURIST ATTRACTION AND LOCATION		TOURIST ATTRACTION AND LOCATION
1	Badagry Beach, Badagry, Lagos	19	Aquatic Parks, Toyin Street, Ikeja
2	Kaiyetoro Maiyegun Beach, Ilashe	20	Apapa Amusement Park, Apapa
3	Eleko Beach, Ibeju, Lagos	21	Whispering Palms Iworo, Ajido
4	Lekki Peninsula, Lekki	22	Ajede Luwasa Shrine, Ikorodu
5	Tarkwa Bay, Lagos	23	**Lekki Conservation Centre**
6	Frankid Leisure Park, Festac	24	**National Museum, Onikan**
7	Slave Relics, Badagry	25	Oba's Palace, Iga Idunganran
8	First Storey Building, Badagry	26	Late Captain Moloney's Tomb
9	MUSON Centre, Onikan	27	Okun Ajah Picnic Centre
10	National Arts Theatre, Iganmu	28	Ogan Fishing and Cultural Centre, Epe
11	Radisson Blu Anchorage Hotel, Victoria Island,	29	Third Mainland Bridge
12	**The Palms Shopping Mall, Lekki**	30	Tafawa Balewa Square, Lagos
13	Silverbird Galleria, Victoria Island	31	**Freedom Park, Lagos**
14	The New African Shrine, Ikeja	32	Nike Art Gallery, Lekki
15	Federal Palace Hotel, Victoria Island	33	Eko Hotel and Suites, Victoria Is.
16	The Civic Centre, Victoria Island	34	Kalakuta Republic Museum, Ikeja
17	**La Campaigne Tropicana, Ilashe**	35	Oriental Hotel, Victoria Island
18	Shitta Bey Mosque, Ago Tapa	36	C.M.S Cathedral, Marina

Source: Author's field survey, (2016)

1.6.3.1National Museum, Lagos

The National Museum Lagos is now over fifty years old, having been established just before Nigeria achieved full independence from the United Kingdom in 1960. It has one of the most significant collections of West African antiquities in the world. Lord Cultural Resources was asked by the Ford Foundation to facilitate a retreat for the National Museum to identify the vision for a revitalized museum in terms of its role and impact in Nigeria, West Africa and the world at large. It houses and displays various historical monuments, contemporary arts, unique textile materials, and ancient works from Nok Terracottas and Benin City among others. It is open to all tourist and visitors who wish to patronise the museum from Monday to Saturday.

Plate 1.1: Tourists appreciating art works at the National Museum(Source: Author's field survey, 2016)

Plate 1.2: Tourists viewing the car in which Late General Murtala Mohammed was murdered at the National Museum(Source: Author's field survey, 2016)

Plate 1.3: Tourists at the entrance of the National Museum(Source: field survey, 2016)

1.6.3.2 La Campaigne Tropicana Beach Resort

This is a world class Resortlocated on the coast of the Atlantic Ocean in Ikegun-Ibeju. It's lovely rooms and condos situated on the shores of the sea coast provides guests with beautiful views of the Atlantic. The resort's position is well suited for tourist, business travellers and pleasure seekers alike because of its proximity to corporate headquarters, banking districts, consulates, other attractions and several shopping malls. Having 156 rooms, condos and suites styled each with free high-speed, wireless Internet, water ski and sporting facilities and great views of nature. Dine on international cuisine or local dishes from all over at the resort's Voyage Restaurant, savour a meal outside on the seaside at Surface Bar & Grill and favourite mixed drink. There is a well-equipped fitness centre, which offers a massage room, steam room and outdoor infinity pool.

Plate 1.4: Life performance of cultural dance with tourists La Campaigne Tropicana (Source: Author's field survey, 2016)

Plate 1.5: Gazebo for tourists sit out and relaxation at La Campaigne Tropicana(Source:Author's field survey, 2016)

Plate 1.6: Beach front view, tourists La Campaigne Tropicana(Source: Author's field survey, 2016)

Plate 1.7: Chalets for tourists accommodation needs at La Campaigne Tropicana (Source: Author's field survey, 2016)

1.6.3.3 The Palms Shopping Mall, Lekki

The palms shopping mall is by far the most sophisticated shopping mall in Lagos Nigeria with world class facilities, shops and malls. The Shopping mall is luxurious and always neat. Of course just like the Silverbird galleria, the Palms centre has cinemas and other lifestyle shops but it is by far a classy place in a world of its own. Virtually anything under the sun can be bought here. The Palms is located in Lekki area of Lagos.

Plate 1.8: The Palms interior view(Source: Author's field survey, 2016)

Plate 1.9: The Palms Approach view(Source: Author's field survey, 2016)

1.6.3.4Silverbird Cinema and Galleria

The Silverbird Cinema and Galleria is located at Ahmadu Bello Way in Victoria Island, Lagos, and a modern facility for a shopping experience. It houses several cinema companies,

with the Silverbird cinemas located in the multi-purpose building. There is a spacious facility on the ground floor which can be used for dance competitions, parties, and other amusing events that require a crowd. There are bookstores, boutiques, a bowling centre, and several other entertainment and lifestyle services at this galleria.

1.6.3.5Badagry

Founded in the early 15th century on a lagoon off the Gulf of Guinea, its protected harbour led to the town becoming a key port in the export of slaves to the Americas, which were mainly to Salvador, Bahia in Brazil. From the 1840s, following the suppression of the slave trade, Badagry declined significantly, but it later became a major site of Christian mission work. In 1863, the town was annexed by the United Kingdom and incorporated into the Lagos colony. In 1901, it became a part of Nigeria. Badagry subsists largely on fishing and agriculture, and maintains a small museum of slavery. This is the first storey building in Nigeria, overlooking the Marina waterfront. It was built in 1842 by the missionaries.

Plate 1.10: Nigeria's first storey building, Badagry(Source: Author's field survey, 2016)

The Badagry Black Heritage Museum housed in the former district officer's office built in 1863, holds hundreds of artefacts and historical relics that chronicle more than 300 years of the movement of slaves through Lagos. From the early 1500s, Badagry was one of many trading and transport areas in West Africa for slaves being shipped off to America—it is estimated that roughly 550,000 African slaves passed through this area.

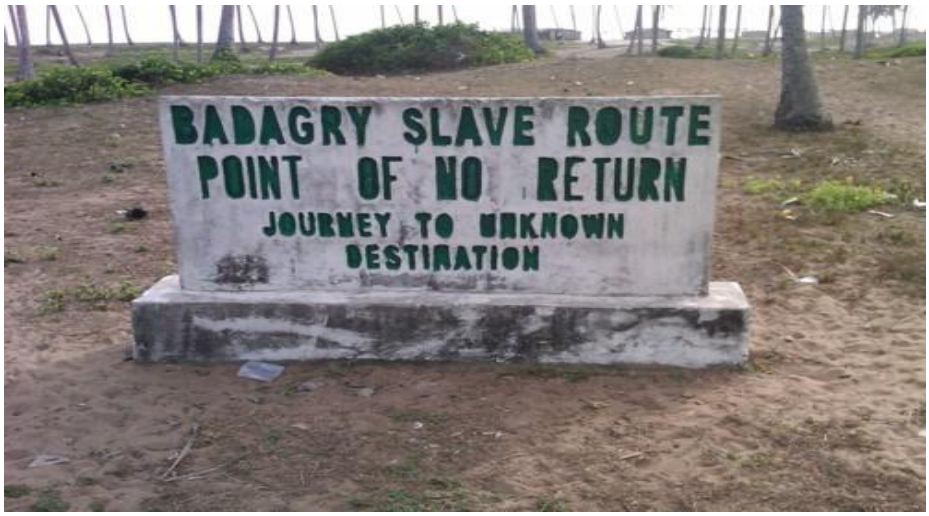

Plate 1.11: Slave trade route(Source: Author's field survey, 2016)

Badagry houses the first storey building or upstairs building in Nigeria built by missionaries in 1842 and overlooking the Marina waterfront. Badagry is located off the Gulf of Guinea and used as a harbour to keep African slaves transported to Brazil in the 15th century. It was annexed by the British in 1863 and became a part of Nigeria in 1901, it remains the vestige of slavery in Africa and has a museum that tells the slavery story.

1.6.3.6The African Shrine

Once owned by the late afro music maestro Fela Anikulapo Kuti, the African Shrine is one place you must visit if you cherish weekly live performances by one of Fela's most energetic sons, Femi Kuti. Femi performs every Sunday night with his array of backup female singers, and you can also watch him rehearse every Thursday if he is available and not away on

international tours. Visit the African Shrine to enjoy the legendary beats of the late Fela brought to live again.

Plate 1.12: Performance at the African Shrine(Source: Author's field survey, 2016)

1.6.3.7Third Mainland Bridge

The Third Mainland Bridge is the longest bridge in Africa and the longest of three bridges connecting Lagos Island to the Mainland Lagos, Nigeria. There is the Eko Bridge, the Carter Bridge, and then the Third Mainland Bridge, connecting Lagos Island to the mainland. It starts at Owonronshoki and ends at the Adeniji Adele Interchange on Lagos Island. Measuring about 11.8 km long, the Third Mainland Bridge was built by Julius Berger Nigeria and opened in 1990 by President Ibrahim Babangida. It still serves as grand transportation artery and unique Landmark feature. The plate below shows both night and day view of the third mainland bridge.

Plate 1.13: Third Mainland Bridge at day time(Source: Author's field survey, 2016)

Plate 1.14: Night view of Third Mainland Bridge(Source: Author's field survey, 2016)

1.6.3.8National Arts Theatre, Lagos

Built and commissioned in 1977, the theatre was set up to promote, present and preserve universal arts and culture. This edifice is one of Nigeria's most culturally significant entertainment spot famous for hosting the Festival of Arts and Culture also known as FESTAC 77 in 1977. The theatre although not well managed is however a beauty to behold, with its large main auditorium that has the capacity to seat 3000 people, many conference rooms and halls as well as spacious and serene environment, this place is ideal for weekend visits and public holiday relaxation. The national arts theatre is located in Iganmu, the plate shows the aerial view of the national theatre.

Plate 1.15: National Theatre(Source: Author's field survey, 2016)

1.6.3.9Tafawa Balewa Square, Lagos

This was named after Nigeria's first prime minister; this is a part of Lagos commercial heart and has some remarkable monuments. They include statues of gargantuan horses, the Remembrance Arcade (with memorials to WWI, WWII and Civil-war victims) and the 26-storey Independence House, built in 1963.

Plate 1.16: Tafawa Balewa Square(Source: Author's field survey, 2016)

1.6.3.10 Kalakuta Republic Museum

Legendary musician Fela Kuti's former house and revolutionary headquarters is now a fascinating museum with everything intact from Fela's bedroom to his underwear. Breath deep and you may even catch a high. The home of the late Afrobeat Legend, Fela Anikulapo-Kuti which has now been turned into a museum was opened to the public at an inauguration ceremony in Lagos last year.

Plate 1.17: Interior of Kalakuta Musuem(Source: Author's field survey, 2016)

Plate 1.18: Shoes of Fela Kuti at display in Kalakuta Musuem(Source: Author's field survey, 2016)

1.6.3.11The Civic Centre

The Civic centre with its three banqueting rooms (Grand Banquet Hall, Panoramic View Hall, Floating Restaurant), and two Meeting Rooms, offers breath taking hospitality and service complete with incomparable value for money. This new centre boasts of the latest state-of-the-art facilities with in-house technology partners offering infra-red simultaneous translation systems and wireless internet broadband connectivity (Wi-Fi) as well as video conferencing that can connect all our halls. All Halls are standard with projector, screen and microphones at no additional Charge. It also features a Yatch and Motor boat jetty facility.

1.6.3.12 Freedom Park, Lagos

It represents a journey towards the greater goal; the triumph of humanity over all forms of tyranny, both political and social and the ultimate liberation of the human spirit from all that seeks to confine it. The new Freedom Park Lagos, formerly Old Broad Street Prison; (a colonial instrument of control and oppression) is now a peaceful place for individual and collective contemplation and interaction. Freedom Park is a Memorial and Leisure Park dedicated to the preserving the Lagos colonial heritage and history of the Old Board Street prison.

The park provides venues and the grounds for events and recreational entertainment, with relevant facilities like Open Air Stage, Amphitheatre, Pergola Cell (internet booths), Skeletal Cells, Food Court:, Ponds and Fountains, Historical Statues, Museum Complex, Historical displays, Souvenir shops, Resource centre, Court yards, Cells Units and the Wole Soyinka Art Gallery. The whole concept is dedicated to our Heroes past.

Plate 1.19: Freedom Park (Source: Author's field survey, 2016)

Plate 1.20: Hand crafted art works at Freedom Park (Source: Author's field survey, 2016)

1.6.3.13 Iga Idungaran (Oba's Palace)

The palatial residence of the local monarch, the Oba of Lagos. Located to the North of Lagos Island, on Upper King Street, this magnificent building date back to 300 years ago. Iga Idungaran is the Oba's Palace for Lagos Monarch. The newly renovated palace combines modern architectural show piece and ancient Yoruba artefacts. Historic moments and monuments of Lagos tradition are available at the palace. Iga Idungaran is one of the most important historical sites in Lagos and is the official residence for the Oba of Lagos. An important part of the structure was built by the Portuguese in 1705. The building has been expanded and renovated in stages to keep it in good condition. Tourists who want to explore the palace can ask the Secretary of the Oba of Lagos for permission.

1.6.3.14 Nike Art Gallery

One of Nigeria's most important and self-trained artists, Nike Davies-Okundaye, runs this enormous gallery full of contemporary and traditional Nigerian arts. Nike herself is practically an incarnation of love and beauty, which is reflected in this astonishing four-storey space. Cultural tours to other Yoruba towns can be arranged through the gallery.

Plate 1.21: Nike taking tourists through her art works at the Nike Art Gallery(Source: Author's field survey, 2016)

Plate 1.22: Art works displayed at the Nike Art Gallery(Source: Author's field survey, 2016)

Artist and Designer Nike Davies Okundaye invite you to visit her Nigeria, an ancient culture that thrives in modern cities, a world that moves easily between talking drums and the internet. Nike has given workshops on traditional Nigerian textiles to audiences in the US and Europe during the past 20 years. While she is known for her colourful batik and paintings that offers a modernist gloss on traditional themes, she was brought up amidst the traditional weaving and dying practiced in her native village of Ogidi in Western Nigeria. Her fame as an artist and teacher has taken her all over the globe.

1.6.3.15 Lekki Conservation Centre

The Centre has a vision of "a Nigeria where people prosper while living in harmony with nature". The reserve area which covers a land area of 78 hectare is located on Lekki Peninsula, next to the Lekki Lagoon, and near the Lagos Lagoon with a wide array of extinct flora and fauna. It protects the wetlands of the Lekki peninsula which consists of swamp and savannah habitats. Approaching the reserve, there's a boulevard of coconut trees which leads to a well laid out car and Visitors Park.There's also a tree house which is a twenty-one meters-high tree platform where one can have a panoramic view of the picnic area, reserve, visitor's centre and children's playground among the trees. The bird hide overlooks an estuary which is home to crocodiles and monitor lizards. The mammal life, although mostly nocturnal is sometimes seen. Small reptiles, and a range of snakes and lizards are also found here. Amphibian life includes a wide range of endangered species. The endangered species of animals includes the Mona monkeys and other species of monkeys, bushbucks, Maxwell's duikers, giant rats, hogs, mongooses, chameleons, squirrels and an impressive variety of birdlife. Park rangers are also available with multilingual skills to serve as guides.

Plate 1.23: Flora and Fauna at Lekki Conservation Centre(Source: Author's field survey, 2016)

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This review will explore studies that have been carried out regarding patronage of tourist attractions and service quality by different authors in the field of study over the years. There are many different definitions and theoretical approaches to the studying patronage of tourist attractions and service quality. Patronage of tourist attractions as the expression of all knowledge, impressions, prejudices and emotional thoughts an individual or group has of a particular object or place.

2.2 TheConcepts of Tourist Patronage in The Tourism Industry

2.2.1 Concepts of Patronage

Patronage is the business that comes into an establishment generating revenue. Patronage can come in the form of customers, other businesses or companies; it can also be seen as business or activity provided by a patron. The patron in tourism context refers to the tourist who patronizes a destination or attraction. The facilities, attractions and publicity of a destination affect its patronage.

Low patronage of a destination affects the usage of attraction facilities and the morale of workers who depend on the tourism industry for their employment and sustenance. Patronage of tourism destinations has been very low in developing countries, Keyser (2009). This lukewarm attitude to tourism is to some extent a reflection of low patronage by proprietors of tourists' attractions. To a large extent, tourists in some cases are not aware of the diversity in term of such destinations, as publicity through print and visual media are not sufficient.

Potential tourists therefore may not be fully harnessed, if they are not aware of the location and richness of tourist destinations, which is one of the major problems confronting tourism in developing countries (Ogunbodede, 2012).

2.2.2 Attractions

The attractions of a destination whether man-made features, natural features or events provide the initial motivation to visit. Traditionally, attractions have been a neglected sector of the tourism industry due to their variety and fragmented ownership pattern, Leiper (1995). However, a welcome future development will be increased professionalism in the management of attractions. This will include a closer match between the market and supply of attractions through the adoption of marketing philosophy, better training for attraction personnel, greater involvement of technology in the development of a wide range of exciting new types of attraction, and renewed focus upon the professional management of "mega-event", which are emerging as an important subset of attractions. Alongside this more enlightened management approach, the attractions industry is forming professional bodies and seeking representation in the wider tourist industry circles, Leiper (1995).

2.2.3 Tourism Attractions

The key characteristic of tourism is the fact that tourist travel away from the place they usually live in, to attractions. The concept of tourism attractionis relatively clear: it is the place to which people travel, the end of the journey, Keyser (2009). Tourism attraction has been defined differently in different tourism literatures some of these definitions are;

According to Keyser (2009), a tourism attraction is a defined spatial area made up of a mix of tourism resources, created facilities and support services and infrastructure, which are managed, marketed and consumed under a single brand identity. Attractions are places

towards which people and where they choose to stay for a while in order to experience certain features and characteristics, a perceived attraction of some sort (Leiper, 1995). The European Union define tourism attraction as an area which is separately identified and promoted to tourists as a place to visit, and within which the tourist product is co-ordinated by one or more identifiable authorities or organizations.

The World Tourism Organization also define tourism attraction as a physical space in which the visitors spend at least one night and is made up of tourism products such as support services and attractions, and tourism resources with physical and administrative boundaries that defines its management, images/perceptions of market competitiveness (World Tourism Organization, 2003). The following points can be drawn from the definitions:

i. Attractions are defined geographical/spatial areas.
ii. Attractions are the location of a mix of tourism resources, products and facilities used by tourists.
iii. Attractions are unique entities that can be marketed under a single identity.
iv. Attractions are managed by one or more authorities/organizations.

Attractions and destinations are outlets for tourists desired to travel to experience places, people and environments away from where they live. People's views about the tourism experience and resources available at the tourism attractions draw tourists from originating areas or markets along routes to the destination or tourist receiving area.

2.3 Factors That Predict Tourist Patronage

Tourist motivation have been said to be the foundation influencing the way tourist behaves(Crompton, 1979) as well as where they travel to, when they travel, what activities they participate in the destination (Hudson, 1999) and their satisfaction (Prebensen, 2006;

Yoon and Uysal, 2004, Mohsin and Ryan, 2003). Tourist motivation has grabbed the attention of many researchers (Crompton, 1979; Moaz, 2007; Correia, do Valle and Moco, 2006; Bologlu and Uysal, 1999; Yoon and Uysal, 2005; Pearce and Lee, 2005). Unfortunately, tourist motivation studies have focused much on the 'institutionalized' tourism and neglected the 'non institutionalized' tourism (d'Anjou, 2004; Carr, 1998) attending cultural events (Schofield & Thompson, 2007) like music festivals. Moreover, the literature on tourist motivation has neglected the tropical Africa as a tourist destination (Awaritefe, 2004) which is an emerging tourist destination.

The behaviour of tourist is said to be a consequence of individual factors and environmental factors (Hudson, 1999). Individual factors include attitudes, motivation, personality, while environmental factors include the physical, social, as well as marketing strategies. Tourist motivation, one of the individual aspect influencing tourist behaviour have been said to be one of the prevalent themes (Cohen, 2003) particularly for individual-young budget tourist.

2.3.1 Push and Pull Factors in Tourism Patronage

Tourist motivations have been perceived as a dichotomy of push and pull factors (Crompton, 1979; Awaritefe, 2004) and seeking and escaping (Iso-Ahola, 1982; in Hudson 1999). The push factors are the intrinsic motivation that compels one to travel while the pull factors are the destination attributes that serves as attraction for the tourist and thus destination selection (Crompton, 1979; Awaritefe, 2004). Correia et al (2006) found that push motives were antecedents of the pull factors implying that push factors are the foundations of travel decision as well as destination choice.

2.4 Patronage Predictor Measure

Therefore, the measurement of patronage is one of the main goal for many firms. In fact, as this tends to determine patronage and many tourism destinations consider increasing

patronageas one of the most important sources of their competitive advantage (Shonk and Chelladurai, 2008). Given that patronage predictors is considered a prerequisite of customer patronage, loyalty, retention and even of business success, it has greatly captured the attention of scientific literature over the years (Bigñé et al., 2001; Gil et al., 2002; Reichheld and Sasser, 1990; Teye and Leclerc, 1998; Yoon and Uysal, 2005; Yuksel et al., 2009). The proven positive relationship between patronage, satisfaction and loyalty (Bitner, 1990; Fornell, 1992; Zeithmal et al., 1996; Oh and Parks, 1997) has transformed tourist satisfaction into a paramount objective of all tourism agents that contribute to patronage positively.

There are many factors that determines patronage. Such factors include friendly employees, accuracy of billing, competitive pricing, service quality, good value, billing clarity, easy accessibility to the area, new impressions, destination's quality and service, beauty of scenery, Standards available on attraction, vistas, availability of public transport, communication skills of staff, friendliness, prices of accommodation, presence of beaches, security of lives and investment, hospitality, amenities, new impressions and image, cleanliness, quality of roads, discotheques and clubs, attractiveness, satisfaction, presence of cultural events/festivals, ambience: atmosphere of a place, Islands, shopping possibilities, safety, comfort, recreational facilities, quality and variety of foods, (Hokanson, 1995). The measurement of the level of tourist patronage entails considering the multiple dimensions involved in the psychological process for the evaluation of the experience with a particular product or service (Peter and Olson, 1996). Therefore, not only is it important to measure the determinants of patronage on a general level, but it is also necessary to evaluate the customers' satisfaction with the specific attributes of that product or service (Barroso et al., 2007; Chi and Qu, 2008; Severt *et al.*, 2007; Yu and Goulden, 2006). This importance arises since tourism destinations encompass a set of resources, activities and feelings experienced

by customers, and each of these attributes has a different relevance when measuring the customer's satisfaction (Varela, Prat, Voces and Rial, 2006). In fact, the enhancement of tourist patronage not only has positive effects on the tourism service provider and on the reputation of the destination, but also strengthens tourist loyalty, lowers the price elasticity, lowers the future transaction cost, and increases the productive force (Chen, Zhang and Qiu, 2013).

In the case of tourism, in order to analyse the possible evolution of demand, it is also better to study the satisfaction shown by tourists in relation to their experience at the tourism destination than to study the answers provided by potential customers of that specific destination (Arimond and Elfessi, 2001). Regarding this issue, it is important to show that past experience with the destination significantly influences intentions to further patronise the destination for sports tourism activities (Kaplanidou and Vogt, 2007).

2.5Concepts of Satisfaction in Tourism Industry

Tourist satisfaction has been variously defined in the literature, although there is general consensus that it is a post-consumption evaluative judgement (Westbrook and Oliver, 1991; Yuksel and Yuksel, 2001). Indeed, a number of authors have described it as the 'outcome' for the tourist after the consumption of a tourism product or service (Crompton and Love, 1995; Baker and Crompton, 2000; Kozak, 2001a). In the context of urban tourism supply, a well-established systems approach, pioneered by Jansen-Verbeke (1986) views the inner city environment as a 'leisure product'. The model illustrates the interrelationship between elements of the inner-city tourism system and the significance of the inner city as a leisure product. JansenVerbeke's (1986) classification of the inner city as a leisure product comprises 'primary', 'secondary' and 'conditional' elements. The 'primary' elements include a variety of facilities such as cultural facilities, sports facilities and amusement

facilities, which divide the inner city into an ‘activity place’ and a ‘leisure’ setting’. These facilities are seen as the attraction of the urban leisure product. The ‘secondary’ elements consist of the supporting facilities and services which contribute to the leisure function of the inner city. These facilities and services are consumed by tourists during their visit (e.g. hotels, catering outlets and shopping facilities).

Finally, the ‘additional’ elements consist of the tourism infrastructure which conditions the visit. For example, accessibility to and around the inner city (e.g. signposts), accessibility and ease of parking, transport provision and tourist-specific services such as tourist information centres, guides, maps and information about things to see and do in the area (e.g. promotional leaflets). The elements of the leisure product are important as they serve as ‘pull factors’ on tourists needs (JansenVerbeke, 1986). Whilst Jansen-Verbeke’s model describes the elements of the inner-city tourism system which are important to the visitor experience, empirical studies have confirmed components of experiences which influence tourist satisfaction. Pizam et al (1978) used a questionnaire to measure tourists’ determinants with 32 items on a five-point likert-type scale. A factor-analytical approach produced eight factors from twenty-four variables: beach opportunities (factor 1), cost (2), hospitality (3), eating and drinking facilities (4), accommodation facilities (5), campground facilities (6), environment (7) and extent of commercialisation (8). The authors stressed that their findings were not universal but that factors depend on the destination area, its facilities, attractions and weather.

Decision-making and behavioural processes amongst tourists can be explained by cognitive and emotional views as the two dominant approaches. In these two approaches, an individual is viewed as a cognitive information processor and a rational being (Heider, 1958), as well as influenced by emotions and feelings arising from sensory pleasures, dreams, and enjoyment (Decrop, 1999).

2.6Patronage Satisfaction in Hospitality and Tourism

Customer satisfaction has always been a central concept in marketing literature and is an important goal of all business activities. For hospitality and tourism, patronage has always been important since it can make the difference between a company's survival and failure (Williams and Uysal, 2013). Most companies pay more attention to their market share than to their customers' satisfaction (Kotler, 2006). Nevertheless, this is a mistake because if customer satisfaction starts slipping, then market share erosion soon follows. Companies need to monitor and improve the level of customer patronage: the higher the customer satisfaction, the higher the customer patronage. The most comprehensive definition of satisfaction has been offered by Kotler and Keller (2006) who define satisfaction as a person's feeling of pleasure or disappointment that results from comparing a product's perceived performance and outcome against his or her expectations. Customer-perceived value has been defined as "the difference between the perspective customer's evaluation of all the benefits and all the costs of an offering and the perceived alternatives" (Kotler and Keller, 2006). More recently, Dominici and Guzzo, (2010) have also defined customer satisfaction as a business philosophy which tends to the creation of value for customers, by anticipating and managing their expectations, and demonstrating ability and responsibility to satisfy their needs. Customers' satisfaction is their comparative opinion, formed according to the benefit obtained from a product or service as compared to their expectations (Kotler, 2006). In this sense, the achievement of a high level of satisfaction among customers is of great importance, since the possibility of them repeating their visit (Naylor and Bardi, 2002; Shonk and Chelladurai, 2008) and positively mentioning the event to other potential customers (Moreno *et al.*, 2002) depends on this satisfaction.

2.7Nature of Tourism Services

The more the destinations are characterized by ease and convenience, the more useful and attractive to tourists they are, because tourists are looking for comfort, tranquillity and stability and this cannot be achieved in tourism services, which are characterized by frequent procedural hitches and complications that we see evident in various stages of the tourism industry, except all the facilities and services are made available on the tourist destination.(Hides, 2003).

1. Accommodation Services: Hotels have occupied a significant role in the provision of accommodation services for a high proportion of the guests, where many hotels have spread in tourist sites and this means that the hotel has kept its stature and importance as the most spread accommodation method. However, there are many sources trying to emphasize on the importance modern shelters such as (camps and caravans) as a widespread alternative replacing the traditional means of accommodation. The reason for this is due to its lower installation costs compared to hotels that need to have high investment costs, which is reflected in the price level of the services and the impact on the nature of the incoming tourism.

2. Food and beverage Service: Tourists spend about 35% of their budget on that. Touristic areas are frequently trying to promote of their foods and beverages to get as much as possible from the budget of the tourist and to increase the affect of the tourism (Baldawi, 2008). In addition, there are many kinds to provide food and beverage services. Examples include closed restaurants that offer integrated meals, self-service restaurants and systemic restaurants reflecting the restaurant's image through food and beverage vocabularies that the service crew has the ability to produce and introduce. (Hides, 2003).

3. Transfer Service: Transportation is broadly defined as one of the pillars of tourism and main components of the tourism system. This concept has expanded of being just an activity on securing the means of travel to service activity compound with wide economic, social and industrial aspects including modern means of travel developed in terms of speed and safety, divided into:

    - Air transport such as aeroplanes, cargo planes, helicopters via airports and helipads.
    - Ground transportation (trains, metro, transport highways, bridges, major transportation routes, roads)
    - Maritime Transport (ships, vessels, yachts, jet skis)

4. Infrastructure Service: Infrastructure is the structure or the basic composition of all facilities and ancillaries on the destinations. The term is given to facilities, services and infrastructure needed by society, such as the means of transportation like roads, railways and telecommunications such as telephone network, and the Internet in addition to the sewage system and extensions.

5. Support Services: This includes the antique shops and departmental stores, tour guides, recreational facilities. These facilities are often small and have great benefits and thereby promote the primary objective of balanced growth of tourism in the region.

6. Utilities and public services: Roads and any other means of access of the destinations to the region as well as public utilities and services, which is one of the necessary requirements for the local population. Their presence is very necessary for future tourism development projects in the region; they are, water projects, electricity, hospitals and

security centres, markets and other originally directed to the local population but tourism development cannot be implemented without them.

7. Specialized facilities and services: It is all that should be available in the tourist area in terms of facilities and services that is implemented in order to serve incoming tourists with the possibility of using them by the local population, namely:

   A. Facilities and services of the individual and the public housing and its various forms.

   B. Services and equipment, food and beverage.

   C. Recreation and leisure and sport services and facilities for. The lack of specialized facilities and services means that the natural resources and human resources will remain dormant, because without them tourists cannot achieve the objectives of the trip or the tourist experience.

8. Intermediate facilities and services: A group of activities that constitute the link between the producer and consumer of the tourist's experience, and aims to introduce the intended areas (tourist offer), markets (tourism demand) and help prospective and potential tourists in organizing their trips to these areas, and providing information on available recreational events and opportunities in the area in order to ensure the return on the tourist in the next vacation and to leave a positive impact and achieve a high level of satisfaction. These include facilities and services under three main types:

   A. Information services: include specialized press, promotion agencies and offices, advertising and public relations, chambers of commerce and official tourism organizations at the national level, regional and local levels.

B. Regulatory Services: include organized tours producers of all kinds, organizers and executors, travel agents, travel clubs, youth tourism organizations and the social and recreational activities committees in organizations and unions.

C. Guidance and illustrations services and: includes reception and guiding tourist centres, tourism fairs, rest stations and information and guidance boards, breakpoints and wild walkways - all kinds of natural suggestive and expressive walkways.

All of these services means attracting tourists to the intended area (tourist offer) through the delivery of information and data about the product in the region and actually facilitating the arrival of tourists, employees working in this area, the interference between the seller and the customer, the product and the manufacturer, the provider of the tourist product and the consumers (tourists coming to the intended area), and these services and facilities are important because it provides information, explanations, instructions and explanations for the intended area directly on site at the sites needed by tourists (Houri, 2002).

9. Shops and stores: The facilities and commercial services in the remote areas vary in nature, size and design than those in urban centres. It is known that the person in the city has many choices in the aspect of shopping while the freedom of choice in the shops available in tourist areas are limited in terms of type of goods offered, from this standpoint, the needs and desires of the tourists must be satisfied in a way comforting and satisfying their basic requirements. The reason for this broad and complex mix of services lies in the following: The resting state that tourists are looking for, such as the case of mental, intellectual and physical satisfaction, which requires the availability of a series of necessary services in order to feel as in his or her comfort zone. Travel motives are linked to the existence of competitive services which leads the destinations to find new alternatives and activities for the renewal of motives within the tourists' sphere of

activity. Diverse options in front of the tourists to choose the appropriate service to them, and this requires the presence of a complex number of services, for example, if the tourist wants to buy some souvenirs, and this was found beside the Hotels and Restaurants district, it would encourage repeating the visit again in addition to transferring what he saw to his relatives and friends.

The provision of tourism services is a difficult process for the following reasons: Producing and disposing too many services and goods which are varied and that have different production processes and different organizations to discharge. In the process of providing services which involve many elements of the tourism infrastructure (transport modes, sleeping facilities, sports facilities, medical and entertainment, etc.), Tourist and non-tourist organizations participate in the process of providing services (health organizations and traders in the retail, transport and communications). Characteristics of the tourist services and the factors that determine their quality: Speed when introducing the services because of the tourists' desire to enjoy their time and use all the available resources during the short time of their stay. The great diversity of the forms and the tourism services because the customers are not homogeneous in nationality, age, social class, financial ability and interests when travelling. A large part of the tourism services provided directly to the tourists, reduces the possibility of making it an automated process, because it relies on the human element in the production and delivery process.

2.8 Boosting Destination Attractiveness

In tourism, attractiveness of a destination can be created or encourage through many ways such as literature, the opinions of others, the general media etc. that transform to giving good destination image of a place or vice visa. The fact is that if there is no attraction,

attractiveness can't be generated, so the attraction must be there to initiate the attractiveness to a destination.

With increasing leisure time, disposable income, faster and better transport, tourists‟ zeal to seek pleasure around wherever they can be found increases. Also, with unprecedented growth in tourism in recent years there are varieties of choice for tourists. Due to this, tourism markets were challenge with the task of influencing tourist decision by trying to make their market look more appealing and preferable to others in the global competitive market. One of the most significant marketing challenges arising from this situation is the need for an effective destination positioning strategy. In order to be successfully promoted in the targeted markets, a destination must be favourably differentiated from its competition, or positively positioned, in the minds of the consumers. A key component of this positioning process is the creation and management of a distinctive and appealing perception, or image, of the destination (Calantone, *et.al.,* 1989).

The study of destination image is a relatively recent addition to the field of tourism research. However, several studies have illustrated that destination images do, indeed, influence tourist behaviour (Hunt, 1975; Pearce, 1982). In essence, the research suggests that those destinations with strong, positive images are more likely to be considered and chosen in the travel decision process (Goodrich, 1978; Woodside & Lysonski, 1989). As a result, destination image has an important role in the various models of travel decision making developed to date (Schmoll, 1977; Moutinho, 1984). In other word, the level or state of the destination image in the mind of tourists is tantamount to the power of its destination attractiveness. Though the rate of its influence on tourist destinations may greatly varies depending on the type due to such things like people's belief, passion, homage or respect, great influence in the time past other destination benefits etc.

Once at the destination, satisfaction largely depends upon a comparison of expectations based on previously held images and the actual reality encountered at the destination (Chon, 1990). Therefore, previous optimism and real experience of the tourist destination determine tourist satisfaction and it also greatly influence their coming back (creating new destination image and destination attractiveness).

2.9 Nigeria as a Tourist Destination

Tourist attraction indications in Nigeria dates back to the 1920 at a period when some ancient terracotta about the NOK culture was discovered by some foreign geologists and archaeologists (Esuola, 2009). However, it was not until 1960s that organized tourism began with the establishment of the Nigerian Tourism Board (NTB) now Nigerian Tourism Development Corporation (NTDC) via Decrees No Decree No. 54 of 1976 reviewed to Decree No. 86 of 1991. A Tourism policy was produced in 1990 with the basic objectives to make Nigeria the ultimate tourism destination in Africa, okpoko (1998).

The government established the Federal Ministry of Tourism and Culture to actualise the dream of catching up with the global train in tourism development. In a bid to diversify the tourism industry, the federal government resolved to institute the Presidential Council on Tourism, Federal Ministry of Tourism and its Departments and Agencies with same at the States' level and Local Tourism Committees aligning with the provisions of the National Tourism Policy (NTP) of 2005, the Nigerian Tourism Development Corporation (NTDC) of 1992 and the Nigeria Tourism Development Master Plan of 2006, Okpoko (1998).

With the taking on of a Nigeria Tourism Development Principal Plan and the National Tourism Council, harnessing tourism resources and diversifying such to contend positively with other major economic sector given its socio-economic and cultural wellbeing cannot be over emphasized.

Tourism in Nigeria revolves around events, festivals and cultural celebrations, due to the country's sizeable number of ethnic groups, but also includes rain forests, savannah, waterfalls, and other natural attractions like the nation's national parks, and other geographical sites.

Nigeria exhibits a vast array of tourist attractions such as stretched and voluminous rivers and ocean beaches suitable for dipping, swimming and other water sports, unique wildlife, vast tracts of unspoiled nature and perfect holiday sites.Nigeria is endowed with scenic and interesting locations that had been attracting tourists nationally and internationally. There are 88 national festival and over 300 attractions nationwide recognized by Nigeria Tourism Development Corporation, NTDC such as Mambila Plateau and Yankari Games Reserve in the North East region, Argungu Fishing Festival in the Northwest, Ikogosi Warm Springs and Erin Ijesha in the West and Obudu Cattle Ranch and Calabar Festival in the Eastern part are all captivating. Despite the fact that Nigeria hosted her first European tourist in 1475 when the first batch of Portuguese arrived in Lagos (Okpoko et.al. 1998) tourism contribution to GDP is about 4%.This shows a great potential is yet to be tapped.

2.9.1 Untapped Potentials

The country attracts tourists especially with its natural attractions like vast coastal sand beaches, mountain ranges, waterfall, parks, and forests with abundant fauna. Multi-cultural festivals and various carnivals however also lure numerous visitors. Currently Nigeria strives to become one of the top tourism destinations in the world. Regional governments thus intensively work on developing the area's tourism services as well as on encouraging investment in the travel sector. The tourism potential of the country has never been doubted.

The problem is however how to harness and develop it to improve the number of tourists spending holidays in the region (Euromonitor, 2009). With oil revenue on the decline as a result of the global financial crisis, the Federal Government of Nigeria has been looking for ways to give its economy new life. Realising that tourism is a strong alternative to crude oil as a revenue earner in view of declining oil prices in world markets, it has selected the industry as one of the six priority sectors for launching the revival of the economy.(Okpoko, 1998).

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This section is devoted to the steps that is taken in achieving the objectives of the study, it also include data that will be needed and the sources of these data, sample size, sampling techniques to be used as well as the quantification and analysis approach to the study.

3.2 Research Design

This is a survey research and in order to actualise the aim of this thesis, a systematic approach of data collection was employed through the use of questionnaire survey, interviews, and visual survey at the selected tourist attractions in Lagos.

The respondents of the questionnaires are the tourists at various centres in the study area. The targeted population (tourists) was sampled using purposive sampling technique. The distribution of questionnaires was also based on systematic sampling technique.Also eleven (11) respondents were interviewed whom were management staff and relevant personnel that are associated to the tourism operators.

The sample frame of this study consisted of 36 tourist attractions in Lagos recognised by Nigerian Tourism Development Commission (NTDC), but 5 out of the 36 were selected for the purpose of this study using purposive sampling technique of ratio 1:7 out of the 36 attractions.

3.3Data Required and Sources

The required data for this study were targetedtowards the set objectives of the study. In order to achieve the objectives of this study, both primary and secondary data were obtained from

field survey and relevant authorities. Questionnaire administration, oral interviews and visual surveys were utilised so as to gain insight into the operational characteristics and factors militating against the patronage of tourist attractions. Secondary data were also used, which include available records, documents and maps and contents of interviews with officials.

Table 3.1: Data required and sources

Data required	Collection tool	Sources of data
Characteristics of the tourists, such as age, gender, occupation, marital status, educational status, level of income, nationality, frequency of visit, length of stay, purpose of visiting etc.	Questionnaire survey	Visitors at the selected attraction sites
Determinants of patronage to tourist attractions	Questionnaire survey, interviews	Visitors at the selected attraction sites
Patronage of tourist attractions and attributes	Visual survey (checklist and photographs) Questionnaire survey	Visitors at the selected attraction sites
Identification of attractions in the study area and their location.	Secondary data Oral interviews	Lagos State Ministry of Tourism and Inter-Governmental Relations
Number of visitors patronizing the attractions	Secondary data	Selected tourist attraction
Map of the study area.	Google earth application to capture areas of interest	Satellite images.

Source: Author's Field survey, 2015

3.4 Data CollectionProcedure

The population of this study consists of tourist arrival statistics obtained during the field survey at the Lagos State Ministry of Tourism and Inter-Governmental Relations where the desk record officer gave the average number of visitors visiting the selected visitor attraction sites to be around 20,895 people monthly for the year 2015. This study used Krejcie and Morgan Sample size table (cited in Key, 1997) to determine the sample size of the study population. Based on the table, 377 questionnaires were administered to visitors representing 1.3% of the population. Sampling was done systematically, whereby one questionnaire was

given to the visitors on thirty minutes basis interval, in order to reduce the chances of giving out more than one questionnaire to a group of tourists visiting together, and therefore reducing the level of influences and replication of information/answers.

Table 3.2: Questionnaire distribution

Tourist Attractions	**Patronage average per Month**	**Sample size**
National Museum, Onikan	4509	78
La Campaigne Tropicana	2631	47
Lekki Conservation Centre	4623	82
Freedom Park	3310	62
The Palms Mall, Oniru	5822	108
Total	**20,895**	**377**

Source: Author's Field survey, 2015

The number of questionnaire administered at the selected tourist attractions was dependent on the average monthly patronage recorded at the specified tourist attractions. Thus, a total of three hundred and seventy seven (377) is the sample size administered to respondents. These attractions are further discussed in chapter four.

3.4.1Oral interviews

The interview technique was employed in this study. This provided opportunity for interaction with the attraction management team whose views on service performance is very essential. Those interviewed includedstaff, management and relevant personnel that are concerned with coordinating activities within the attraction and monitor operations of the day to day running of the attractions.

3.5 Data Analysis

Upon collection of data, it was entered and analysed through the Statistical Package for the Social Sciences (SPSS) version 2.0. The frequencies of respondents to numerous questionnaire items were tabulated for a large number of respondents. Basic descriptive statistics (percentages,Weighted Mean and frequency distribution) were computed for each variable.Analysis of results are presented in frequency tables, diagrammatic display using charts was drawn from responses. For variables of qualitative nature, the conditions was described as observed. The equations below were used in calculating the weighted mean of the different determinants as illustrated in Shittu, et al.(2015).

Cut-off point= $\sum^{n}_{i=1} W_{1,\ i=1,2,3,\ldots,n}$

Weighted Mean (WM)= $\frac{\sum W_1 F_{1i=1,2,3,\ldots,n}}{n}$

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1 Introduction

This chapter presents the data collected from the field survey and the data analysis. The discussion the findings with respect to the objective of the study equally presented in this section.

4.2 Socio-Economic Characteristics of Tourist Visiting Lagos

Three hundred and seventy seven (377) copies of questionnaire were administered, of which three hundred and sixty (360) copies were retrieved making a response rate of 95.5%. The data collected through the questionnaire have an alpha value of$\propto$ = 0.561 which indicate that the research is reliable. From the 360 respondents, 180 = 50% were males while 171 = 47.5% were females and 9 respondents = 2.5% did not indicate their gender distribution as shown in the table 4.1 below. The age distribution of the respondents ranges from below 25 years, (25-34) years, (35-44) years and 55 and above having a frequency and percentage of 27 = 7.5%, 90 = 25%, 108 = 30%, 72 = 20% and 63 = 17.5% respectively. Among the respondents 270 = 75% were Nigerians, 72 = 20% are non- Nigerian and while 18 = 5% did not indicate their nationality. Marital status of the respondents showed that 108 = 30% are single, 207 = 57.5% were married 9 = 2.5% represented as others while 10% didn't indicate. Other distribution such as the occupational status, total income per annum, educational qualification are also represented in the table 4.1.

Table 4.1: Socio-economic Characteristics of Respondents

Description	Class	No. of Respondents	Percent
Gender	Missing	9	2.5
	Male	180	50.0
	Female	171	47.5
Total		**360**	**100.0**
Age range	Below 25	27	7.5
	25-34	90	25.0
	35-44	108	30.0
	45-54	72	20.0
	55 and above	63	17.5
Total		**360**	**100.0**
Nationality	Missing	18	5
	Nigerian	270	75.0
	Non- Nigerian	72	20.0
Total		**360**	**100.0**
Marital status	Missing	36	10.0
	Single	108	30.0
	Married	207	57.5
	Others	9	2.5
Total		**360**	**100.0**
Occupational status	Missing	36	10.0
	Employed	144	40.0
	Self-employ	90	25.0
	Unemployed	18	5.0
	Student	27	7.5
	Others	45	12.5
Total		**360**	**100.0**
Total income per annum	Missing	45	12.5
	Less than #200, 000	18	5.0
	#200, 000 - #499, 999	54	15.0
	#500, 000 - #999, 999	9	2.5
	#1mill-1.49mil	45	12.5
	#1.5mill.- #1.9mill	81	22.5
	#2mill. and above	108	30.0
Total		**360**	**100.0**
Residency	Missing	9	2.5
	City Province	126	35.0
	Outside Lagos State	225	62.5
Total		**360**	**100.0**
Education	Secondary	54	15.0
	Tertiary	252	70.0
	Post graduate	54	15.0
Total		**360**	**100.0**

(Source: Author's field survey, 2016)

4.3.0Identification of Tourist Attractions in Lagos

Lagos is endowed with vast tourist attractions some of which are naturally occurring while others are man-made. Lagos is part of the Yoruba speaking South western of Nigeria but the

population is made up of every tribe in the country and different nationalities of the world. The original inhabitants are the Aworis in Ikeja, the Eguns (Ogu) in Badagry area, the Ijebus in Ikorodu and Epe while Lagos Island consists of a mixture of Benin, Eko Aworis as well as repatriated Yoruba and other immigrants from Brazil and Sierra Leone after the abolition of slave trade.

Situated in the south-western corner of the country and covering a total area of 3,577sqkm, this elongated state spans the Guinea coast of the Atlantic Ocean for over 180km, from the Republic of Benin on the west to its boundary with Ogun state in the east. It extends approximately from latitude 6°2'North to 6°4'North, and from longitude 2°45'East to 4°20'East. Of its about 787sq. km. or 22 percent is water.The figure 4.1 shows the strategic locations of the selected tourist attractions in Lagos.

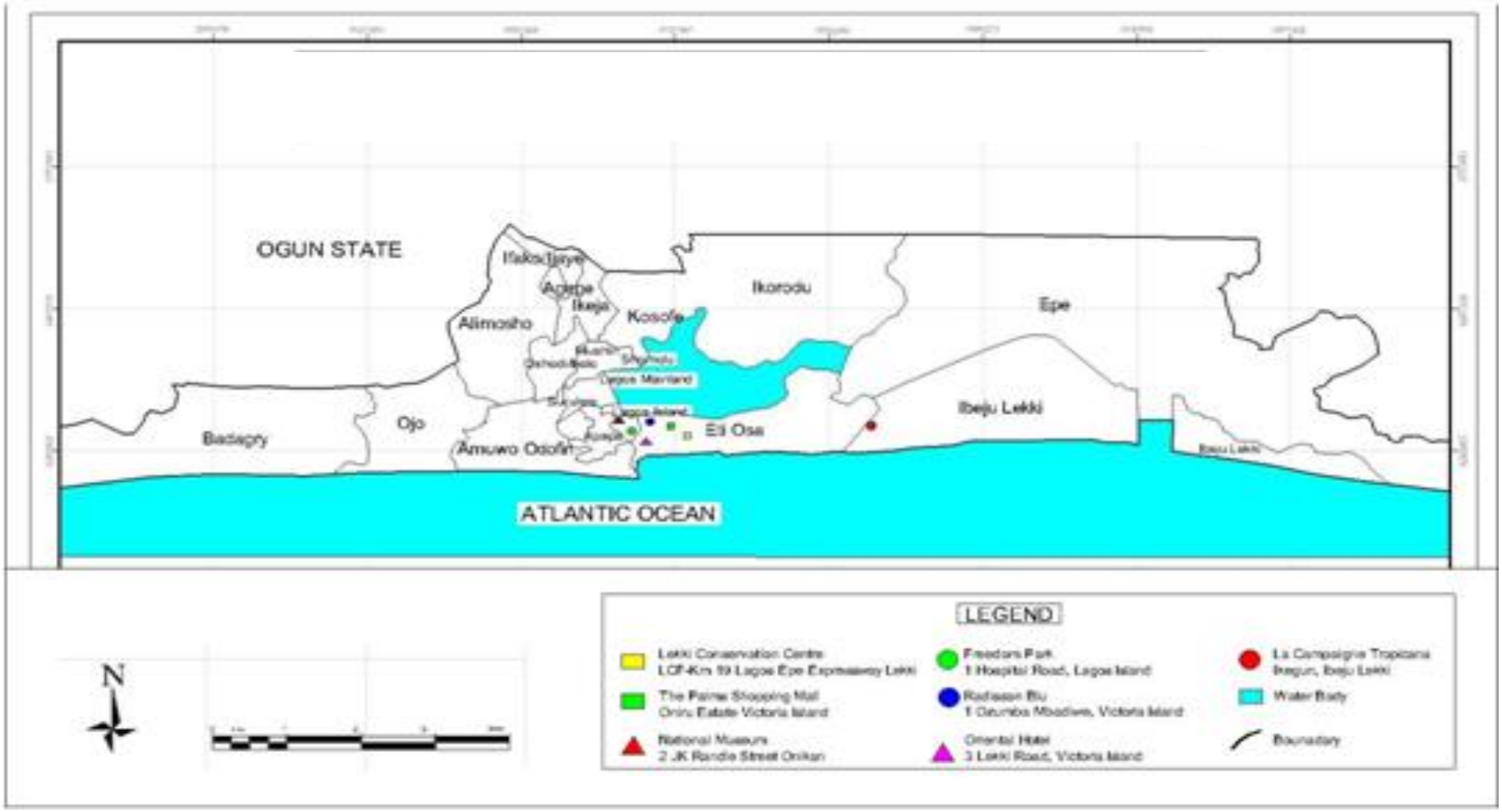

Figure 4.1: Locations of the selected tourist attractions in Lagos(Source: author's field survey, 2016)

4.4. Analysis of Patronage to Tourist Attractions in the study area

The tables 4.2, 4.3 to 4.6presents the pattern of patronage of the five (5) selected tourist attractions from the year 2007 to 2015. The National Museum (772367), followed by the Palms Mall (708570) and Lekki Conservation Centre (688594) recorded the highest level of patronage and visitor arrivals within the eight years interval which can be attributed to the wide range of tourism activities therein and also the centrality of their locations along routes with easy accessibility. The peak period of visitor patronage are often witnessed during the festive period in December with 68782, 66194 and 61088 respectively for locations with highest level of patronage and visitors arrivals within the eight years intervals attributed to the wide range of tourism activities as observed from the patronage arrival statistics observed. High patronage is equally recorded across most attractions during the months of April, May and November which can easily be attributed to holiday periods. While patronage was found to be relatively low mostly in January due to exhaustion of funds and resources spent on yuletide festivities and cash crunch that often characterize new year. Also is the need for people to return to their respective endeavours at the beginning of the year is also a contributory factor for the low patronage in the month of January as seen in the tables 4.2, 4.3 to 4.6.

Table 4.2 Tourists Patronage at National Museum from 2007 to 2015

Months	2007	2008	2009	2010	2011	2012	2013	2014	2015	Total
January	8674	7456	6598	6498	9687	6571	4327	4321	3456	57588
February	7578	6567	6998	5543	8523	3887	6754	4321	4444	54615
March	6647	6432	6674	5776	4987	6642	3875	5854	8365	55252
April	8678	9675	7678	5764	4234	5456	7764	6875	6377	62501
May	7637	8678	6789	7643	4998	6895	9654	73649	6483	53175
June	786	8673	6698	6635	5732	3621	3362	1654	6438	56697
July	6697	7694	6796	6598	4984	4597	6822	3362	5849	53399
August	7463	6574	5623	8596	7548	5577	3654	4221	6422	55678
September	9432	6596	5567	7675	6458	2533	6459	3549	5754	54023
October	8723	9628	7589	7635	3325	6543	8753	2598	5943	60737
November	8456	7823	6765	5589	2422	8575	5865	4753	5456	55704
December	7789	7722	8678	9298	9721	8956	4532	3865	8221	68782
Total	90563	95522	84458	85256	74626	71861	73830	121032	75219	772367

Source: Author's Field Survey, 2016

Table 4.3 Tourists Patronage at Palms mall from 2007 to 2015

Months	2007	2008	2009	2010	2011	2012	2013	2014	2015	Total
January	6784	5671	6987	3456	5321	4987	5674	5698	4567	49145
February	5873	5887	6523	4644	4321	5433	5778	5998	5674	50131
March	5666	6342	6987	8765	7854	7786	6547	6574	4324	60845
April	6544	6456	6234	6777	9875	7654	6789	5678	6754	62761
May	4995	5895	5998	6983	7649	6543	6397	4789	6789	56038
June	5553	6321	6532	6938	6654	6435	7896	6987	6734	60050
July	4987	4997	4994	5899	7362	5998	6987	7896	6943	49120
August	7432	6577	7854	9422	8221	5967	4563	6234	5742	62012
September	6564	7533	6645	6754	6549	6754	5432	5678	5996	57905
October	5783	6543	6332	5643	4598	6235	7923	5893	6328	55278
November	6533	5875	5422	3456	8753	5789	4569	7865	5823	64728
December	7999	6895	7211	8321	7865	5998	7893	6789	7223	66194
Total	76716	76996	79724	79064	87029	77587	78457	78089	74908	**708570**

Source: Field Survey, 2016

Table 4.4: Tourists Patronage at Freedom Park from 2007 to 2015

Months	2007	2008	2009	2010	2011	2012	2013	2014	2015
January	7687	6571	2578	4327	2674	3345	4576	3498	1428
February	8583	3887	2647	5644	6754	7567	6778	4948	1243
March	4997	6642	2678	6876	3875	4432	9873	2574	2776
April	4734	5456	2637	6677	7764	2675	7666	2678	2764
May	4898	6895	2786	6883	9654	2678	6548	2749	2243
June	5632	3621	6497	5638	3362	5673	7695	2298	2635
July	4884	4597	4633	6899	6822	7694	8553	3296	4528
August	9548	5577	4332	6422	3654	8574	5987	4223	2526
September	8458	2533	7253	8754	6459	7596	4532	2567	6625
October	4325	6543	4256	4543	8753	5628	5656	3589	2635
November	2422	8575	7859	5346	5865	7823	5678	5565	5789
December	9721	895	9499	8721	4532	8722	5363	9678	8998
Total	**77892**	**63796**	**59660**	**78736**	**72175**	**74415**	**80914**	**49673**	**46201**

Source: Author's Field Survey, 2016

Table 4.5: Tourists Patronage at La Campaigne Tropicana Beach Resort from 2007 to 2015

Months	2007	2008	2009	2010	2011	2012	2013	2014	2015	Total
January	6778	9687	6571	4327	3345	2674	4576	5498	1498	44954
February	9873	8523	3887	6754	5644	2578	7567	4998	1543	51367
March	7666	4987	6642	3875	6876	2647	4432	2674	8776	48575
April	6548	4234	5456	7764	6677	2678	2675	2678	8764	47474
May	7695	4998	6895	9654	6883	2637	2678	2789	2643	46872
June	8553	5732	3621	3362	5638	2786	5673	2698	6635	44698
July	5987	4984	4597	6822	6899	6497	7694	7296	4598	55374
August	4532	7548	5577	3654	6422	4633	8574	6223	2596	49759
September	5656	6458	2533	6459	8754	4332	7596	7567	6675	56030
October	5678	3325	6543	8753	4543	7253	5628	7589	5635	54947
November	5363	2422	8575	5865	5346	4256	7823	765	5889	46304
December	9499	9721	895	4532	8721	7859	8722	9678	8998	68625
Total	85831	74623	63797	73827	77755	52838	75647	62463	66261	**569245**

Source: Author's Field Survey, 2016

Table 4.6: Tourists Patronage at Lekki Conservation Centre from 2007 to 2015

Months	2007	2008	2009	2010	2011	2012	2013	2014	2015	Total
January	3671	1784	4321	3456	6987	4982	7674	5698	4567	43140
February	2887	1873	4321	4444	6523	5432	6778	5998	5674	49353
March	4342	3666	5854	8365	6987	7782	6647	6574	4324	54541
April	3456	2544	6875	6377	6234	7654	6389	5678	6754	51961
May	2895	4995	73649	6483	5998	6743	6397	4789	6789	118738
June	2321	3553	1654	6438	6532	6835	8896	6987	6734	49950
July	4197	4927	3362	5849	4994	5398	7987	7896	6943	51553
August	5517	3242	4221	6422	7854	5567	5563	6234	5742	503.62
September	4533	4564	3549	5754	6645	6254	6432	5678	5996	49405
October	1543	3783	2598	5943	6332	6435	4923	5893	6328	43778
November	4875	6733	4753	5456	5422	5589	5569	7865	5823	52085
December	5589	8599	3865	8221	7211	5898	7693	6789	7223	61088
Total	47829	52267	121027	75214	79726	76577	82957	78089	74908	688594

Source: Author's Field Survey, 2016

The trend line in Figure 4.2 shows the pattern of patronage across all the five attractions utilised for the purpose of this study. The National Museum has recorded a total patronage visits of 772367 for the years observed and an all time high visitor patronage of 73649 in 2014 when people came for the Black Cultural Exposition week. It also recorded an all time low patronage in following month of the same year which was attributed to a negative publicity of an accident involving a tourist on the attraction. From the general look of the patronage trend from the years under observation (2007 (90563), 2009 (84458), 2011 (74626), 2013 (73830) and 2015 (75219), one can say that there is a gradual decline in patronage that is attributed to some of the following by the respondents; poor management and maintenance of facilities, high cost of accommodation and access fees and lack of awareness.

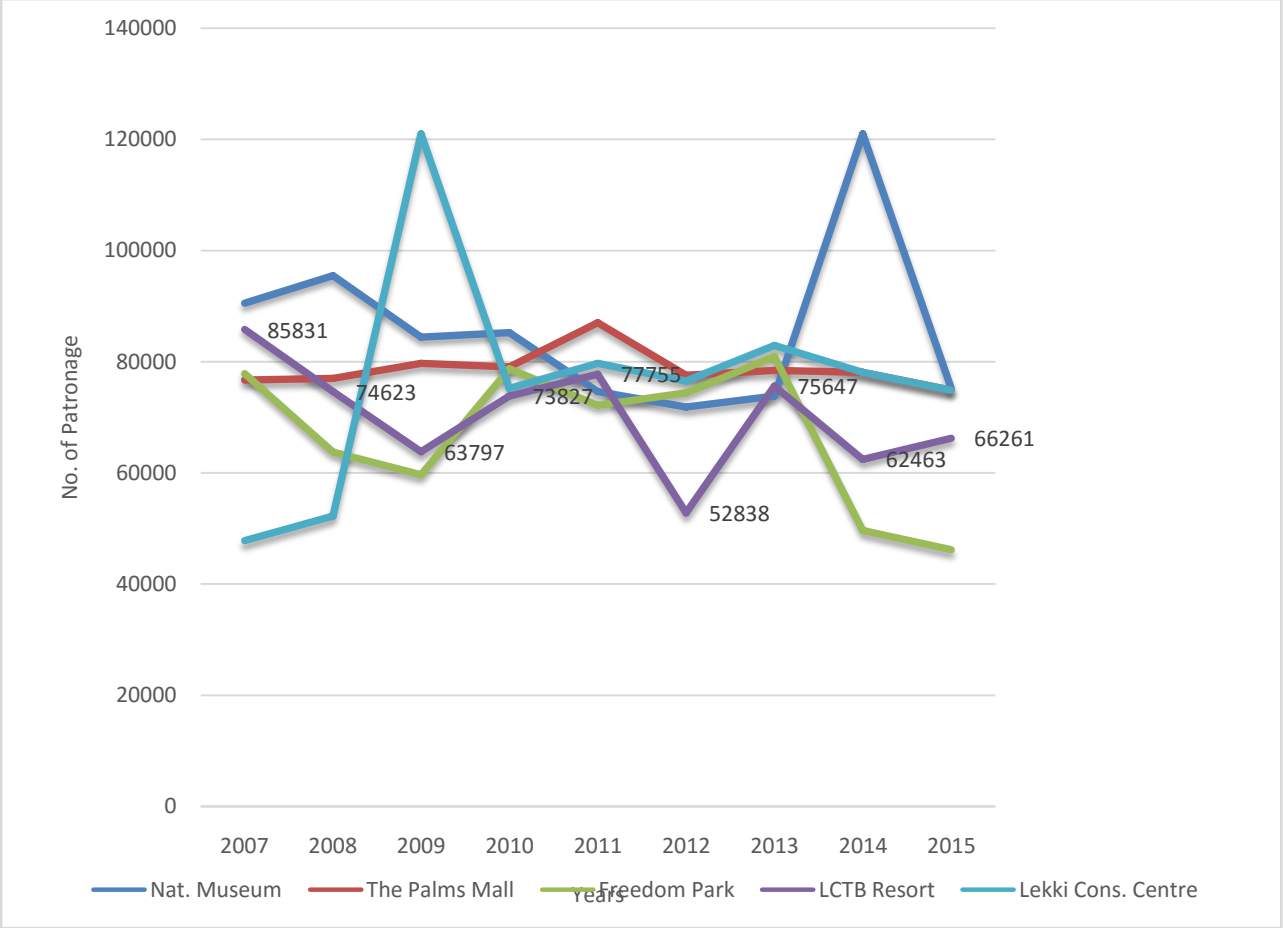

Figure 4.2: Trendline showing tourist pattern of patronage from 2007 to 2015. (Source: Author's field survey, 2016)

The Palms mall has recorded a total patronage visits of 708,570 for the years observed and an all time high visitor patronage of 87,029 in 2011. It also recorded an all time low patronage of 74,908 in the year 2015 which was attributed to economic meltdown and increased hardship in the society. While Freedom Park recorded a total patronage of 603,462 for the years observed with highest visitors patronage of 80,914 in 2013 and lowest patronage of 46,201in 2015. La Campaigne Tropicana Beach Resort recorded a total patronage of 569,245 for the years observed with highest patronage of 85,831 in 2007 and lowest patronage of 52,838 in 2012. While Lekki Conservative Centre recorded a total patronage of 688,594 for the years observed with highest patronage of 121,027 in 2009 and lowest patronage of 47,829 in 2007 as depicted in Figure 4.2.

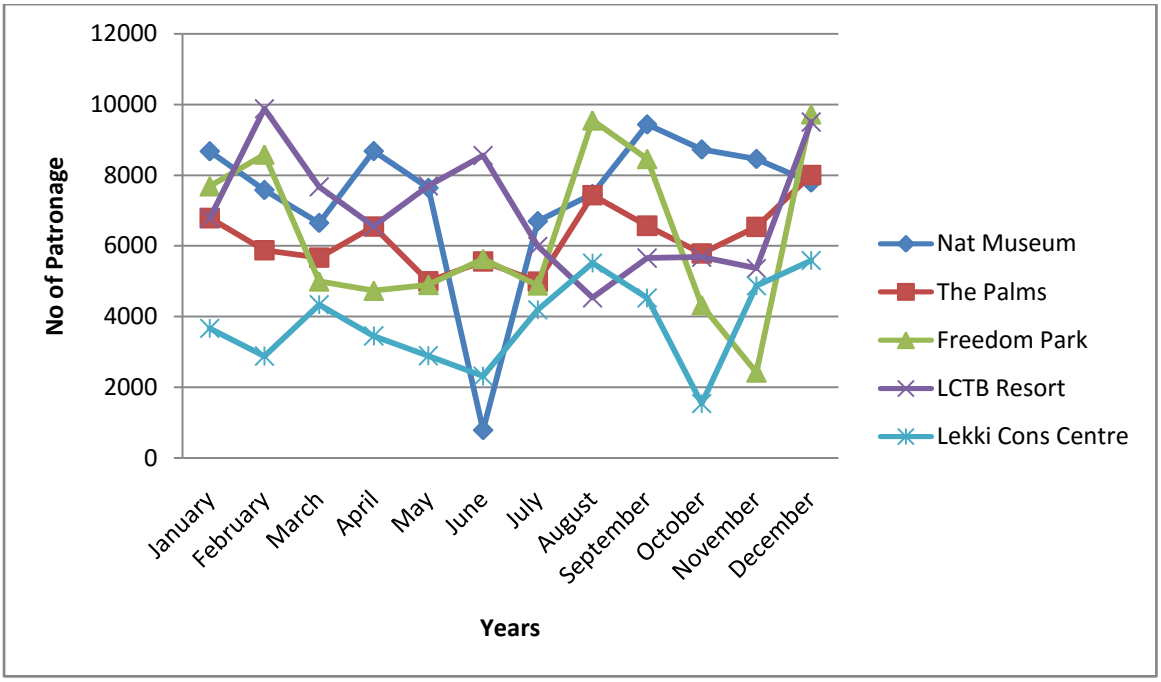

Figure 4.3: Trend line showing tourist pattern of patronage across attractions from January to December 2007.(Source: Author's field survey, 2016)

National Museum recorded an all-time high visitor patronage of 9,432 in September. While The Palms recorded highest patronage of 7,999 in December. 9,721 were the highest recorded for Freedom Park in December. LCBT Resort recorded 9,873 as its highest score in February for the year observed and Lekki Conservative Centre had a highest patronage of 5,589 in December 2007 as depicted in Figure 4.3.

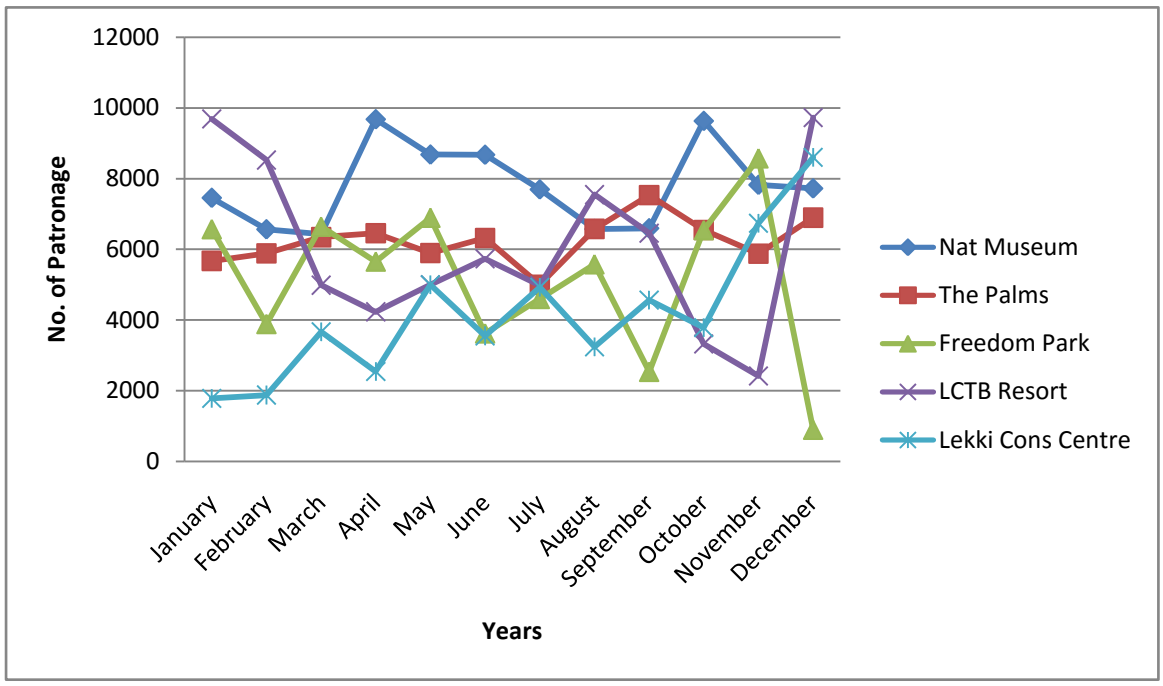

Figure 4.4: Trend line showing tourist pattern of patronage across attractions from January to December 2008.(Source: Author's field survey, 2016)

National Museum recorded an all-time high visitor patronage of 9,675 in April. While the Palms recorded highest patronage of 7,533 in September. 8,575 was the highest recorded for Freedom Park in November. LCBT Resort recorded 9,721 as its highest score in December for the year observed and Lekki Conservative Centre had a highest patronage of 8,599 in December 2008 as depicted in Figure 4.4.

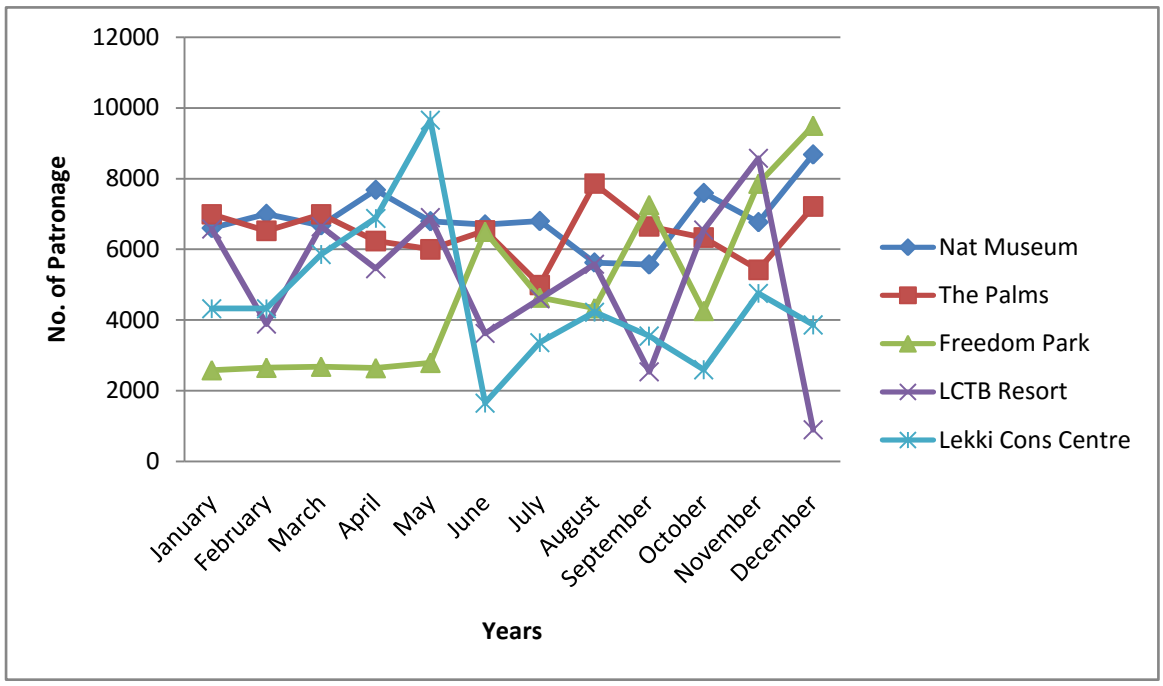

Figure 4.5: Trend line showing tourist pattern of patronage across attractions from January to December 2009. (Source: Author's field survey, 2016)

National Museum recorded an all-time high visitor patronage of 8,678 in December. While The Palms recorded highest patronage of 7,854 in August. 9,499 was the highest recorded for Freedom Park in December. LCBT Resort recorded 8,575 as its highest score in November for the year observed and Lekki Conservative Centre had a highest patronage of 9,649 in May 2009 as depicted in Figure 4.5.

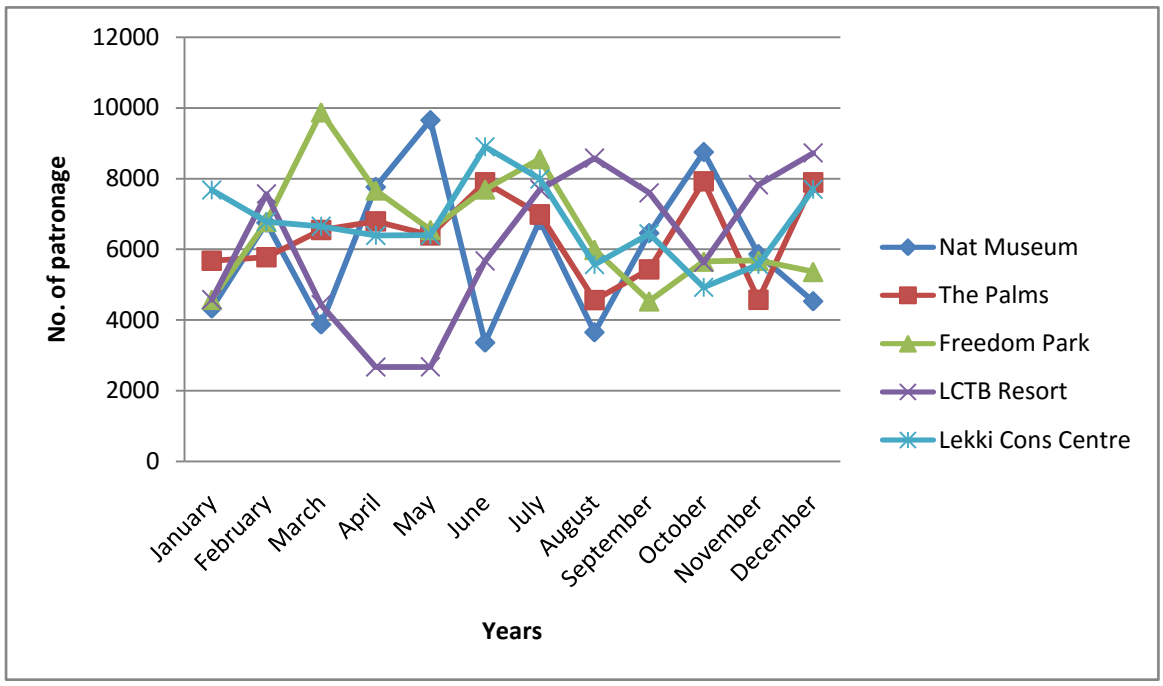

Figure 4.6: Trend line showing tourist pattern of patronage across attractions from January to December 2013.(Source: author's field survey, 2016)

National Museum recorded an all-time high visitor patronage of 9,654 in May. While The Palms recorded highest patronage of 7,923 in October. 9,873 was the highest recorded for Freedom Park in March. LCBT Resort recorded 8,722 as its highest score in December for the year observed and Lekki Conservative Centre had a highest patronage of 8,896 in June 2013 as depicted in Figure 4.6.

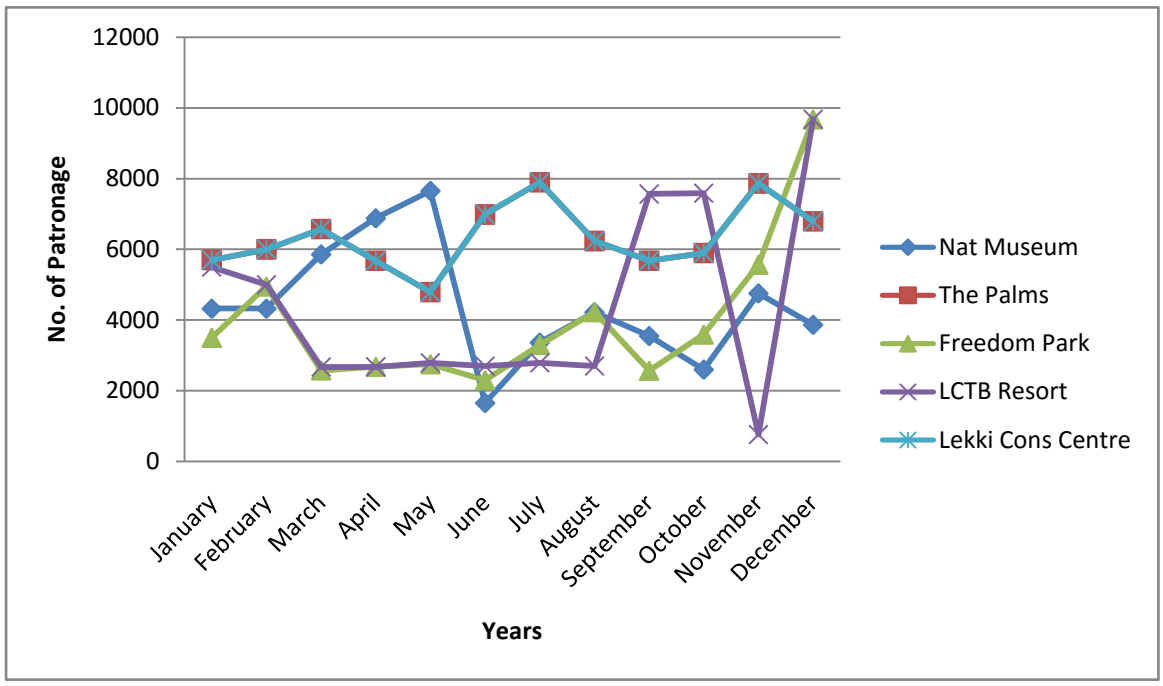

Figure 4.7: Trend line showing tourist pattern of patronage across attractions from January to December 2014.(Source: Author's field survey, 2016)

National Museum recorded an all-time high visitor patronage of 7,649 in May. While the Palms recorded highest patronage of 7,896 in July. 9,678 was the highest recorded for Freedom Park in December. LCBT Resort recorded 9,678 as its highest score in December for the year observed and Lekki Conservative Centre had a highest patronage of 7,896 in July 2014 as depicted in Figure 4.7.

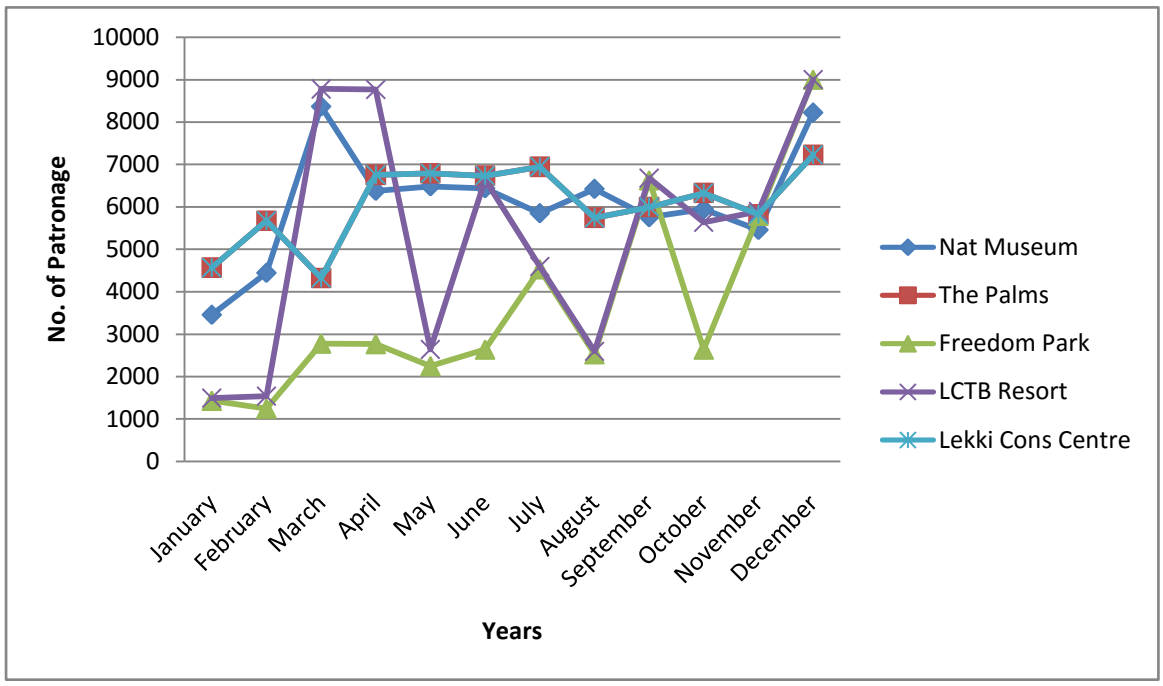

Figure 4.8: Trend line showing tourist pattern of patronage across attractions from January to December 2015.(Source: Author's field survey, 2016)

National Museum recorded an all-time high visitor patronage of 8,365 in March. While The Palms recorded highest patronage of 7,223 in December. 8,998 was the highest recorded for Freedom Park in December. LCBT Resort recorded 8,998 as its highest score in December for the year observed and Lekki Conservative Centre had a highest patronage of 7,223 in December 2015 as depicted in Figure 4.8.

4.5 Determinants of Patronage to Tourist Attractions in Lagos

Several variables were observed to be determinants of patronage from relevant literatures consulted in the literature review of which twenty eight were selected and shown in table 4.9 were analyzed using weighted mean(WM) and a coefficient of one (1) from a Likert scale of 1, 2, 3, 4 and 5. It was observed that the 28 determinants are relevant factors which influence patronage in Lagos. This is because most of the determinants scored a Weighted mean(WM) that is below the cutoff point of 1. The average weighted mean score of 3.5 was used as benchmark as opined by (Stanley, 2010) which implies that determinants whose weighted

mean score is below 3.5 are negative towards the patronage of tourist attraction, while determinants whose weighted mean score is 3.5 and above contribute positively towards the increased patronage of tourist attractions.In other words, determinants with a weighted mean score from 3.5 and above can be considered as pull factors to tourist attractions with respect to patronage, while determinants with a weighted mean score below 3.5 can be considered push factors that cause decline in patronage of tourist attractions.

Table 4.7Determinants of Patronage to tourist in touristAttractions in Lagos

S/n	VARIABLES	VS	S	N	U	VU	M	Weighted Mean-WM
		5	4	3	2	1	0	
1	Beauty of scenery	36	207	99	18	0	3	3.76
2	Attractiveness	72	117	162	9	0	0	3.75
3	Cleanliness	9	81	117	36	18	90	3
4	Safety	99	162	90	0	9	0	3.95
5	Communication skills of staff	36	135	189	0	0		3.58
6	Quality of roads	45	252	54	9	0	0	3.93
7	Security	135	180	36	0	9	0	4.2
8	Hospitality	27	234	99	0	0	0	3.8
9	Friendliness	36	225	90	0	9	0	3.78
10	Shopping possibilities	27	135	135	54	9	0	3.04
11	Comfort	36	207	108	9		0	3.75
12	Hours of operation	27	144	126	54	0	9	3.41
13	Islands	27	90	117	36	9	81	3.32
14	Beaches	9	81	117	36	18	99	3.10
15	Prices of accommodation	0	72	117	126	9	36	2.78
16	Public transport	9	63	135	63	27	63	2.88
17	Attraction's quality and service	27	54	99	90	18	72	2.94
18	Discotheques and clubs	27	54	99	90	18	72	2.94
19	Cultural events/festivals	18	9	63	99	135	36	2.0
20	Quality and variety of foods	36	144	108	54	0	18	3.47
21	New impressions and image	27	81	153	72	18	9	3.8
22	Standards available on attraction	0	162	108	36	9	45	3.34
23	Recreational facilities	18	162	117	0	54	9	2.12
24	Easy accessibility to the area	117	153	54	18	18		3.92

5 (VS) Very Satisfied, 4 (S) Satisfied, 3 (N) Neutral, 2 (U) Unsatisfied, 1 (VU) Very Unsatisfied and (M) Missing

Source: Author's Field Survey, 2016

Table 4.7 shows the total score of each determinants from a 360 Weighted Mean score, rank order. It should be noted that determinants of patronage having a rank order of 1st to 9th have a mean score above 3.5, which implies that these are determinants that contribute significantly to patronage. Whereas, those determinants whose rank order range from 11th to 20th having a mean score below 3.5 have a negligible positive impact on the level of patronage of tourist attraction as indicated in table 4.7.

Table 4.8Rank order of determinants of Patronage to tourist Attractionsin Lagos

S/n	VARIABLES	$\sum W_1F_1$	n	$\frac{\sum W_1F_1}{n}$	Rank Order
1	Security	1512	360	4.20	1st
2	Safety	1422	360	3.95	2nd
3	Quality of roads	1413	360	3.93	3rd
4	Hours of operation	1413	360	3.93	3 rd
5	Easy accessibility to the area	1410	360	3.9	4 th
6	Hospitality	1368	360	3.80	5 th
7	Friendliness	1359	360	3.78	6 th
8	Attractiveness	1350	360	3.75	7 th
9	Comfort	1350	360	3.75	7 th
10	Beauty of scenery	1341	360	3.73	8th
11	Communication skills of staff	1287	360	3.58	9 th
12	New impressions	1197	360	3.33	10 th
13	Quality and variety of foods	1188	360	3.30	11 th
14	Shopping possibilities	1097	360	3.04	12th
15	Standards available on attraction	1053	360	2.93	13 th
16	Presence of Islands	927	360	2.58	14 th
17	Prices of accommodation	900	360	2.50	15 th
18	Public transport	855	360	2.38	16 th
19	Attraction's quality and service	846	360	2.35	17 th
20	Discotheques and clubs	846	360	2.35	17 th
21	Cleanliness	810	360	2.25	18 th
22	Presence of Beaches	810	360	2.25	18 th
23	Recreational facilities	743	360	2.06	19 th
24	Cultural events/festivals	648	360	1.80	20 th

Source: Author's Field Survey, 2016

4.6 Factors Affecting the Patronage of Tourist Attractions

Table 4.9 and table 4.10 shows the various factors that serve as barriers or impediments to the patronage of tourist attractions in Lagos. The ranking of these factors are based on the weighted mean as shown in table 4.10, which implies that the major factors are; lack of funding, lack of awareness and publicity, poor infrastructure, poor accessibility to and within destinations, poor management and maintenance of facilities,cost of accommodation, inadequate facilities. This equally reflects a challenge towards the patronage of tourist attractions.

Table 4.9Factors Affecting Patronage of Tourist Attractionsfrom the user perception

S/n	VARIABLES	SA 5	A 4	N 3	D 2	SD 1	M 0	Weighted Mean-WM
1	lack of funding	18	90	189	36	0	27	3.02
2	lack of awareness and publicity	18	117	117	63	18	27	2.92
3	poor infrastructure	36	108	153	36		27	3.16
4	poor accessibility	27	180	108	36		27	3.44
5	Poor management and maintenance of facilities	36	135	108	36	9	37	3.12
6	cost of accommodation	9	153	63	72	18	45	2.8
7	Inadequate facilities	63	90	117	36	9	45	3.07

5 (SA) Strongly Agree, 4 (A) Agree, 3 (N) Neutral, 2 (D) Disagree, 1 (SD) Strongly Disagree and (M) Missing

Source: Author's Field Survey, 2016

Determinants identified which constitute as a challenge to tourists visiting the selected attraction include; lack of awareness and poor publicity of the tourist attraction with a weighted mean of 2.92, cost of accommodation and facilities with a weighted mean of 2.8, poor management and maintenance of such tourist attractions with a weighted mean of 3.12 among others as identified in table 4.11. Congestion of attractions during festive periods which results to peak period and the non-affordability of some of the services which tend to

limit the flow of patronage to tourist attraction. It is important to note that accessibility of any location is very important to boost and promote the continued patronage of any attraction.

Table 4.10 Challenges Affecting Patronage of Tourist Attractions

S/n	VARIABLES	$\sum W_1F_1$	n	$\frac{\sum W_1F_1}{n}$	Rank Order
1	Poor accessibility	1241	360	3.72	1st
2	Inadequate facilities	1107	360	3.51	2nd
3	Poor management and maintenance of facilities	1125	360	3.47	3rd
4	Lack of funding	1089	360	3.27	4th
5	Cost of accommodation	1008	360	3.2	5th
6	Lack of awareness and publicity	1053	360	3.16	6th
7	Poor infrastructure	1138	360	3.14	7th

Source: Author's Field Survey, 2016

4.7Frequency of Patronage in Tourist Attractions

The result of the analysis shown in table 4.11 revealed that 18 = 5% of the respondents very frequently patronize the attractions, 72 = 20% frequently patronize tourist attractions, 207 = 57.5% average patronize such tourist attractions 63=17.5% and did not indicate their level of patronage of tourist attractions. In order to ascertain the possibility of tourists towards revisiting tourist attractions, 2 = 5% of respondents are very eager to revisits such tourist attractions, 99 = 27.5% are eager to revisit the tourist attractions, 198 = 55% respondents were neutral about revisiting the tourist attraction while 45=12.5% did not indicate their possibility of revisiting the tourist attractions. About 32.5% = 117 respondents visit such tourist attractions for relaxation, 84 = 6% visitation is for business purposes, 144=16% tend to visit such tourist attractions for sight-seeing and 48=12.5% did not indicate the reason for which they visit such tourist attractions. Thus, there is room to accommodate various tourist needs in the various tourist attractions, which can enhance patronage.

Table 4.11: Tourists Frequency of patronage to tourist attractions

VARIABLES		Frequency	Percent
Frequency of patronising the tourist attraction	very frequent	18	5.0
	Frequent	72	20.0
	Neutral	207	57.5
	Missing	63	17.5
	Total	360	100.0
Revisitation of tourist attraction centre	Very eager	18	5.0
	Eager	99	27.5
	Neutral	198	55.0
	MISSING	45	12.5
	Total	360	100.0
Purpose of visit	Relaxation	117	32.5
	Business related	84	15
	Sight-seeing	144	40.0
	MISSING	45	12.5
	Total	360	100.0

Source: Author's Field Survey, 2016

The table 4.11 show a simple descriptive statistics of the frequency of patronage to tourists' attractions. Amean value of 2.77 in table 4.12 which represents the frequency of tourists patronage level indicates a relatively low level of patronage to tourist attractions on a 5- point Likert scale (Stanley, 2010) as the average for such scale should have been a mean value of 3.5. Similarly, tourist probability of revisiting or willing to further patronize the tourist attraction is relatively low (i.e. mean = 3.0) as shown on table 4.12.

Table 4.12: Frequency of Patronage of Tourist Attraction

S/n	VARIABLES	SA	A	N	D	SD	M	Weighted Mean-WM
		5	4	3	2	1	0	
1	Frequency of patronage to the tourist attraction	18	72	207			63	2.77
2	Revisitation of tourist attraction centre	18	99	198			45	3.00

Source: Author's Field Survey, 2016

This low patronage could however be attributed to some of the challenges mentioned above in table 4.12. Hence in order to enhance patronage within tourist attractions, there is need to properly give attention to the identified determinants and factors that serve as impediment to patronage of tourist attractions which are; inadequate facilities, lack of funding, cost of accommodation, poor management and maintenance of facilities, lack of awareness and publicity, poor infrastructure, Insecurity, poor accessibility to and/or within destinations.

CHAPTER FIVE

RECOMMENDATIONS AND CONCLUSION

5.1 Introduction

This chapter gives an overview of the research work. Summary of the theoretical framework (i.e. patronage of tourist attraction) recommendations and conclusion from the findings and deductions from the analyzed data.

5.2 Summary of Findings

The result of the analysis revealed that 18 = 5% of the respondents very frequently patronize the attractions, 72 = 20% frequently patronize tourist attractions, 207 = 57.5% average patronize such tourist attractions 63=17.5% and did not indicate their level of patronage of tourist attractions. In order to ascertain the possibility of tourists towards revisiting tourist attractions, 2 = 5% of respondents are very eager to revisits such tourist attractions, 99 = 27.5% are eager to revisit the tourist attractions, 198 = 55% respondents were neutral about revisiting the tourist attraction while 45=12.5% did not indicate their possibility of revisiting the tourist attractions. About 32.5% = 117 respondents visit such tourist attractions for relaxation, 84 = 6% visitation is for business purposes, 144=16% tend to visit such tourist attractions for sight-seeing and 48=12.5% did not indicate the reason for which they visit such tourist attractions. Thus, there is room to accommodate various tourist needs in the various tourist attractions, which can enhance patronage.

From the analysis, the determinants of patronage to tourist attractions are: Easy accessibility to the area, New impressions, Attraction's quality and service, Beauty of scenery, Standards available on attraction, Public transport, Communication skills of staff, Friendliness, Prices of accommodation, Presence of beaches, Security issue, Hospitality, amenities, New

impressions and image, Cleanliness, Quality of roads, Discotheques and clubs, Attractiveness, Purpose of visit, Cultural events/festivals, ambience: atmosphere of a place, Security, Shopping possibilities, Safety, Comfort, Recreational facilities, Quality and variety of foods.

The National Museum has recorded a total patronage visits of 772367 for the years observed and an all time high visitor patronage of 73649 in 2014 when people came for the Black Cultural Exposition week. It also recorded an all time low patronage in following month of the same year which was attributed to a negative publicity of an incident involving a tourist on the attraction. From the general look of the patronage trend from the years under observation (2007 (90563), 2009 (84458), 2011 (74626), 2013 (73830) and 2015 (75219), one can say that there is a gradual decline in patronage that is attributed to some of the following by the respondents; poor management and maintenance of facilities, high cost of accommodation and access fees and lack of awareness.

The Palms Mall has recorded a total patronage visits of 708,570 for the years observed and an all time high visitor patronage of 87,029 in 2011. It also recorded an all time low patronage of 74,908 in the year 2015 which was attributed to economic meltdown and increased hardship in the society. While Freedom Park recorded a total patronage of 603,462 for the years observed with highest visitors patronage of 80,914 in 2013 and lowest patronage of 46,201in 2015. La Campaigne Tropicana Beach Resort recorded a total patronage of 569,245 for the years observed with highest patronage of 85,831 in 2007 and lowest patronage of 52,838 in 2012. While Lekki Conservative Centre recorded a total patronage of 688,594 for the years observed with highest patronage of 121,027 in 2009 and lowest patronage of 47,829 in 2007.

Generally, the result of the findings revealed that the attributed challenges mentioned in table 4.10 have been identified as factors responsible for low patronage across all attraction

studied. Hence, patronage would be enhanced by providing solutions/recommendations to the identified challenges. Within tourist attractions, there is need to properly give attention to the identified determinants and factors that serve as impediment to patronage of tourist attractions which are; inadequate facilities, lack of funding, cost of accommodation, poor management and maintenance of facilities, lack of awareness and publicity, poor infrastructure, Insecurity, poor accessibility to and fro, or within attractions.

5.3 Recommendation

From the findings made, it is pertinent that certain recommendations be made in order to help in repositioning the available tourist attraction towards harnessing the identified challenges that exist in the tourist attractions. The issue of tourist attractions must be properly emphasized and published in order to create awareness among tourist which will further attract patronage both locally and internationally. Affordability of services at tourist attractions should be considered as tourists have varying financial capability. As such, the cost of accommodation, services and other facilities can be in order to increase patronage whereas during peak periods the cost could also be reviewed.

In addition to the above recommendations, there should be an improved maintenance of facilities for tourist attraction so as to allow for continuity of visits, a proactive and effective advert process for all established tourism sites should be designed and implemented, tourism attractions should be well branded, Leisure package should be included in the remuneration of the government staff in the State to enhance leisure-pleasure consumption among the populace.Sensitization exercise on the other hand should be embarked upon among the youths in the State and all the recreational centre's operators in the State should be compelled to have a proper documentation of their activities, also it is highly imperative to develop basic infrastructure that would enhance the accessibility of touristattractions, while Tourism

investment ambience in Lagos is now favourably promising given the abundant resources available, sizeable market, and a parcel of inducement assembled by the government. Foreign investors and other interested individuals should take these advantages to invest in the Lagos tourism industry for sustainability and profitable returns.

5.3 Conclusion

There are determinants which influence tourists towards patronizing tourist attractions and involvement in tourist activities. Although there are several determinants that predict patronage and favour tourism as an industry and activity, some of such predictors are statistically significant which indicates how crucial such predictors are paramount to the growth and development of the Nigerian tourism industry most especially within Lagos state.

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APPENDIX

Dear Respondent,

I am a postgraduate student of Tourism and Recreation Planning the Department, Ahmadu Bello University presently undertaking a research on **Visitors Satisfaction and patronage of tourist attractions in** Lagos. As a result, I kindly request that you participate in the questionnaire survey. It is noteworthy that your kind response will be of immense importance towards the success of the research. The anonymity and confidentiality of respondents will be maintained as responses will be strictly used for academic purpose of the research. Thanks for your anticipated cooperation.

SECTION A: RESPONDENTS PERSONAL DATA

1. Gender? Male [ ] Female [ ]
2. Age range? Below 25[ ] 25-34[ ] 35-44[ ] 45-54[ ] 55 and above[ ]
3. Nationality? Nigerian [ ] non-Nigerian [ ]
4. Marital status: Single [ ] Married [ ]
5. Occupational status? Employed [ ] Self-employed [ ] Unemployed [ ] Student [ ] Others [ ]
6. What is your approximately total income per annum?
   Less than #200, 000 [ ]
   #200, 000 - #499, 999
   #500, 000 - #999, 999
   #1000, 000 - #1499, 999
   #15000, 000 - #1999, 999
   #2000, 000 and above
7. Where do you live? Close to the tourist attraction site [ ] City Province [ ] Outside Lagos State [ ]
8. Level of education? Primary [ ] Secondary [ ] Tertiary [ ] Post graduate [ ]
9. How frequent do you patronize the facility?

SECTION B: DETERMINANTS OF PATRONAGE TO TOURIST ATTRACTION

Please indicate by ticking (√) the option that suits your perception/opinion on the following parameters regarding your satisfaction which in turns determines the patronage of the tourist attraction as shown in the table provided below. The score levels are described as: Very satisfied=5, Satisfied=4, Average/neutral=3, unsatisfied=2 Very, unsatisfied=1

S/No.	Variable	5	4	3	2	1
10	Beauty of scenery					
11	Attractiveness					
12	Presence of Islands					
13	Presence of Beaches					
14	Cleanliness					
15	Safety					
16	Prices of accommodation					
17	Communication skills of staff					
18	Quality of roads					
19	Public transport					
20	Hotel's quality and service					
21	Discotheques and clubs					
22	Security					
23	Hospitality					
24	Friendliness					
25	Cultural events/festivals					
26	Shopping possibilities					
27	Quality and variety of foods					
28	New impressions and image					

SECTION C: PATRONAGE CHARACTERISTICS

29 What is your purpose of visit? Tourism related [ ] Sight-seeing [ ] Business related [ ] Relaxation [ ]

30 How do rate the standards available on attraction? Excellent [ ] very good [ ] average [ ] poor [ ] very poor [ ]

31 How eager are you to revisit this tourist attraction centre? Very eager [ ] eager [ ] undecided [ ] uneager [ ] very uneager [ ]

32 How frequent do you patronize the tourist attraction? Very frequent [ ] Frequent [ ] Average

Please indicate by ticking (√) the option that suits your perception/opinion on the following parameters as determinants of patronage to tourist attraction sites as shown in the table provided below. The score levels are described as: Excellent=5, very good=4, Average/neutral=3, poor=2, Very poor=1

S/No.	**Patronage indicators**	**5**	**4**	**3**	**2**	**1**
33	Comfort					
34	Security issue					
35	Amenities					
36	ambience: atmosphere of a place					
37	Vistas					
38	Recreational facilities					
39	Hours of operation					
40	Easy accessibility to the area					

SECTION D: CHALLENGES ASSOCIATED WITH TOURIST ATTRACTIONS

S/No.	**Challenges**	**5**	**4**	**3**	**2**	**1**
41	lack of funding					
42	lack of awareness and publicity					
23	poor infrastructure					
44	Inadequate/poor accessibility to and/or within destinations					
45	Poor management and maintenance of facilities					
46	Insecurity					
47	cost of accommodation					
48	Inadequate facilities					

OPEN ENDED QUESTIONS

1 What can be done in order to improve the tourism potentials of the tourist attraction?

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2 What are some of the identifiable problems being faced in the tourist attraction?

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3. Any other comment

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Thanks for participating in the survey.