ANALYSIS OF ATTRACTIVENESS OF ZARIA AS A TOURIST DESTINATION

BY

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DECLARATION

I declare that the thesis entailed Analysis of Attractiveness of Zaria as a Tourist Destination has been performed by me in the Department of Urban and Regional Planning under the supervision of Mallam A. S. Usman and Mr. S. D. Ojibo. The information derived from the literature has been duly acknowledged in the text and a list of references provided. No part of this project thesis was previously presented for another degree or diploma at any university.

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Name of students	Signature	Date

CERTIFICATION

This thesis entitled Analysis of Attractiveness of Zaria as a Tourist Destination by ADEYEMI, JESUFEMI AFOLABI meets the regulations governing the award of the degree of Masters of Science Tourism and Recreation Planning of Ahmadu Bello University, and is approved for

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DEDICATION

TO MY LORD AND SAVIOUR AND MY PARENTS

FOR ALL YOUR LOVE, CARES AND UNDERSTANDING

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ABSTRACT

Tourism is not just a lucrative sector but the fastest growing industry in the world. Many people travel miles to satisfy their pleasure apatite at any destination where satisfaction can be met. But some destinations are flooded while some are scanty. There are many approaches to investigate this and many studies had been done. But despite all these, each destination is unique in terms of its components and attractions combination. This form the basis for this study which analyses destination attractiveness of Zaria as a tourist destination. Tourists' opinions were sampled through questionnaire at various strategic centers to cover all tourism elements at the destination. Data collected were analysed using Importance Performance Analysis technique (IPA) and Chi-Square Test of Association. The outcomes suggest major shortcomings that are traced to poor advertisement, insecurity in the destination among others. The study established the state of the attractiveness of Zaria as a tourist destination, what components and elements are attractive and are not and the factors that influence these. In line with these, the study proposes recommendation to improve its attractiveness.

TABLE OF CONTENTS

Title page	ii
Declaration	iii
Certification	iv
Dedication	v
Acknowledgement	vi
Abstract	vii
Table of contents	viii
List of Tables	xii
List of Figures	xiv
List of Plates	xv

CHAPTER ONE

1.0	Introduction	1
1.1	Statement Of Research	3
1.2	Research Questions	4
1.3	Aim	4
1.4	Objectives	4
1.5	Scope	4
1.6	Definition of Terms	5

CHAPTER TWO

2.0	Literature review	6

2.1 Introduction 6

2.1.1 Components of a tourism destination 6

2.2 Techniques of assessing destination attractiveness 6

2.3 Evolution of attractions 10

2.4 Importance of attraction 13

2.4.1 The relationship between attractions and destinations 15

2.5 Classifications of attractions 15

2.5.1 Typology of attractions 15

2.5.2 Primary and secondary attractions (scale) 18

2.6 Catchment area 19

2.7 measurement of attractiveness 20

2.8 boosting destination attractiveness 20

2.9 Nigeria as a tourist destination 21

2.9.1 Untapped potential 22

2.9.2 Government turns to travel and tourism industry to revitalise the economy 22

2.9.3 Investment drive attracting foreign investors 23

2.10 Challenges of attaining and sustaining attractiveness 23

2.10.1 Challenging issues 24

CHAPTER THREE

3.1 Background of the study area 25

3.1 Zaria tourism components 28

3.1.1 Accessibility: 28

3.1.2 Accommodation 29

3.1.3 Attractions 30

3.1.4 Zaria tourism calendar 33

3.2 Methodology of the research 36

3.2.1 Data needed and collection 36

3.2.1.2 Data need and sources 36

3.2.1.3 Data collection 38

3.3 Method of data analysis and presentation 39

3.3.1 Concept of Importance-Performance Analysis (IPA) 39

3.3.2 The Chi-Square Test of Association 41

CHAPTER FOUR

4.0. Analysis of Zaria's attractiveness: principal findings 43

4.1 Attraction level and determinants 43

4.2. Analysis of attraction elements 48

4.3. Tourists' profile and choice of Zaria as a tourist destination 52

4.4 Analysis of tourists flow in Zaria 58

4.4. Correlation analysis of tourist profile and attraction elements 61

4.4.1 Age and attractions 60

4.4.2 Gender and attractions 61

4.4.3 Educational status and attractions 62

4.4.4 Occupation and attractions 63

4.5. Strengths and weaknesses of Zaria as tourist destination 64

4.5.1. Strength Factors: 65

4.5.2 Weaknesses factors: 71

CHAPTER FIVE

5.0 summary, recommendations and conclusions 73

5.1 Summary 73

5.2 recommendations 74

5.2.1 Attraction schemes 74

5.2.2 Accommodation schemes 75

5.2.3 Accessibility schemes 76

5.3 conclusions 78

Reference 79

Appendices 83

LIST OF TABLES

Table 2.1 - The four categories of attractions 1 6

Table 3.1: Types of roads in Zaria 29

Table 3.2: Classification of accommodation in Zaria 30

Table 3.3: Tourism types and attraction elements in Zaria 31

Table 3.4: Destination components and attributes tested 32

Table 3.4: Categorizing of attractions in Zaria 35

Table 3.5: Types of data needed and sources 37

Table 3.6: Questionnaires distribution 38

Table 3.8: A 3x2 contingency table 42

Table 4.1: Destination attributes mean value 46

Table 4.2: location of the destination attributes/sub-components 47

Table 4.3: Tourist numerous visitation 48

TABLE 4.4: Destination attraction elements tested 50

Table 4.5 Ranking of attraction elements according to purpose of visit 51

Table 4.6: Elements Aggregate and Relative frequency Percentage Ratio 52

Table 4.7: Socio-economic Characteristics 55

Table 4.8: Tourist origin and areas resided during stay 55

Table 4.9: Means of information 56

Table 4.10: Tourist Party and attractants 57

Table 4.11: Tourist party and length of stay 57

Table 4.12: First timers' proportion. 58

Table 4.13: Tourist flow in Zaria 58

Table 4.14: Cross tabulation statistics between Age of respondents and Tourism elements. 60

Table 4.15: Cross tabulation statistics between gender of respondents and Tourism elements. 61

Table 4.16: Cross tabulation statistics between Educational level of respondents and Tourism elements. 62

Table 4.17: Cross tabulation statistics between Occupation of respondents and Tourism elements. 63

Table 4.18: Motivational and constraints factors 64

LIST OF FIGURES

Fig 1: Types of Attractions	14
Fig 2: Zaria Tourism Calendar	34
Fig. 3: IPA Grid	40
Fig. 4: Destination attributes on IPA grid	46
Fig. 5: Attraction elements on IPA grid	50
Fig 6: Element aggregate and relative frequency percentage ratio	52
Fig 7: Demographic Information	53–54
Fig 8: Tourist flow chart of Zaria	59

LIST OF PLATES

Plate I: The Sydney Opera House 12

Plate II: Hyrdropolis hotel 12

Plate III:Burj Khalifa 12

Plate IV: Burjj Khalifa, relationship of its height to surrounding buildings 12

Plate V: Grand Hyatt Dubai Resort Hotel 12

Plate VI: Burj Al Arab, 12

Plate VII: Lotus flower hotel 13

Plate VIII: The Bahai temple in Delhi 13

Plate IX: Transcorp Hilton, Abuja 13

Plate X: Sheraton Hotel And Towers, Abuja 13

Plate XI: Kaduna state in Nigeria 26

Plate XII: Major tourism resources in Zaria Urban area 27

CHAPTER ONE

1.0 INTRODUCTION

Nigeria lies in the tropical region of West Africa, it is a great country endowed with vast landforms, art & culture, wildlife, rich historical background, natural and mineral resources. It is so endowed that almost every location has a unique characteristics worth of inviting travellers. To manage these rich amenities, Nigeria Tourism Development Corporation (NTDC) was established in 1999. This body re-visited the Tourism Development Master Plan in Jan., 2003. The re-visitation of the plan opened doors for many natural and cultural attractions in the country to be approved as UNESCO sites, such as Osun Oshogbo Festival (Osun State), Olumo Rock (Ogun State), Erin-Ijesha waterfall, Ikogosi Warm & Cold Springs (Ekiti State) Nok Terracotta (Kaduna State) among many others (Tourism Review.com, 2009).

Over the years tourism had developed with the effort of both public and private investment in the industry. Tourists have also been trooping in continuously to see these attractions at various destinations. Zaria as a town in Kaduna State in the savannah part of the country is not left out in having some breath-taking tourist attractions.

Attractions and potential are passive elements of the supply system and do not bring benefits to the territory if not correlated with good adapted infrastructures, provision of high accessibility and visibility. (Iatu, C. *et.al,* 2011). Therefore tourism destination is a product of its components which are mainly **("3A")** attractions, accommodations and accessibility. These components are major factors to determine destination attractiveness for it comprises of all that a tourist wants (attractions) and needs (accommodation and accessibility) and it helps in the development of destinations.

The image of any tourism region is dependent on mosaic of its attractions, accommodation and accessibility (Pearce, 1991). Attraction being the primary component cannot be independent without other two components complimenting.

According to Echtner and Ritchie, (2003) 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. This indicates that both attractions and customers' perception are important determining factors in any tourism industry.

Formica (2000) defines tourism attractiveness as the interaction between supply and demand which "*depends on the relationship between the availability of existing attractions and the perceived importance of such attractions*".

Attractiveness which is the ability of something to be appealing enough to make people visit a place or spend their money is actually derived from the model of gravity force and enables to evaluate territorial impact of inner forces (supply) on outer forces (demand) and vice-versa as there is consistent feed-back. Tourism attractiveness as measurement instrument of the tourism system seems to better express the relationships between possible and existent tourism resources and between existent and consumed tourism resources (Iatu and Bulai, 2011).

Knowing these, it implies that not only potentials that make a supply but both possible and existent tourism components have potential to generate destination attractiveness. Also, the greater the supply of these components the greater will be the demand force (attractiveness) of the tourism industry.

1.1 STATEMENT OF RESEARCH

There are numerous attractions in Zaria yet its tourism industry is still at primitive stage of development with no local tourism board. Even at this stage of little or no involvement of public and private sector there is still undeniable tourists' in-flow into Zaria, showing that it is attractive as a tourism destination and this indicate a great benefits to the destination if it will be given proper attention.

In Zaria, the local tourism board is absent but the state Ministry of culture and tourism is trying to ensure smooth running of some notable attractions in the state (majorly festivals), also embarking on some public and private partnership to sponsor or develop these attractions. However, it is not performing to expectation due to not having deeper insight into local tourism and this makes its efforts not to have significant influence because little is known about these attractions and their patronage.

Although many works had been devoted to the study of tourism in many destinations (Chon, 1990; Chukwuemeka, 2009; Evans *et.al*, 1989; Kotler *et.al*. 2005; Moscardo, 2001), also the previous studies in Zaria had done a good work in tourism by identifying and classifying the tourism industry (Muazu, 2010; MSc. Class 08/09, 2009; Oburevu, 2010). Nevertheless there exists gap about knowing how attractive is the Zaria, which of its sectors is the chief enticement, what contributed to its present state, what can be done to boost tourism among many others. So the study of the industry has to go beyond mere identification and classification of its active and/or potential attractions for it to attain its best. Hence there is need to investigate deeper by analyzing the attractiveness of Zaria as a tourists' destination.

1.2 RESEARCH QUESTIONS

1. What is the state of attractiveness of Zaria as a tourists' destination?
2. What are the components and elements of attractiveness at Zaria?
3. What factors influences the attractiveness of Zaria as a tourist destination?
4. What can be done to improve Zaria attractiveness?

1.3 AIM

The aim of the study is to analyse the attractiveness of Zaria Urban area as a tourist destination with a view to identifying shortcomings and making appropriate recommendations.

1.4 OBJECTIVES

1. To review the techniques for evaluating tourism destination.
2. To analyse the destination attractiveness of Zaria urban area using its destination components.
3. To highlight the factors responsible for destination attractiveness and challenges faced.
4. To make recommendations for the improvement of attractiveness of Zaria as a tourist destination**.**

1.5 SCOPE

The study will cover the analysis of tourism in Zaria urban area, focusing on the attractiveness of its tourism attributes. It will not go into detail analysis of tourism resources, potential and facilities in the area. Many destination elements like safety, access, transportation, electricity, information provisions will not be included in this study, owing to the fact that these elements rarely attracts tourists to a particular

destination, even though they can influence the tourists' holiday satisfaction to an extent.

Ideally for a study of this type, destination attribute importance needs to have been measured prior to, rather than after, an actual experience. But due to the practical difficulty in meeting tourists prior to the visit, importance ratings of this study will be taken at post experience stage. The study will be limited to only Zaria Urban area of Kaduna State in regards to the data collection, analysis of the sectors implications and recommendations.

1.6 DEFINITION OF TERMS

- **Tourism:** UNWTO defined tourism as the entire activities of person(s) "travelling to and staying in place(s) ***outside their usual environment*** for not more than one consecutive year for leisure, business and ***other purposes*** not related to the exercise of ***an activity remunerated*** from within the place visited" (UNWTO, 2010). For this research the above definition is adopted.

- A **tourist** is someone who satisfies the conditions of travelling at least fifty miles from home for any period of less than a year and that while they are away they spend money in the place they visit without earning it there (Morley, C.L., 1990).

  For this research the above definition was adapted to be: someone travelling ***away from their usual environment*** which is not a recurrent trips for any purpose (apart from being migrant, tramp, nomad or because of being in exile and a refugee) for not more than a year and ***spend or induced spending of money*** into the economy of the place they visit without making it there.

- **Attractiveness:** ability of something to be appealing enough to make people visit a place or spend their money.

- **Tourist Attraction:** a tourist attraction is a named site with a specific human or natural feature which is the focus of visitor and management attention. (Pearce., 1991)
- **Tourist destination:** it can be seen as a place where tourists travel to, that symbolise a mix of products and services that come together to meet the needs of the tourist in order to experience particular features or experiences at a particular time. (Adapted from Cooper *et.al,* 2008)

CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 INTRODUCTION

2.1.1 Components of a Tourism Destination

There are three components of tourism which are also known as 3As of tourism:

1. **Accessibility:** Accessibility means reachability to the place of destination through various means of transportation. Transportation should be regular, comfortable, economical and safe. There are various means of transportation like airlines, railways, road and water transportations. The transportation should be there for all kinds of tourists and destinations.
2. **Accommodation:** it is a place where tourists can find food and shelter provided he/she is in a fit position to pay for it. There are various types of accommodation from a seven star deluxe hotel to a normal budget class hotel.
3. **Attraction (Locale):** it is considered as the most important of tourism. Attraction means anything that creates a desire in any person to travel in a specific tourist destination or attraction. Locale is another basic component of tourism, it may be used to include holiday destination and what it offers to the tourism. The holiday destination may offer natural attractions. It is considered as the most important of tourism. Fashion is an important factor in the demand for various tourist attractions and amenities. The tourists who visit a particular place for its natural beauty may decide to visit some other attractions due to a change in fashion.

2.2 TECHNIQUES OF ASSESSING DESTINATION ATTRACIVENESS

The driving force of any tourism industry is represented by the attractions at the destination and conveniences factors (accessibility, money, accommodation etc.) to

experiencing them because travelers have no reason to visit destinations that have nothing to offer (Formica, 2000). Zaria urban area as a tourism destination has both natural and man-made attractions, accompanying with facilities and these have been attracting tourists for decades. In Zaria, the available potentials were not enhanced, the few that are enhanced are not organized and are under-utilised. Copper et.al, (2008) had proven that tourism can generate a lot of benefits to the destination area if it is given proper considerations needed.

Tourism research has demonstrated that the capacities of the existing resources to attract tourists are necessary in the understanding of the elements that encourage people to travel. Achieving the goal of measuring destination attractiveness of a destination requires the understanding of its components and their relationships. There are two ways of examining attractions given by Edward and George (2008):

(1) by studying the attractions

(2) by exploring the perceptions of those who are attracted by them.

This study established its findings using the second ways as given above. Previous studies done on tourism potentials and attractions of a certain territory focused on studying the attractions such as inventory taking, grouping or summing up indices representing resources, infrastructures or even services (Muazu, 2010, Evans and Chon, 1989; Go and Zhang, 1997, O'Neill et al., 2002) than analyzing their degree of correlation/significance or individual sectoral driving force (pull). This studies fall short of explaining the impact of the static or active tourism territorial elements on regions.

Understanding tourists' preferences and their perception of the destination are considered essential inputs to tourism planning and marketing efforts (Kotler *et al*., 2005). Tourism literature provides only a limited number of studies addressing

destination attractiveness. And those studies focused exclusively on the measurement or grouping aspect of attractiveness and ignored the analysis of its components.

To evaluate individual sector attractiveness in a tourism destination, an appropriate tool is necessary so as to have a proper evaluation. According to a resource guide for cities (The Cities Alliance, 2007), to assess basic sectoral contributions to an industry, three tools were suggested:

1. Sector share analysis 2. Value-added analysis 3. Economic base analysis

But these tools seem non-applicable to Zaria tourism industry because of the following reasons:

- Sector Share Analysis and Value-Added Analysis address questions like" Which sectors contribute the most to demand, overall employment or output?" and "Which sectors and/or firms are the most important contributors to the local supply?" respectively. But with tourism industry that has fluid border, it will be very hard to segregate contribution of a sector from the other because there is great interdependence and interaction between the sectors especially in an area like Zaria where its tourism industry is still experiencing development.
- Economic Base Analysis attempts to answer question like "How much of the city's economy is driven by meeting the local population needs (such as recreation, sightseeing) versus selling products and services consumed by tourists?" this is not valid in a study like this because an industry like tourism is targeted at a group of customers which are tourists that come outside the border of supply area and not mainly focusing on the local residents needs.
- In addition to these, data base in Zaria tourism industry is very poor and not easy to lay hands on, because there is no body locally coordinating this industry at present.

SWOT analysis can also be an efficient tool in assessing a destination in terms of it performance but IPA technique has capability of exposing a destination better.

Due to these inadequacies in the above named tools, this study will use Importance Performance Analysis (IPA) Technique in analysing destination attractiveness of Zaria Urban area. The beauty of IPA is that it can help a researcher understand what its customers feel is important to him across a number of relevant variables. In the past, researchers have used IPA framework for service quality research in travel and tourism, and evaluating international tourists' perceived destination attractiveness (Evans and Chon, 1989; Go and Zhang, 1997, O'Neill *et al*., 2002, Edward and George, 2008). Most of these studies explained service quality assessment for specific tourism products. As an extension of its use, this study attempts to use IPA for evaluating local and international tourists' perceived destination attractiveness for Zaria.

In this study, Important-Performance Analysis (IPA) (as a descriptive tool) will be used both for indicating the need for improvements in some key areas, as well as to reveal the less controllable destination attraction elements on which destination promotion and positioning activities can be based. Moreover, another reason for use of this technique is that most of the attributes used in this study will be assessed at an aggregate level. In view of this, the study will analyse the destination attractiveness of Zaria urban area, as perceived by the tourism industry personnel and tourists' visiting Zaria. This will reveal the extent of Zaria as an attraction spot and aid tourism promotion in Zaria urban area in particular and Nigeria as a whole.

2.3 EVOLUTION OF ATTRACTIONS

In the past few years tourism had increased and expanded its products and industry precincts. There are new tourism sites that had sprang-up. Also, with the help of recent

building technology (e.g. building, wind and Ocean computer simulations) many man-made edifices were being sited that serves as attractions such as Burjal-arab, Palm Island, The Bahai temple in Delhi (Lotus temple), Lotus Hotel, Hydropolis {under construction} and Sydney opera house etc (Plate I-X).

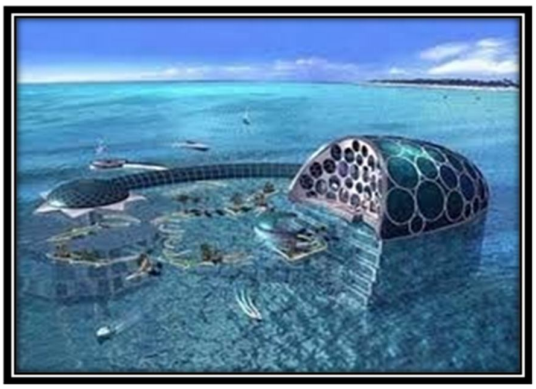
In the recent time many accommodation facilities are built to also serve as attractions. This may be due to their unique architectural styles and reflection of local culture. Also with the emergence of the food tourism, tourists go to any length to satisfy their leisure appetite (Jeffrey R., 2010). Complimenting to these is the improvement in the transportation (accessibility) that started with invention of concord airline in 1970s with recent jumbo crafts that can airlift many passengers, move with faster speed and safer. Despite the numerous attractions, their pulling force (attractiveness) on tourists had also greatly increased making them to search for leisure, knowledge, entertainment etc. wherever it can be found.

Plate I: The Sydney Opera House



Source: Anonymous (2008) ARCHITECTURE-Time Space & People October 2008

Plate II: Hyrdropolis hotel



Source: http://hubpages.com/hub/Underwater-Hotels&usg

Plate III: Burj Khalifa



Plate IV: Burjj Khalifa, relationship of its height to surrounding buildings



Source: http://www.bloggerspoint.com/ Burj-Dubai-Burj-Khalifa.jpg&imgrefurl

Plate V: Grand Hyatt Dubai Resort Hotel



Source: http://www.dubai.grand.hyatt.com/dxbgh

Plate VI: Burj Al Arab,



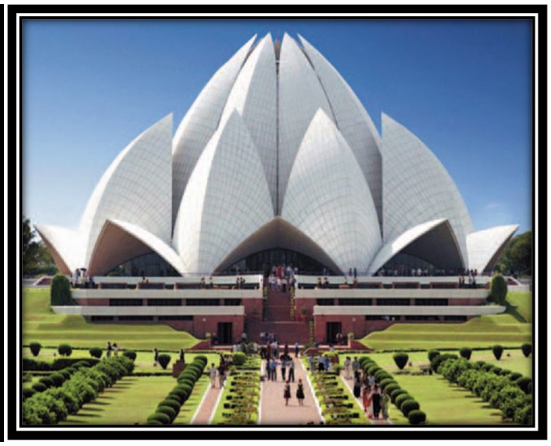
Source: http://www.Burjalarabhotel _dubai.com

Plate VII: Lotus flower hotel



Source: http://www.worldarchitecturefestival.com

Plate VIII: The Bahai temple in Delhi



Source: ARCHITECTURE - Time Space & People October 2008

Plate IX: Transcorp Hilton, Abuja



Source: http://www.hilton.co.uk/ts/en_GB/hotel/content/ABUHITW/

Plate X: Sheraton Hotel And Towers, Abuja



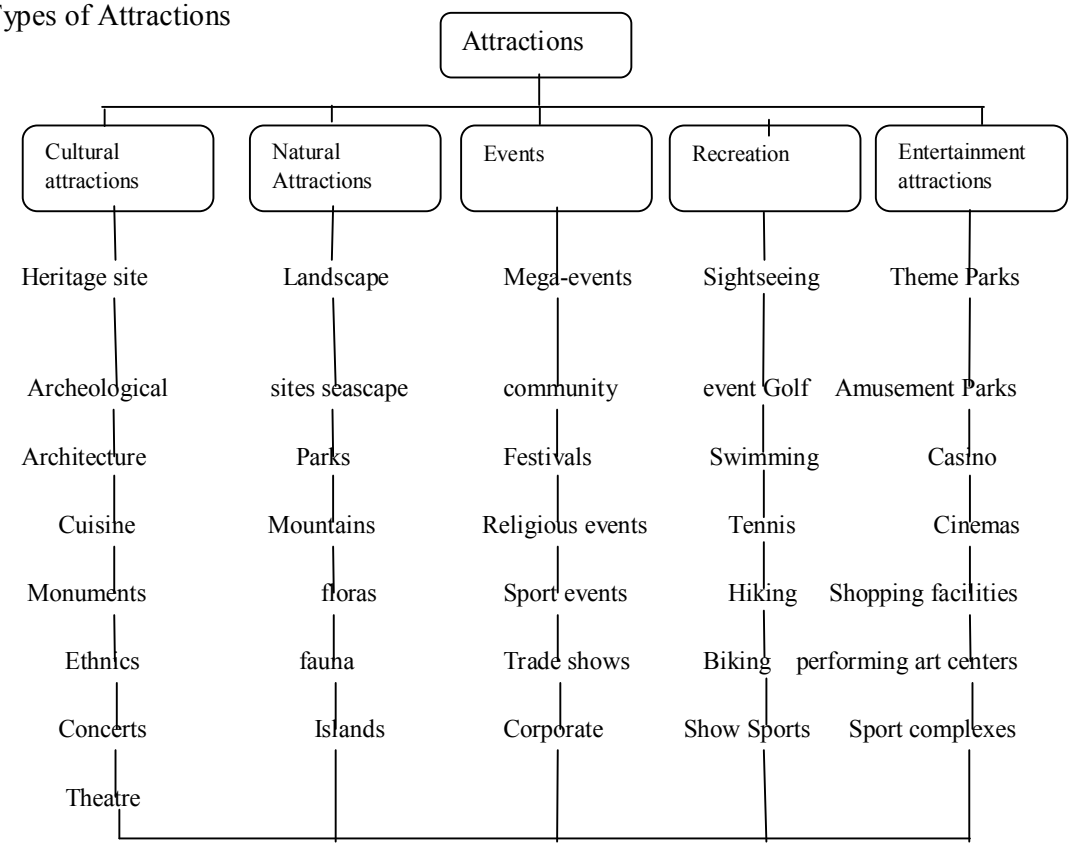
Source: www.sheraton .com/images

2.4 IMPORTANCE OF ATTRACTION

Although attraction had been proved to be the most important of the three components that makes up the tourism destination, but despite its importance it can never be self – sufficient without good accessibility and comfortable accommodation to compliment. Also, with the easy and free accessibility and relaxing accommodation can never make a complete destination with absence of appealing attractions. Attractions provide the main reason or motivation for tourists to visit a destination. This makes the attraction

the most important of three components and in spite of of fair or poor accessibility and accommodation some tourist are still attracted to a destination because of the variety of its attractions.

Fig 1: Types of Attractions



Source: Pamela, Ho and John, Ap, (2009)

Attractions usually have the following characteristics:

1. Set out to attract visitors, including locals and tourists, who are managed accordingly
2. Provides pleasurable and enjoyable experiences for visitors to spend their leisure time
3. Developed to make it attractive and inviting for the use and enjoyment of visitors
4. Managed as an attraction to satisfy visitors
5. Provides facilities and services to meet and cater to the needs of visitors
6. May or may not charge a fee for admission

2.4.1 The Relationship between Attractions and Destinations

Attractions are generally single unit sites with easily defined geographical areas based on a single key feature. Destinations are usually larger areas that include many attractions with support services and infrastructure such as transportation networks and accommodation.

There is a strong link between attractions and destinations. On one hand, a major attraction makes a destination more appealing to tourists and can stimulate the development of other tourism sectors such as hotels, tour operators and catering, as well as the destination itself. Examples include the 2008 Olympic Games in Beijing. Very often, more secondary (ie second tier or lower level) attractions will be developed once the destination grows.

On the other hand, a popular and well-known destination ensures the potential market for the attractions. Destinations with high accessibility and clear market image are usually good locations to develop and build an attraction. Hong Kong is an example where Disney chose to locate their theme park close to the southern China market. (Ho, P. *et.al,2012*).

2.5 CLASSIFICATION OF ATTRACTIONS

2.5.1 Typology of Attractions

Tourists are more likely to visit destinations that possess a wide variety of interesting facilities and services which they can enjoy. We can often find different kinds of attractions in a destination providing visitors with different types of experience. Some of these attractions are natural while the others are man-made. They can be broadly divided into four main types:

• Natural features

• Man-made buildings, structures and sites that were originally designed for a purpose other than attracting visitors

• Man-made buildings, structures and sites that are purposely-built to attract visitors and cater for their needs

• Special events

Examples of each type of attractions are presented in Table 2.1.

Table 2.1 - The four categories of attractions

Natural features	Man-made, but not originally designed to attract visitors	Man-made and purpose-built to attract visitors	Special events
• Beaches • Caves • Forests • Harbours • Mountains • Natural heritage sites • Rivers and lakes • Rock faces • Wildlife – flora and fauna	• Archaeological sites and ancient monuments • Cathedrals, churches and temples • Cultural heritage sites • Historic gardens • Industrial Archaeology sites • Stately homes and historic houses • Steam railways • Reservoirs	• Amusement parks • Art galleries • Casinos • Country parks • Craft centres •Entertainment complexes • Exhibition centres • Factory outlets • Garden centres • Health spas • Heritage centres • Leisure centres • Marinas • Museums • Picnic grounds • Safari parks • Theme parks •Waterfront developments •Working farms open to the public	• Arts festivals •Fairs and expositions •Historical Anniversaries • Markets • Religious festivals and events • Sporting events – watching and participating •Traditional customs and folklore events

Source: Adapted from Swarbrooke , J, (2005)

1. Natural features

Physical features and natural scenery, collectively termed "landscapes", are major attractions for tourists who love nature. With the growing concern about conservation, environmental protection, landforms, natural vegetation and wildlife, natural features

provide valuable resources for the development of nature-based travel and/or eco-tourism. A landscape will be typically composed of three major geographical elements:

• The landform and geology

• The natural vegetation (flora) and the animals (fauna) which depend upon it

• The presence of man which may modify both landforms and vegetation

Landforms are classified into seven main categories:

• Hills • Mountains • Plains • Plateaus • Coastlines

• The water systems which drain the various landforms

• Geological determinants of landforms such as rivers, oceans and volcanic activity

2. Man-made attractions that were not originally designed to attract visitors

Attractions that were built to serve purposes other than attracting visitors may either be deliberately converted into an attraction or have spontaneously evolved into an attraction over time. Some of the commonly visited attractions are:

• Ancient monuments and historic buildings
• Gardens
• Archaeological sites
• Cathedrals and temples
• Cultural heritage sites
• Industrial heritage

3. Man-made attractions purpose-built to attract visitors

The aim of purpose-built attractions is to attract visitors and increase visitor numbers. Satisfying visitors' needs is essential in the daily operations of these attractions. You can usually find the following types of attractions included in a tour itinerary:

• Amusement and theme parks
• Zoos and aquariums
• Museums and art galleries
• Retail shopping

4. Special events

Festivals and events are one of the fastest-growing segments in tourism. Events are temporary attractions which provide opportunity for leisure, social or cultural

experiences outside the normal range of daily activities. Destinations compete vigorously for mega events such as the Olympic Games and the Soccer World Cup.

These special events may generate economic benefits for the community including job opportunities and foreign exchange income. They can also add variety to the attraction profile and enhance the image of a destination.

There are three basic types: sports events, arts and culture, and commercial events.

2.5.2 Primary and Secondary Attractions (Scale)

Due to limited time and budget, tourists usually set priorities for the different attractions that they will visit at a destination – some attractions are more popular than others. One of the determining factors is the size and scale of the attractions, which may also be classified as primary or secondary attractions.

Primary attractions

They are the most interesting and popular attractions that tourists often choose to visit first. Sometimes they may even be the main motivator for tourists to choose a particular destination to visit. For instance, most tourists visiting Beijing, China visit historic attractions such as The Great Wall, Forbidden City and Summer Palace.

Primary attractions are those where tourists spend most of their time. This is because the site either is a vital venue for an activity (eg ski resort for skiing) or it is large scale such that the visitor needs to spend more time on the site to enjoy and experience it. Primary attractions often charge relatively higher entrance fees. Typical examples of primary attractions are national parks, world heritage sites, theme parks, ski resorts and world expos.

Secondary attractions

They are smaller places that tourists visit on the way to and from the primary attractions. Tourists usually spend a shorter time in secondary attractions. They are included in an itinerary to:

• Serve as breaks for a long journey

• Provide a place for rest and refreshment

• Give the trip some variety

Examples of some common secondary attractions include arts and crafts centres, picnic sites, lookouts and small markets.

2.6 Catchment Area

This is the area from which an attraction is able to draw its visitors. The size of the catchment varies from local to regional to international. Some attractions are able to entice visitors from only within a few kilometers while other famous attractions are more appealing in the region in which they are located (eg Big Buddha at the Po Lin Monastery on Lantau Island, Hong Kong SAR). In reality, many attractions like small-scale museums and country parks only enjoy a local catchment area for they serve more as leisure facilities for local residents rather than as major tourist attractions.

Very few attractions in the world enjoy an international catchment area. They are usually unique and famous so that everyone would like to visit once in their lifetime. Examples include the Grand Canyon, Victoria Falls, Pyramids at Giza, Walt Disney World and the Olympic Games (wherever they are held).

It is an advantage if an attraction is located in a destination with or next to a large population. This means that there will be a greater market potential for the attraction. Apart from population, other major attractions and supporting infrastructure such as the

transportation network, accommodation and catering outlets etc. within the catchment area are also key indicators which facilitate and enable the forecasting of potential visitor numbers to an attraction.

2.7 MEASUREMENT OF ATTRACTIVENESS

There is no collective yardstick of measuring attractiveness except that it can be juxtapose with other similar elements. For example, tourism industry can be weighed against other industries in the economy using standard such as their patronage percentage share, contribution to GDP of the economy etc. or in relation to tourism industry of a similar country. Also tourism sectors can be judged by comparing them with other sectors in the industry or economy of an area.

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

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 Nigeria hosted her first European tourist in 1475 when the first batch of Portuguese arrived in Lagos (Okpoko et.al.) tourism contribution to GDP is about 4%.This shows a great potential is yet to be tapped.

2.9.1 Untapped Potential

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).

2.9.2 Government Turns to Travel and Tourism Industry to Revitalise the Economy

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. The last Federal Government dispensation has made tourism its main instrument for achieving Nigeria's seven-point

agenda and Vision 20:20 programme. Through the diversification process, it hopes to reposition the industry as an alternative source of revenue.

2.9.3 Investment Drive Attracting Foreign Investors

Nigeria's preparedness for tourism development is a key factor to the Federal Government's investment drive to attract a huge amount of foreign direct investment in the travel and tourism industry. In partnership with the Nigerian Tourism Development Corporation (NTDC) and Nigerian Investment Promotion Commission, the Federal Government has been promoting and also creating and enabling business environment for potential investors who want to partner with the government to develop critical tourism infrastructure and generate employment in the industry. As a result, Nigeria is being increasingly appreciated in terms of tourism as many investors from all over the world indicate interest in the country's travel and tourism industry. **(**Euromonitor, 2009**)**

2.10 CHALLENGES OF ATTAINING AND SUSTAINING ATTRACTIVENESS

Every industry has its own challenges, in the case of attractiveness in tourism its challenges may be minimal but it can also have a massive impact on the industry, affiliated industries or economy(ies) at large.

Despite of a highly developed and well-funded tourism infrastructure and attractions maintenance culture in the industry and Nigeria at large is poor thereby making this to deteriorate with time. There is inefficient Ministry/Board of Tourism, periods of prolonged conflict can cut the number of visitors severely, thereby reducing its attractiveness. Political instability or prolong power tussle in a nation can have a markedly adverse impact on its tourism attractiveness. There can be hindrance in

tourism due to terrorists' attacks and threats at a destination. Insecurity of lives and properties can also lessen the attractiveness of a destination.

2.10.1 Challenging Issues

Nigerian tourism has been greatly affected by negative news in both local and foreign media. Like any nation of the world the country has its share of problems. Nevertheless, it is necessary not to get misled by a series of negative articles not taking into account the achievements of the nation. Tourists travelling to the country are always encouraged to take precautions and respect the local culture as in any other part of the world.

This review revealed that the country has a long history of tourists' visitation. Although, it has put many things in place to boost its tourism industry but some salient issues are yet to but in good shape. It had to combat the challenges of its untapped resources, bad destination image and insecurities of lives and properties to really boost its attractiveness.

Tourism had grown over the years in every part of the world. Its contributions are immersed and tourists had yielded and are still responding to industry attractiveness. There are few ways to classifying and measuring it. And the best way to boot it is by having a good destination image in the mind of tourists which as means of improving it. Though there are challenges but if proper means are taken it will have lesser impact on the industry.

CHAPTER THREE

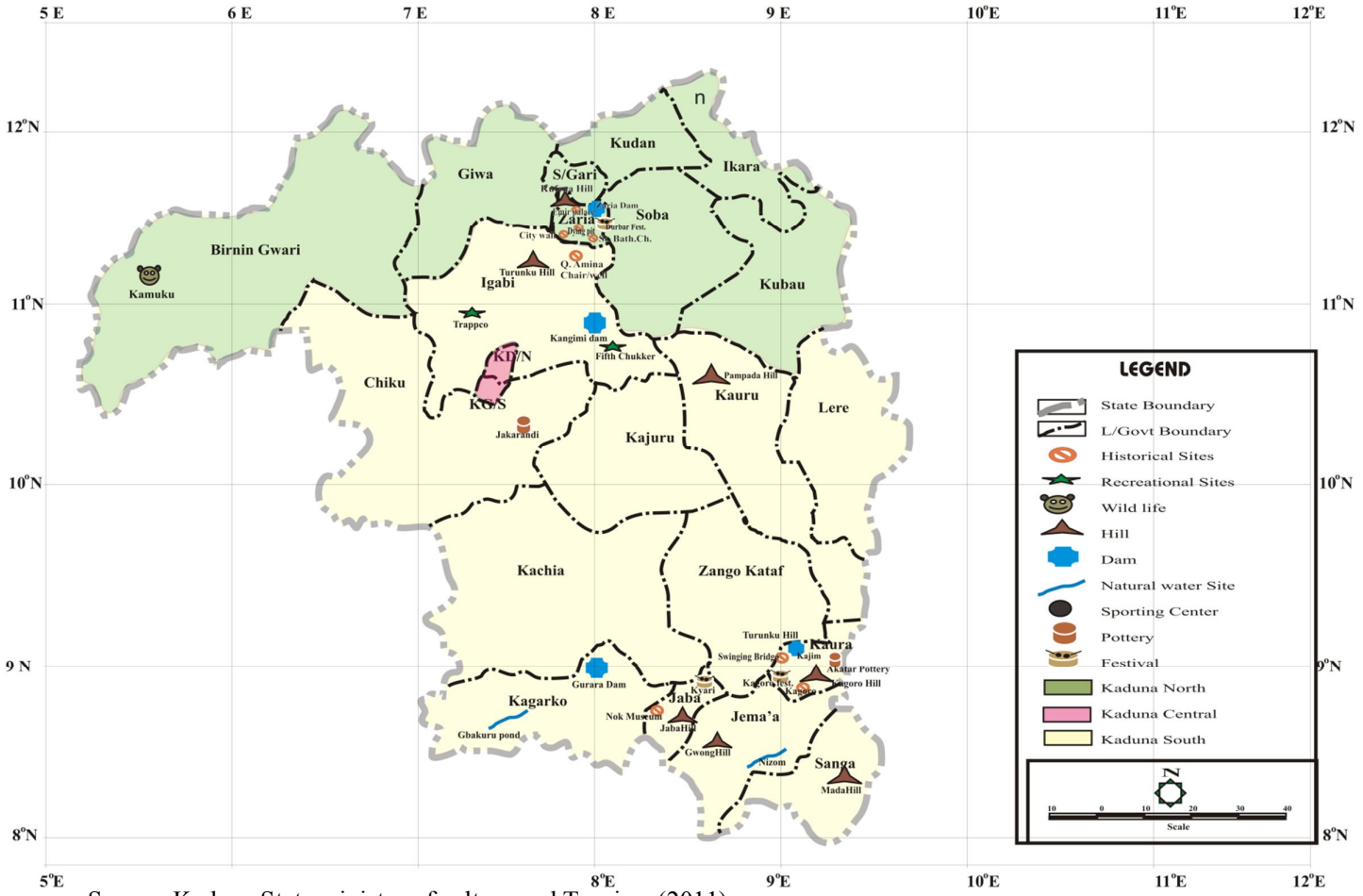
3.0. MATERIALS AND METHODOLOGY

3.1 BACKGROUND OF THE STUDY AREA

Zaria is located within latitude $1^{o}3$" North and Longitude $7^{o}42$" east, it lies on the high plains of northern Nigeria and within the tropical continental climate. Zaria is the second largest in Kaduna state, and has become nodal point both in terms of rail and road transportation. The town is a group of nucleated settlements with patches of open spaces in between usually use for agricultural purposes.

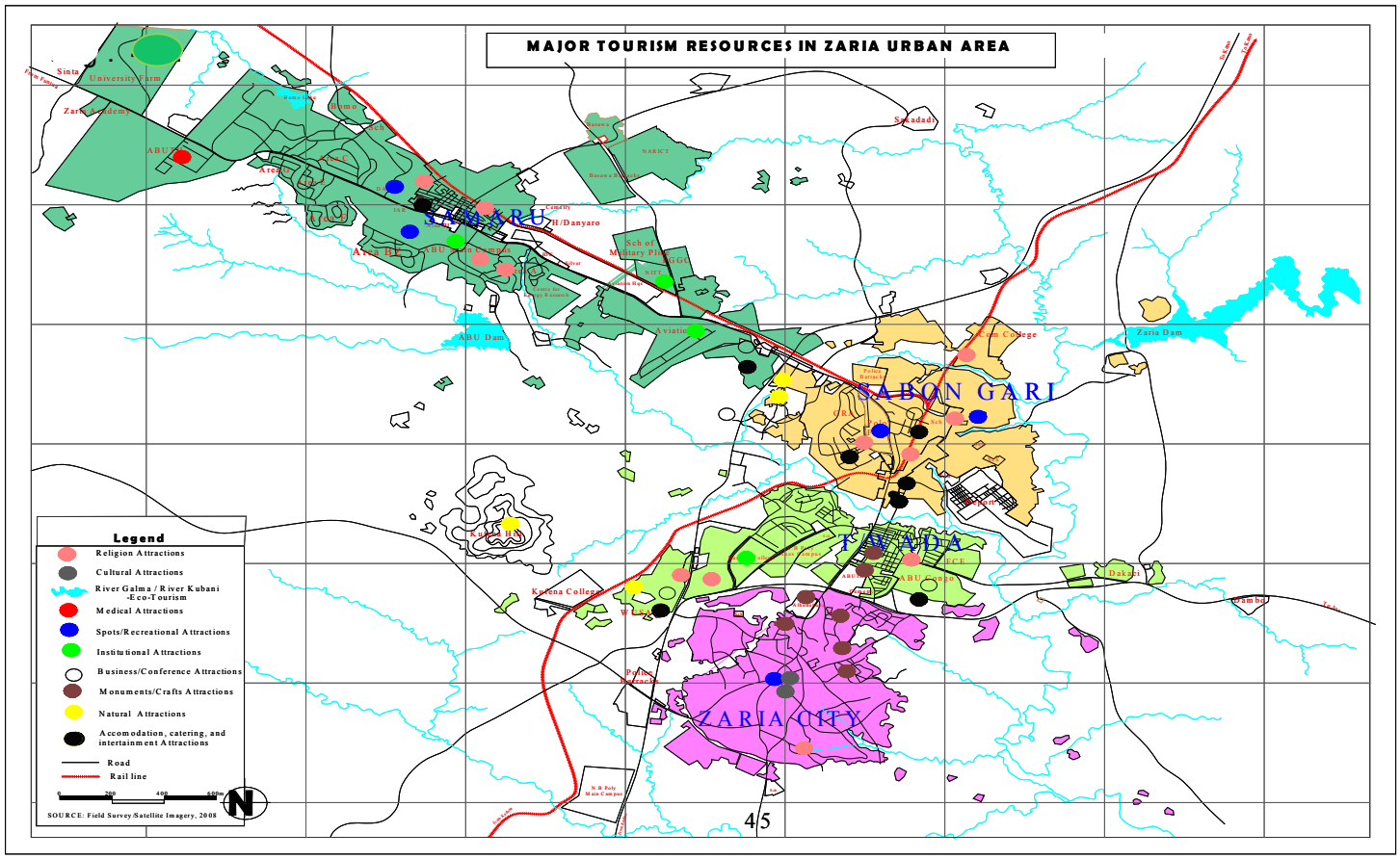
It is a dual city and centre of activities, it is a medium size with an estimated population of 897,453 and growth of 3.5% per annum (NPC, 2006). The development and growth of the town is attributed northern Nigeria, historical perspective as a centre of learning coupled with recent establishment of educational and research institutions. There are various forms of tourism attractions in Zaria, the in table **3.3** below fifty seven attributes are some of the unique characteristics that are peculiar to the study area; some of the attributes enlisted are selected due to their past contributions to the nation building, historical background, peculiarity to the region and statutory hierarchy in the nation or continent. Zaria location can be seen graphically in plates XI and XII below.

Plate XI: TOURISM ATTRACTIONS IN KADUNA KADUNA STATE



Source: Kaduna State ministry of culture and Tourism (2011)

Plate XII:



Source: Ibrahim L. O., 2012

3.1 ZARIA TOURISM COMPONENTS

In Ibrahim's, (2012) work which concluded by rating tourism recourses: religious, medical, institutional, monument & craft in order of attractiveness and with accommodation as least from key informants' point of view. Showing accommodation not perceived as an attraction but as a cogent mean to tourists ends. He also acknowledged the transport network to attractions and accommodation facilities is encouraging for tourists movement in Zaria while Ayodele (2008) perceived that future expansion of roads in Zaria may be a problematic and stated that the access road are majorly not tarred.

3.1.1 **Accessibility**:

There are three modes of accessibility in Zaria viz:

a. Railway (under face-lifting) leading to Kano and Kauranamoda with is terminal at PZ,

b. Road with major four terminals (Tundun Wada, Saka-Dadi, Samaru and Yan-Karfe)

c. Air which is been used rarely by few government officials on only official purpose.

Zaria urban area is located within four prominent towns in the northern part of the country, so as such, there are four major roads serving as access in and out of the city. To the north is the road leading to Kano (Kano state), north-west is the road leading to Sokoto (Sokoto state), on the south is the road joining it to Kaduna (Kaduna state) and to the east is the access to Jos (Plateau state). Out of the major roads leading to Zaria which are primary roads its only Jos road that is a district road.

Traffic flow in Zaria is like a normal city-like condition, which is mild in the early hours of the day, got dense in the morning, especially at some strategic commercial

areas and junction within the city (such as PZ, Kwangila, ABU axis). This later gets lighter just to get dense at the later afternoon and finally get mild for the rest of the day. The dense periods are majorly at the "rush hour" period of the day (8 – 10am and 4:30 – 7pm).

Table 3.1: Types of roads in Zaria

	Types of road	**Width of the road**	**Examples**
1	Access Roads	7.5	Roads within the neighbourhoods
2	Local distributor	9	Lagos street, crescent road, Dogo-Iche street, park road etc.
3	District Roads	9.5	Court road, Gaskia road, Main street etc.
4	Primary Roads	18	Sokoto road, Zaria-Kano express way, PZ-Zaria city etc.

Source: Field survey, 2012

3.1.2 Accommodation

Accommodation in Zaria are usually along the major roads with few of them scattered within the city. The hotels and inns are sited along major roads (Sokoto and Kaduna roads) while few are within residential and public areas. The restaurants can also be seen along major roads but there are still good numbers of them within commercial, public, industrial and residential areas, this is due to the fact that it strives wherever people can be found.

The clients' in-flow into accommodation facilities is usually high during weekends starting from Thursday night till Monday morning. Due to this many hotels and inns has their rooms and apartments fully utilised during this period.

Table 3.2: Classification of accommodation in Zaria

	Types of accommodation	**Example**
1	Eateries	Mr. Biggs, Chicken republic, Tulips, frizzler's fast food, Aifaas fast food, red onions etc.
2	Restaurants	Peters restaurant, Mamaa's place, Lero Restaurant etc.
3	Inns/Motels	Emanto inn, ABU guest house, Zauzau chalet, Jerry Marriot guest house, Aifaas motel etc.
4	Hotels	Zaria hotel, Jim Harrison's hotels, Teajay palace, Global royal guest house, Congo conf. etc.

Source: Field survey, 2012

3.1.3 Attractions

Attractions in Zaria are all astounding, although most are scattered throughout the city, not all were planned, organised and maximised but they are of colossal status, large area covered or of amazing style. Some of them dated as far back as17th century but are still striving and many are more recent are very captivating, astounding and interesting.

With different types of attractions of varied functions and with different peak periods, tourists' in-flow tends to fluctuate with these inconsistencies. Attractions in Zaria can be classified as follows:

Table 3.3: Tourism types and attraction elements in Zaria

S/N	Destination tourism	Destination attraction elements
1	Ecotourism	Climate
2		High lands & rocks
3		Kufena hill
4		River and Zaria Dam
5		ABU Dam
6	Buss & Confer	Business & Conferencing
7	Sport/events Tourism	Sport activities
8		Amusements and recreations
9		Nightlife
10		Special events and ceremony
11	Religion Tourism	Religious monument (First church in Zaria, Zaria Central mosque etc.)
12		Religious festivals,
13	Cultural Tourism	Durbar
14		Dye pits
15		Local culture
16		cuisine
17	Monuments & crafts	Heritage sites,
18		Emirs Palace
19		Art and crafts
20		Zaria city wall
21	Health Tourism	ABUTH Zaria
22	Educational Tourism	A.B.U Zaria,
23		Civil Aviation college,
24		CHELTECH
25		NARICT
26		NITT
27		N.A. Deport

Source: Field survey, 2012

Table 3.4: Destination components and attributes tested

COMPONENTS	FACTORS	ATTRIBUTES
Attractions	Environment	- Convenient Parking, - Clean - Efficient/friendly staff, - Organised, - Value for money - People-friendly, - Appealing - Easy entry and exit, - Safe, - Attractive, - Family friendly
	Image	- Educational, - Classic, - Exotic, - Reflective of local culture
	Fun	- Exciting, - Casual, - Entertaining, - Recreational, - Creative,
	style	- Conveniently located/sited - Reasonable prices, - Unique architect,
Accommodation	Staff service quality	- Staff provide efficient service - Staff understand your request - Staff are helpful - Check-in/check-out is efficient - Staff are polite & friendly - Staff have neat appearance
	Room quality	- Room is clean, - Room is quiet - Good room temperature control, - Bed/mattress/pillow is comfortable
	Business service	- Business meeting rooms are available
	Security	- Security personnel are responsible - Safe box is available
	Value and food quality	- F&B is value for money - Room is value for money - F&B facilities are of great variety & quality - F&B tasty & delicious
	General amenities	- Information desk is available - Room service is efficient - Easy to access parking - Easy entrance & exiting - Convenient & pleasant resting & waiting area - Easy payment through credit card
Accessibility	System quality	- Convenient & pleasant waiting areas - Environment is clean - Safety instructions are noticeable - Easy ticket purchasing system - Fare is reasonable
	Convenience	- High frequency of trips - Punctuality of every trip - The road, - Traffic flow
	Staff service quality	- Staff are polite & friendly - Driver drives safely, - Driver is responsible

Source: Field survey, 2012

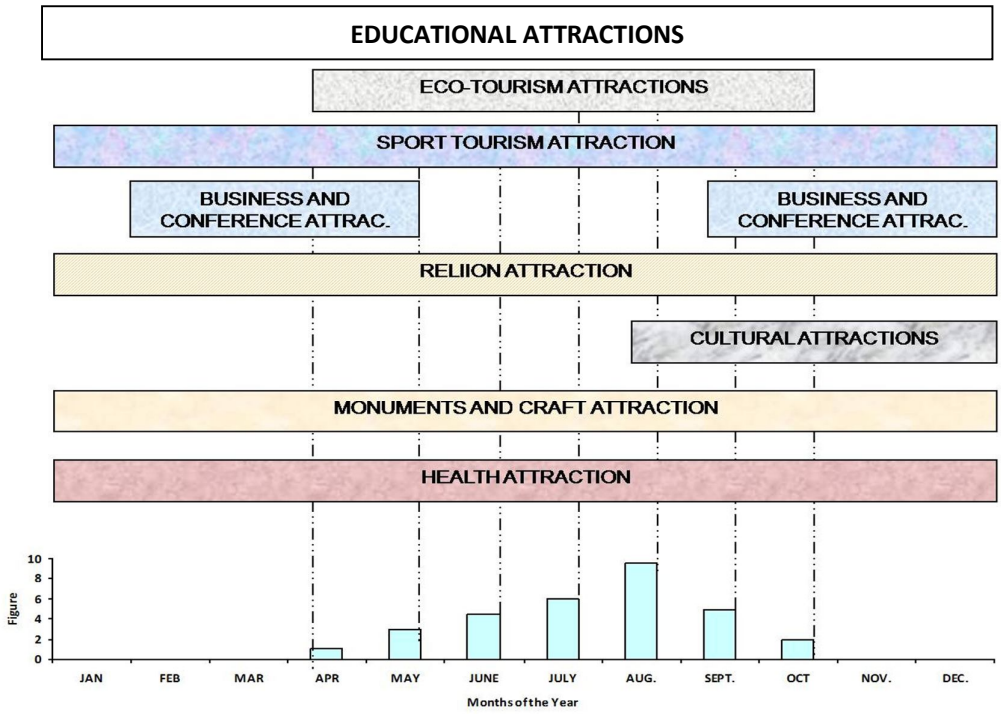
The above twenty-seven attraction elements and thirteen destination factors (54 attributes) in table 3.3 and 3.4 respectively are the relevant attributes and some of the unique characteristics that are peculiar to the study area; some of the elements enlisted are selected due to their past contributions to the nation building, historical background, peculiarity to the region, statutory hierarchy in the nation or continent and particular interest of many tourists' observed during reconnaissance survey. These attributes and elements were taken as a basis for destination attractiveness evaluation.

3.1.4 Zaria Tourism Calendar

In respect to recent work on the destination (Zaria), Ibrahim L.O. gave the tourism calendar of the area establishing health, religion, monument and craft, and sport to be all year round. Although, it gave an analogy and time frame of the attractions in the area but neglecting one prominent attraction (educational) in the calendar. Also the gravity of the attractiveness of attraction as component of destination is not known. This attempt formed the basis for further investigation.

Based on the calendar below, the data collection for this study was carried out during the tourism activities peak and off-peak periods of the year (July, 2011 to Jan., 2012). The period was thoroughly preferred to have well represented tourists from various area, careers and backgrounds so as to capture their general views on the aim of the research.

Fig 2: Zaria Tourism Calendar



Source: Adapted from Ibrahim L. O. (2012)

Zaria attraction elements were categorized into four groups in table 3.4 below. Out of the four categories of attractions, Zaria was discovered to have more attractions under the man-made (but not designed to attract visitors). Signifying that Zaria which is an ancient town was not planned to be a tourist destination but it developed to be one with time. Also, this section contained the educational and medical elements which were later established to be the most attractive elements.

Table 3.4: Categorizing of attractions in Zaria

Natural features	Man-made, but not originally designed to attract visitors	Man-made and purpose-built to attract visitors	Special events
Kufena hill,Dan-Mogaji twin hill River and Zaria Dam ABU Dam	**Educational:** ABU Nuhu Bamali polytechnique F.C.E **Training:** ABUTH T/Wada ABUTH Shika St. Luke nursing sch. Wusasa Nigeria College of Aviation Technology **Research:** NITT CHELTECH Energy research NARICT **Arm Force Institution:** Mil. Police Sch. Nigerian Army Deport College of Mil. Engineering Religious monument (First church in Zaria, Zaria Central mosque etc.) Dye pits Local culture Cuisine Heritage sites, Zaria city wall	ABU museum Amusements and recreations Accommodation standard Rest & relax environment Emirs Palace Art and crafts	Business & Conferencing Sport activities Nightlife Adventure & fun activities Religious festivals, Durbar Sala

Source: Field survey, 2012

3.2 METHODOLOGY OF THE RESEARCH

This study will set out using the attributes of tourism components to analyse the destination attractiveness of Zaria. It will search for the attributes playing major roles and/or that can promote tourism attractiveness for further development. The Zaria tourism components, attraction, accommodation and accessibility were examined using 23, 22 and 12 attributes respectively.

3.2.1 Data needed and collection

3.2.1.2 *Data need and sources*

The research data will be in line with the aim of the study and will be collected using oral interviews, field survey, structured questionnaire to collect data and because of the primeval nature of tourism in the area, interviews and questionnaires will be serve to staff, managements and relevant personnel that are associated to different sectors of the industry. Also data will be collected from published and unpublished materials; Journals, textbooks, thesis, dissertations pamphlets, internet and (un)published literatures. Table 3.4 below indicate types and sources of data required for the study.

Table 3.5: Types of data needed and sources

Objectives	Data Required/Type	Data Source	Method of Data Collection	Method of Data Analysis
To review the techniques for evaluating tourism destination.	- Literature review of concepts, criteria, techniques of tourism destination attractiveness.	Journals, textbooks, thesis, dissertations, internet and, (un)published literatures	Literature review	Narrative summary analysis (Threading)
	- Case studies of highly attractive tourism destinations across the globe. - best practice in tourism destinations	Journals, textbooks, thesis, dissertations, internet and, (un)published literatures	Literature review	Narrative summary analysis (Threading)
To analyse the destination components with much emphasis on attractions (as the main component of a destination).	- Map of Zaria Urban area with tourism attractions and potentials	textbooks, thesis, dissertations, Internet	Literature review, Google earth map	Plates
	- Types of destination tourism	Recognisance survey, oral interviews, Journals, textbooks, thesis, dissertations pamphlets and (un)published literatures	Literature review	Tables and Narrative summary analysis.
	- Varieties of destination's attributes	Recognisance survey	Literature review, Structured interview/ Questionnaire	Tables
	Characteristics of attributes: - Family friendly - Convenient Parking, - Clean - Efficient/friendly staff, - Organised - People-friendly - Safe, - Appealing - Easy entry and exit - Attractive - Value for money - Conveniently located/sited - Educational - Classic, - Exotic - Reflective of local culture - Exciting, - Casual - Recreational - Entertaining - Creative - Reasonable prices	Tourists at attractions sites, hotel, parks, Educational/research institutions, festivals and religious sites.	Structured interview/ Questionnaire	Frequency, percentage distribution, mean scores, median value, graph and charts.
	-..Demographic characteristics of the tourists: - Age, - Marital status, - occupation, - Income, - Destination Origin, - visiting with family, - lodging type, - days of visits, - motivation to revisit, - visiting for the first time or revisiting. - The attractions of interest to the tourist at the study area.	Tourists at attractions sites, hotel, parks, Educational/research institutions, festivals and religious sites.	Structured interview/ Questionnaire	Frequency, percentage distribution, Chi-squre test of homogeneity, mean scores, median value, graph and charts where they best clarify.
Determine the Zaria's attractions influences and characteristic	Analysis of the above data collected.	Tourists at attractions sites, hotel, parks, Educational/research institutions, festivals and religious sites.	Structured interview/ Questionnaire	IPA grid, tables, charts

Source: Field survey, 2012

3.2.1.3 *Data collection*

Field reconnaissance and personal interviews with experts in the industry, gave the estimation of the tourists in the area to be about 7,500 monthly (averagely). The research used Krejcie and Morgan Sample size table as in James (1997) to determine sample size of the study population. Going by this population size, 365 samples is required. 366 questionnaires were served to tourists at five different centres of which 235 were retrieved (64.21%):

Table 3.6: Questionnaires distribution

Distribution centres	**Examples of Centres**	**Type(s) Tourism Targeted**	**No of questionnaire**
Tourists at attractions sites	Zaria Palace, Kufena Hill, ABU Dam, polo club etc.	Ecotourism, sport/event, monument and crafts	90
Hotels/Motels	Zaria Hotel, Teajay palace hotel, Congo conf. hotel, ABU guest house, Emanto Inn	Business and conferencing, and others	100
Motor parks	Saka-Dadi, Yan-Karfe motor parks	All	60
Institutions/Hostels	ABU, Civil Aviation college, CHELTECH, NARICT, ABUTH	Health, educational	70
Festivals and religious sites.	First church in Zaria, Zaria Central mosque, Durbar, Xmas	Religion, socio-cultural	46
			366

Source: Field survey, 2012

Respondents selected were tourists at various centres as listed above within the study area. The target population (tourists) was sampled using purposive sampling technique. The distribution of questionnaires was based on the researcher reconnaissance survey of where mainly the tourists can be located within the study area. Also 16 interviews and/or questionnaires was served to staff, managements and relevant personnel that are associated to the 8 identified sectors of the industry.

Destination attractiveness was then measured by the estimated number of visited tourists, their evaluation and these were analysed (through importance and Performance analysis) using relevant set of attributes and elements at the destination (Table 3.7 and

3.8). The mean values of importance and performance scores were used as the crossing point in constructing the IPA grid.

3.3 METHOD OF DATA ANALYSIS AND PRESENTATION

3.3.1 Concept of Importance-Performance Analysis (IPA)

Importance-Performance Analysis (IPA) technique which emerged from the earlier work of Martilla and James (1977) as cited in Mullins Gary. W et.al, (1987) was used in this study. The IPA technique allows simultaneous comparison of direct performance measure of service quality to the importance rating given by customers for the various quality items being evaluated. The inclusion of customer preference rating in IPA gives a better picture of customers' quality assessment of product or service. According to Barsky (1995) such relative assessments pinpoint clearly, the quality aspects of product or service which contributes greatly to customer satisfaction. As a result, the information derived out of importance-performance analysis (IPA) can aid the development of more focused planning strategies (Ford et al., 1999). This view is confirmed by Lovelock C. et.al (1998) who state that importance-performance analysis is a useful management tool which can help firms to redirect their scarce resources from low impact areas to high impact areas. This technique is also called **Key Driver Analysis.**

The importance-performance scale is based on the assumption that satisfaction is affected by both the importance of an attribute and perceived performance on the attribute. Designed for ease of transferring results into actions, the scale's end result is a graph indicating appropriate levels of action.

IPA process

In this method, determinant attributes to be evaluated are presented as two identical lists. These form the basis for two Likert-type scales. On one scale,

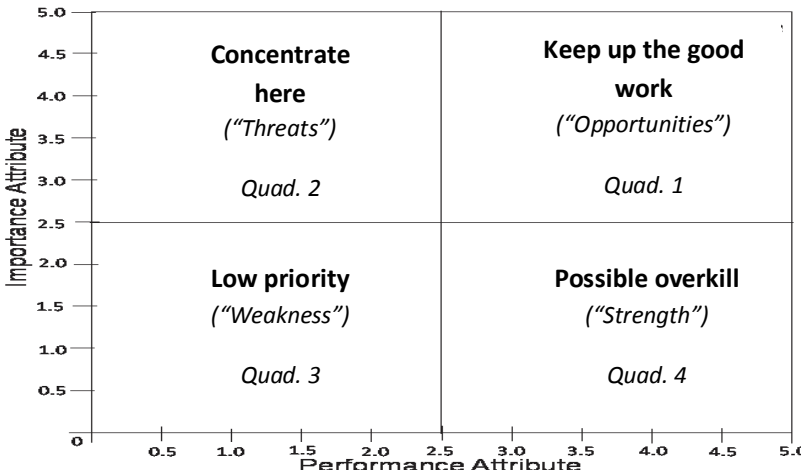
participants are asked to rate the attributes as to how important these are, while on the other, they rate how well the attraction performs. A mean or median value for each attribute is determined for each scale.

These values are then plotted on a graph (fig 3) with importance as X-axis and performance as Y-axis. The points will fall into one of four quadrants - labeled.

For further analysis the ground mean value (GMV) will be established which will be a benchmark for rating the determinant attributes. Aggregates values of attributes are to be calculated, and rate "Good" if its value is higher than the GMV, "Poor" if lower than the GMV and "fair" if its within plus or minus (±) 5% of the GMV. Kinley T. et.al (2002) likens the four quadrants in IPA to SWOT analysis interpretation.

- Possible Overkill = Strengths * Concentrate Here: Threats
- Keep Up The Good Work = Opportunities * Low Priority = weakness

Fig. 3: IPA Grid



Source: Adapted from Edward et.al., 2008

- **"Keep Up The Good Work,"** Attributes that are rated high in importance and high in performance / perception score suggest that service providers keep up the 'good' work and increase resources directed towards these areas

- **"Concentrate Here"** Attributes that are rated high in importance and low in performance are areas that the providers should pay particular attention for improvement.
- "**Low Priority,"** attributes having low importance rating and a low performance rating suggest that investing resources to these areas may offer only little advantage
- **"Possible Overkill,"** attributes rated low in importance and high in performance are areas providers should continue to maintain the level of effort

Indicating to administrators/researchers how best to use their resources to upgrade their programs.

By adding other questions, either open- or closed-ended, more information can be gained without adding significantly to the cost. Demographic characteristics, group level characteristics, and information on past experiences will be used to create graphs of different groups for comparison. By asking a few well-stated, open-ended questions, the researchers may learn not only which attributes to concentrate on, but also how they may best be improved.

The beauty of IPA is that it can help the industry understand what its customers feel is important to it across a number of relevant variables. In this regard, destination attractiveness will be represented in terms of various tourist attractions and experience elements identified in the qualitative phase of the study, for its inherent appeal to attract tourists to the destination in the first place. The findings of the research will be presented in figures, tables, percentages, graphs and pie-charts.

3.3.2 The Chi-Square Test of Association

The chi-square test of association (also known as the chi-square test of independence or the chi-square test of homogeneity) was also used to test the dependency of variables under the component that prove most attractive in the study

area. The null hypothesis is stated in the form of no association between the variable under consideration. When the null hypothesis is upheld, then it means that the variables are independent; otherwise they interact or are associated.

Table 3.8: A 3x2 contingency table

	ANPP	PDP	
Car	n_{11}	n_{12}	r_1
House	n_{21}	n_{22}	r_2
Land	n_{31}	n_{32}	r_3
	c_1	c_2	N

The cell frequencies n_{ij} are the number of despondence from each group holding a particular opinion. The row totals are the r_i and the column total totals are the c_j. The row and column totals are given by the following formulae:

$$r_i = \sum_{j=1}^{j=c} n_{ij} \quad - \quad - \quad - \quad \textit{eqn. 1}$$

$$c_j = \sum_{i=1}^{i=r} n_{ij} \quad - \quad - \quad - \quad \textit{eqn. 2}$$

The cell frequencies in table 3.6 are the observed frequencies. To calculate the expected frequencies under the null hypothesis, the row and column totals are used as follows:

$$e_{ij} = \frac{r_i c_j}{N} \quad - \quad - \quad - \quad \textit{eqn. 3}$$

With these definitions the chi-square test of independence is given by the following formula:

$$X^2 = \sum_{i=1}^{i=r} \sum_{j=1}^{i=c} \frac{(n_{ij} - e_{ij})}{e_{ij}} \quad - \quad - \quad - \quad \textit{eqn. 4}$$

Decision rule: The null hypothesis is rejected if

$X^2_{cal.} \geq X^2\,(df,\alpha)$

CHAPTER FOUR

4.0. ANALYSIS OF ZARIA'S ATTRACTIVENESS: PRINCIPAL FINDINGS

4.1 Attraction Level and Determinants

As established by previous studies, Zaria is a major tourism destination by virtue of its history, culture and natural endowments. One of the major objectives of the study was to establish the components and elements that help account for this image. To establish the component(s) and attraction elements that are most significant in explaining this image, the IPA technique was employed. The result obtained is shown in table 4.1, table 4.3 and appendix III.

The finding in appendix III established that attractions provide the main explanation for the attractiveness of Zaria as a tourist destination followed by accommodation. Accessibility is the least in importance. The result obtained gave the grand mean value of the attributes as 3.54. The value obtained for the attraction components was 3.74, a figure that is higher than the grand mean value implying good performance. Accommodation is next with aggregate value of 3.53 (a bit less than the grand mean value) suggesting fair performance. Accessibility with the aggregate value of 3.35 (much lower than the grand mean value) suggested poor performance.

Further analysis was carried out on the elements that make-up each component. For the attraction component, four sub-components (image, style, fun and environment) were identified and examined. The value obtained for the image sub-component of 3.85 (higher than the grand mean) indicate to be the most appealing. Style with the value of 3.80 is next in importance. At the value of 3.75 and 3.57, fun and the environment are the least appealing attributes of attraction.

Six attributes were tested under the accommodation component. The study revealed that three attributes out of the six tested had values greater than the grand

mean value. The three attribute values are 4.08 for staff service quality, 3.80 for room quality and 3.54 for security. The remaining attributes that fall below the grand mean value were 3.40 for general amenities, 3.34 for value and food quality and 3.01 for business service.

All the three attributes tested under accessibility fell below the grand mean value. The attribute values are, 3.46 for system quality, 3.44 for staff service quality and 3.16 for convenience. This makes it to be the least of the three destination components.

Next, attributes of destination components were plotted in an Importance – Performance matrix/grid. The results obtained as shown in fig. 5 places environment, image, style, (accommodation) staff service quality and room quality in quadrant 1 suggesting that high importance and high impression ("Keep the good work"). As destination attractiveness attributes, these can be viewed as the opportunities of the destination appeal for the tourist market in Zaria. It suggests the key areas on which destination marketing can be further developed. What is interesting is the representation of three out of four attraction attributes fell in this quadrant.

Similarly, the presence staff service quality and room quality (accommodation attributes) in this quadrant projects are another core appeal of the destination, which can be further packaged effectively in the destination positioning exercises.

Destination component attributes falling in quadrant 2, high importance and low impression ("Concentrate here") are business service and (transport) Staff service quality, therefore these are destination attribute areas seen as threats, where destination development and marketing efforts need more attention to turn them into areas of perceived strengths for the destination. Comparing the relative positions of the attractions in this quadrant, reveal that business service attributes being placed higher in

the quadrant offers more potential in improving the destination attractiveness for Zaria. Therefore, business service attributes, one of the important attractions for the destination, needs more attention in development and marketing for enhancing the quality of business and conference tourism and its appeal.

Attributes which fall in the quadrant 3 low importance and low impression ("Low Priority") are Value and food quality, General amenities, System quality and Convenience. At an aggregate level of assessment, these destination component attributes appear less significant for enhancing the destination appeal for tourists compared to other attributes in quadrant 1 and quadrant 2. This finding, especially with regard to accommodation's Value and food quality, appears contradictory to some of the insights obtained during the initial stage of study using interviews with tourists and managers where the importance of Value and food quality were repeatedly highlighted by the respondents was rate high.

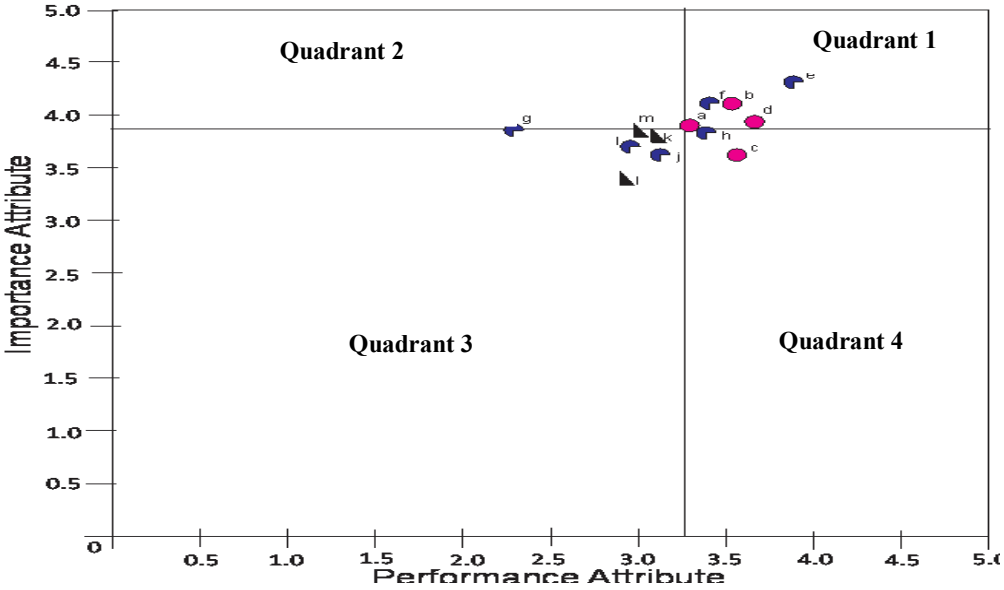
Lastly, Destination attributes spotted in the quadrant 4 low importance, high impression ("Possible overkill") are fun and security. This is strength to the location, indicating that at an aggregate level of assessment as destination attraction elements, they are perceived better than what is expected. Nevertheless, the possibility of unique segments of tourists who seek high levels of quality from fun experience and accommodation's security may demand the importance of taking initiatives to improve quality in these attributes.

Table 4.1: Destination attributes mean value

	Destination Attributes	Mean Importance	Mean Performance	Total Mean
	PART 1: **ATTRACTIONS :**			
a	*Environment*	3.86	3.27	**3.57**
b	*Image*	4.16	3.54	**3.85**
c	*Fun*	3.60	3.53	**3.75**
d	*Style*	3.68	3.91	**3.80**
	Attraction aggregate			**3.74**
	PART 2: **ACCOMMODATION:**			
e	*Staff service quality*	4.27	3.89	**4.08**
f	*Room quality*	4.16	3.43	**3.80**
g	*Business service*	3.82	2.20	**3.01**
h	*Security*	3.80	3.28	**3.54**
i	*Value and food quality*	3.74	2.94	**3.34**
j	*General amenities*	3.67	3.12	**3.40**
	Accommodation aggregate			**3.53**
	PART 3: **ACCESSIBILITY:**			
k	*System quality*	3.77	3.15	**3.46**
l	*Convenience*	3.40	2.92	**3.16**
m	*Staff service quality*	3.82	3.05	**3.44**
	Accessibility aggregate			**3.35**
	Grand Mean	**3.82**	**3.25**	**3.54**

Source: Field survey, 2012

Fig. 4: Destination attributes on IPA grid



Source: Field survey, 2012

From the IPA grid (fig. 4), it is evident that attraction with three of its sub-components in quadrant 1 and one sub-component in quadrant 4 prove to be the most attractive component in the study area followed by accommodation with accessibility having a sub-component in quadrant 2 and two sub-components in quadrant 3 as the least of the three components. With this attraction prove to be the primary destination component i.e. main attractant, while accommodation and accessibility as secondary attractants (Facilitators) in the destination.

Table 4.2: location of the destination attributes/sub-components

Components	**No of sub-components**	
Attraction	4	3 in Qudr. 1; 1 in Qudr. 4
Accommodation	6	2 in Qudr. 1; 1 in Qudr. 2 2 in Qudr. 3; 1 in Qudr. 4
Accessibility	3	1 in Qudr. 2; 2 in Qudr. 3

Source: Field survey, 2012

Table 4.3: Tourist numerous visitation

No of Attractions visited	**Types of attractions visited/Count**	**Total**
1	Educational (34), Medical (20), Business and conf. (2)	**56** 23.83%
2	Rel. & educational (56), Mon./crafts & ecotourism (14), Cultural & ecotourism (27), Educational & Cultural (19), Cultural & Medical (10), Ecotourism & educational (4), Medical & ecotourism (9),	**139** 59.15%
3	Ecotourism, Cultural & educational (15), Bus. & Conf., ecotourism &educational (13), Medical, Mon./crafts & Cultural (12)	**40** 17.45%

Source: Field survey, 2012

In the research, though many people came visiting friends and family and having in mind to pay visit to one attraction in particular as seen in table 4.3, eventually out of tourists attracted to Zaria, 59.15% end-up visiting two different attractions, 23.83% only one type and 17.45% to three different types during their short stay at the destination.

4.2. ANALYSIS OF ATTRACTION ELEMENTS

The second level of analysis carried out involved the ranking of attraction elements. In the first level of analysis, attraction was established to be the most significant in the destination. Therefore, it is important to query the attractiveness of attraction's elements in the destination. To identify this, IPA was used to analyze tourists' view, and Relative Frequency of different elements according to main purpose of visit were employed in ranking as shown in table 4.4 and 4.5 respectively.

The findings on the table 4.4 established the total grand mean value for the destination attraction elements to be 3.36. At this value, educational tourism with 4.48 and medical tourism with 3.92 aggregate values proved to be higher than the grand mean value. This implies a good performance of these elements and depicts the major attractions in the destination.

The aggregate values of cultural tourism was 3.35, monument. & crafts tourism was 3.34 and religious tourism was 3.31 are established to be fair performance for been a little below the grand mean value (difference not up to 5% of the grand mean). While, eco-tourism of 3.1, business & conf. tourism of 2.83 and Sport & events tourism of 2.52 values which had values lower than the grand mean value suggest poor performance of these elements.

For further analysis, the co-ordinates of the elements were plotted on the IPA grid. This established educational and medical tourism to fall in quadrant 1 (keep up the good work) revealing it to be the strength of attraction in the destination.

Religious element is the only element that fell in quadrant 2 (concentrate here) indicating that if attention is paid to it, it can be a major attraction and thus boost the destination attractiveness.

Monuments & crafts tourism, eco-tourism, business and conference and sport and events tourism fell in quadrant 3 (low priority) suggesting that these elements should have the least investment of the planner or developer for it will yield little or no positive result. But in this quadrant monuments. & crafts tourism seems to have a prospect of being attractive in the destination due to its location on the grid.

Finally, the only element spotted in quadrant 4 is cultural tourism. This quadrant indicate that to improve this element the level of effort or resources on the element should be maintain to more attractive at the destination.

TABLE 4.4: Destination attraction elements tested

S/N	Destination tourism	Destination attraction/attributes	Importance	Performance	Average Mean & Position
1	Ecotourism	Climate	3.76	1.20	
2		High lands & rocks	3.45	1.79	
3		Kufena hill	3.63	4.78	
4		River and Zaria Dam	4.04	1.79	
5		ABU Dam	4.19	2.39	
		Ecotourism aggregate	**3.81**	**2.39**	**3.10 (6th)**
6	Buss & Confer	Business & Conferencing	3.64	2.01	
		Buss & Conference aggregate	**3.64**	**2.01**	**2.83 (7th)**
7	Sport/events Tourism	Sport activities	3.79	2.74	
8		Amusements and recreations	3.32	1.03	
9		Nightlife	2.74	1.37	
13		Special events and ceremony	3.50	1.71	
		Sport/events aggregate	**3.34**	**1.71**	**2.53 (8th)**
14	Religion Tourism	Religious monument (First church in Zaria, Zaria Central mosque etc.)	4.36	2.23	
15		Religious festivals,	3.92	2.73	
		Religion aggregate	**4.14**	**2.48**	**3.31 (5th)**
16	Cultural Tourism	Durbar	3.70	4.41	
17		Dye pits	3.41	2.77	
18		Local culture	3.58	3.91	
19		cuisine	3.50	1.51	
		Cultural aggregate	**3.55**	**3.15**	**3.35 (3rd)**
20	Monuments & crafts	Heritage sites,	3.79	2.78	
21		Emirs Palace	4.22	3.34	
22		Art and crafts	4.00	2.78	
23		Zaria city wall	3.55	2.22	
		Monuments. & Craft aggregate	**3.89**	**2.78**	**3.34 (4th)**
24	Health Tourism	ABUTH Zaria	4.59	3.24	
		Health aggregate	**4.59**	**3.24**	**3.92 (2nd)**
25	Educational Tourism	A.B.U Zaria,	4.90	4.80	
56		Civil Aviation college,	4.56	4.27	
27		CHELTECH	4.43	4.56	
28		NARICT	4.00	4.24	
29		NITT	4.22	4.27	
		N.A. Deport	4.67	4.86	
		Educational aggregate	**3.93**	**4.50**	**4.48 (1st)**
	Grand Mean		**3.93**	**2.78**	**3.36**

Source: Field survey, 2012

Fig. 5: Attraction elements on IPA grid

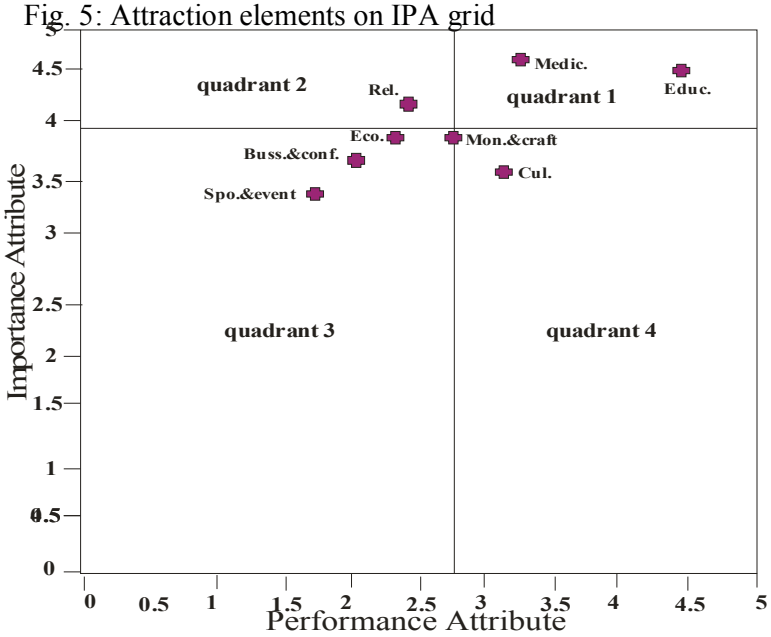


Table 4.5 Ranking of attraction elements according to purpose of visit

	Educational	Medical	Cultural	Mon.& Crafts	Religious	Eco.	Buss. &Conf.	Sport	Total
Frequency	71	41	32	30	23	21	12	5	**235**
Rel. freq	.30	.17	.14	.13	.10	.09	.05	.02	**1.00**
Rank	1st	2nd	3rd	4th	5th	6th	7th	8th	

Source: Field survey, 2012

The purposes of visiting educational attractions stand-out to be the most attractive element in Zaria, with 30.21%. This can be traced to Zaria having over 7 tertiary, training and research institutions. Also, hosting ABU the oldest university in the region and NCAT the only Aviation College in West Africa. 2nd on the ranking is medical/health element with 17.45%. This can be drawn from the destination accommodating a standard and well equipped teaching hospital (ABUTH) in the region and two nursing colleges (ABUTH; St. Luke's, Wusasa).

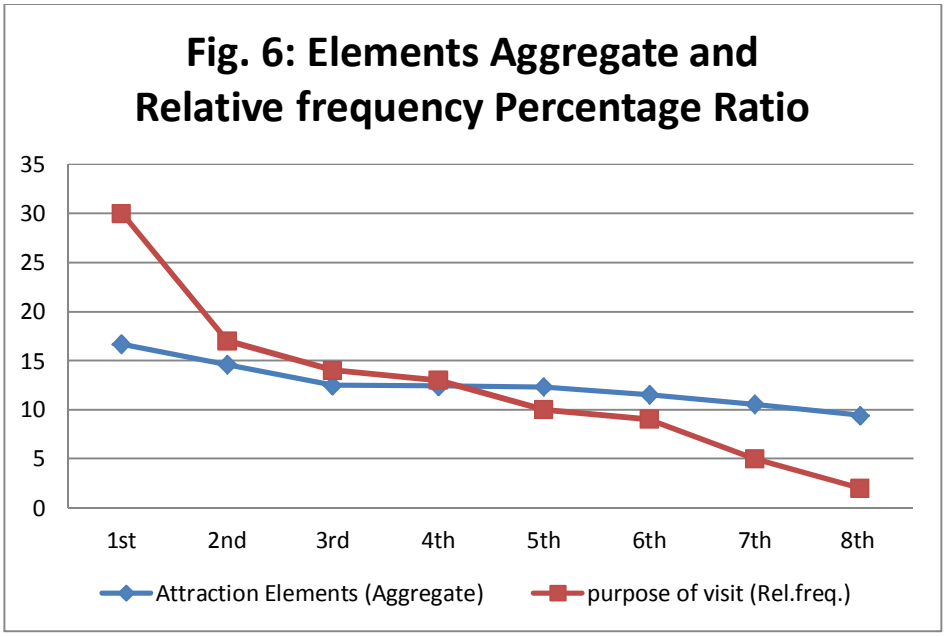
Cultural (13.62%), monument & Craft (12.77%) were the 3rd and 4th respectively on the ranking list. This can be connected to the destination being an ancient town, historic kingdom and traditional emirate that hold tightly to its arts and cultural values such as dying, murals, leather work etc. Religious element has 9.79% and was rated 5th. Apart from the elements listed above Zaria had also been the centre for Islamic study and "fudiyyah" for centuries. Thus, many Islamic clerics can be linked to studying in Zaria such as Malam Isa Madaka, Malam Ibrahim Kakaki, Ibrahim Yaqoub El Zakzaky. It has also nurtured some religious movement which has contributed to its attractiveness such as the Islamic Movement in Nigeria which came as an independent body since early 1980s. Also annual Maulud celebration by the members of this Islamic movement attracts thousands to Zaria.

Ecotourism with 8.94% was 6th in ranking, this can be associated to some amazing landform and scenic water bodies present at the destination such as Kufena Rock, ABU dam. Business & conferencing (5.11%) and sport elements were 7th and 8th respectively ranked on the list.

Table 4.6: Elements Aggregate and Relative frequency Percentage Ratio

Position	**Attraction Elements**	**Attraction Elements (Aggregate)**	Percentage Ratio	purpose of visit (Rel.freq.)	Percentage Ratio
1st	Educational Tourism	4.48	16.68	.30	30.00
2nd	Health Tourism	3.92	14.59	.17	17.00
3rd	Cultural Tourism	3.35	12.47	.14	14.00
4th	Monuments & crafts	3.34	12.43	.13	13.00
5th	Religion Tourism	3.31	12.32	.10	10.00
6th	Ecotourism	3.10	11.54	.09	9.00
7th	Buss & Confer	2.83	10.54	.05	5.00
8th	Sport/events Tourism	2.53	9.42	.02	2.00
	Total	**26.86**		**10.00**	

Source: Field survey, 2012



Source: Field survey, 2012

4.3. TOURISTS' PROFILE AND CHOICE OF ZARIA AS A TOURIST DESTINATION

Having known the level of attractiveness and their determinants it is essential to know profile of people attracted. In the third level of analysis, five components of the

tourist profile were considered in the study to establish how they have influence on choice of Zaria as a tourism destination. The profile components tested were:

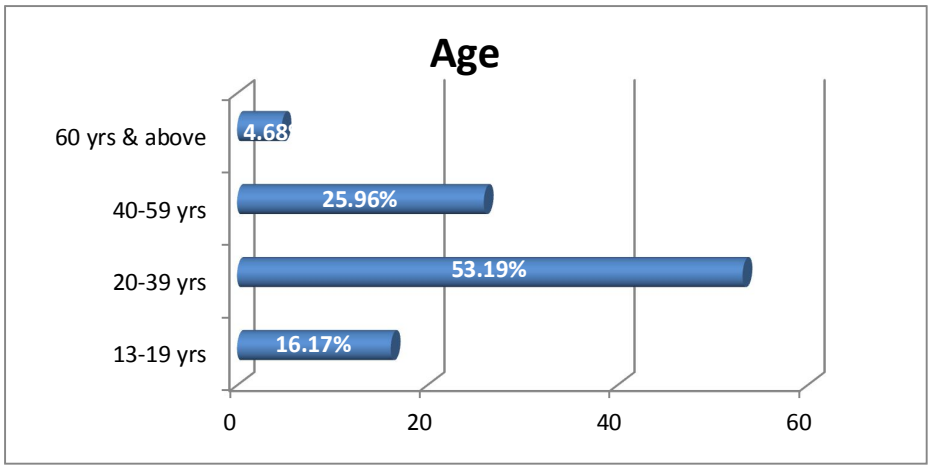
a. demographic information
b. socio-economic characteristics
c. tourist origin/place of stay during stay
d. mean of information
e. tourists' party and its influences

Under demographic component, the first element considered was age. The study established that majority of the visitors that perceived Zaria to be attractive are youths between 20-39years. This make up 53.19% of total tourists covered in the study. About 25.96% are between the age of 40-59 year and 16.17% are between 13-19 years.

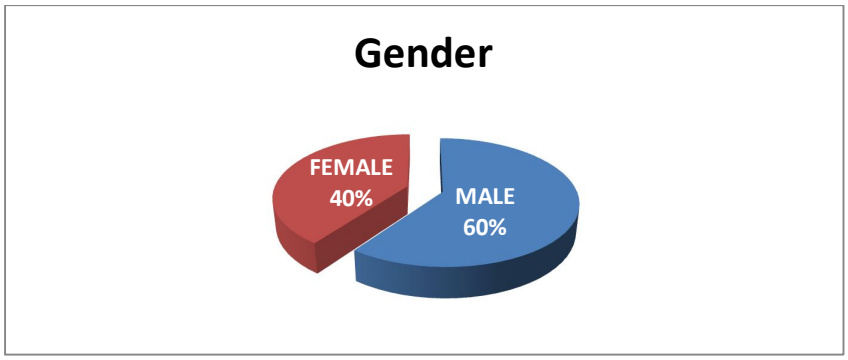
The second element examined was gender and the result shown in fig. 7b. It was established that the male (60%) are more than the female (40%). While marital status was the third element examined and this pointed-out high visits of 74% by singles compared to 26% by married visitors.

Fig 7: Demographic Information

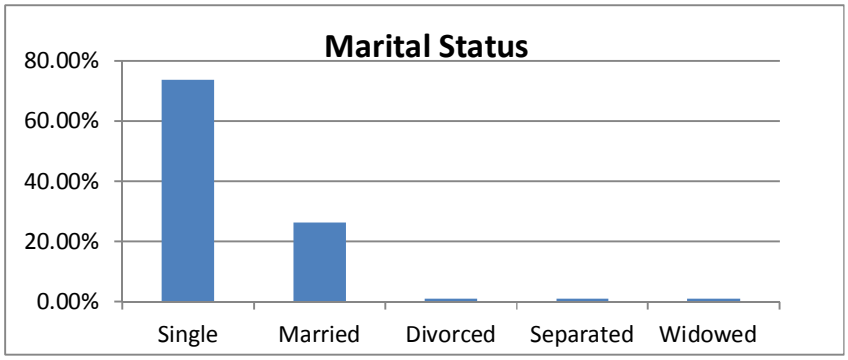
a.



b.



c.



Source: Field survey, 2012

The result of study on socio-economic component is shown in table 4.7. It examined the first element educational status and established that about 68.09% of visitors have tertiary education. Next is 28.94% for secondary while primary and informal may easily be overlooked as they are negligible. Occupation, the second element examined discovered that Students' visitors are about 37.87% compared to 26.81% are Civil servants and less than 3% are retirees. This may be due to students having more free time, more disposable income/allowance, less commitment or their youthful exuberant. Whereas, the retirees with more free time may had lost interest in touring or lack of information on where to go on tourism.

The third element, monthly income/allowance established that 50% of the tourists earn 20,000 and above. 26% earn 6,000-10,000 and the least was 2.3% for 16,000-20,000.

Table 4.7: Socio-economic Characteristics

	%		%
Educational status			
Primary education	2.98	Secondary education	28.94
Tertiary education	68.09	Informal education	0.0
Occupation			
Student	26.81	Civil servant	37.87
Businessman	30.21	Retired	2.98
Monthly income/allowance			
Between 1,000-5,000	10.5	Between 6,000-10,000	26.4
Between 11,000-15,000	10.5	Between 16,000-20,000	2.3
20,000 and above	50.3		

Source: Field survey, 2012

On the third component, tourist origin/place of stayed, the study also established that Zaria is attractive to tourists from different parts of the world. Table 4.8 showed that about 75% of tourists come from outside the states but from within the country. About 26% come from Kaduna state and with negligible number are foreigners. About 47% visitors stayed with family members, while 26% lodged in hotels and guest houses.

Table 4.8: Tourist origin and areas resided during stay

	%		%
Place of origin to Zaria?			
Within Kaduna State	26.1	Outside Kaduna State	73.4
Within Africa	0.5	Outside Africa	0.0
Place of stay during visit?			
With family	47.4	With friend	21.1
In hotel/Guest house	26.3	In hostel	5.2

Source: Field survey, 2012

In this information-age, information moves faster and can change a lot within short time. Therefore, study on the fourth component, Information about destination is important to its attractiveness and destination image. The wider the information coverage the more will people get to know and get attracted to the location. 62.5% of tourists got to know about Zaria more from relatives and 18.7% through friends but 12.5% is propel by mass media. This indicate that the contemporary means of communicating information (e.g. internet, adverts in TV, publications etc.) is very poor or does not exist.

Table 4.9: Means of information

	%		**%**
How did you get to know about Zaria?			
Through friends	18.7	Through relations	62.5
Through mass media	12.5	Others	6.3

Source: Field survey, 2012

The fifth component studied was tourist party and the result of the analysis obtained is shown in table 4.10 - 4.11. From table 4.10, it was established that there is 68% of group visit to Zaria, while 31.91% visits alone. 30.34% of the group visit comes with family members, 19% with friends and 18.3% with school/class mates. The loners more attracted to educational (38.67%), medical (25.33%) and business & conf. (16%), family party more to religious (27%), friends party to educational (24.44%) and ecotourism (13.33%) while school/class party has the highest percentage in ecotourism (18.6%) and sport/event (6.98%) than any other party.

Table 4.10: Tourist Party and attractants

Party	Educational	Medical	Cultural	Mon.& Crafts	Religious	Ecotour.	Buss. &Conf.	Sport	Total
Loner(s) Count	29	19	7	2	3	2	12	1	**75** *(31.91%)*
% within party of respondent	38.67%	25.33%	9.33%	2.67%	3.44%	2.67%	16.00%	1.33%	100.00%
Family Count	10	6	15	16	20	5	0	0	**72** *(30.34%)*
% within party of respondent	13.89%	8.33%	20.83%	22.22%	27.78%	6.94%	.00%	.00%	100.00%
Friend(s) Count	11	5	10	12	0	6	0	1	**45** *(19.15%)*
% within party of respondent	24.44%	11.11%	22.22%	26.67%	.00%	13.33%	.00%	2.22%	100.00%
Sch/Class mate Count	21	11	0	0	0	8	0	3	**43** *(18.30%)*
% within party of respondent	48.84%	25.58%	.00%	.00%	.00%	18.60%	.00%	6.98%	100.00%
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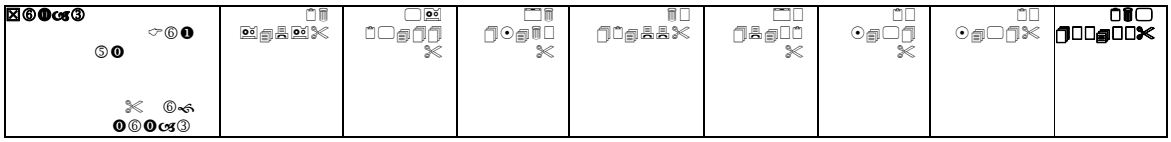
Source: Field survey, 2012

Based on the survey on table 4.11, it was established that tourists in Zaria had very brief visit of 25.11% for 3-7 days and 18.3% for 1-2weeks with less than 35% staying above a month. It is deduced that the loners has highest proportion staying longer: about 27% staying up-to 3-6 months and 7-12 months each. 40% of family party stayed 1-2months, about 40% of friend party stayed 1-2 weeks and 2-4 weeks each. The highest portion of school/class mate party 60% has the shortest stay of 3-7 days.

Table 4.12 pointed-out that 58% repeat visit compared to 42% of the first timers to the destination.

Table 4.11: Tourist party and length of stay

Party	1-2 days	3-7 days	1-2 weeks	2-4 weeks	1-2 months	3-6 months	7months-1yr.	Total
Loner(s) Count	0	7	16	4	8	20	20	75
% within party of respondent	.00%	9.33%	21.33%	5.33%	10.67%	26.67%	26.67%	100.00%
Family Count	9	21	5	8	29	0	0	72
% within party of respondent	12.50%	29.17%	6.94%	11.11%	40.28%	.00%	.00%	100.00%
Friend(s) Count	0	5	19	18	3	0	0	45
% within party of respondent	.00%	11.11%	42.22%	40.00%	6.67%	.00%	.00%	100.00%
Sch/Class mate Count	14	26	3	0	0	0	0	43
% within party of respondent	32.56%	60.47%	6.98%	.00%	.00%	.00%	.00%	100.00%



Source: Field survey, 2012

Table 4.12: First timers' proportion.

First time visitors	Repeated visitors
42.1%	57.9%

Source: Field survey, 2012

4.4 ANALYSIS OF TOURISTS FLOW IN ZARIA

Tourists flow into Zaria has not been consistent in terms of its volume and time spent. Table 4.13 established percentage of different catchment areas of Zaria for tourism activities. Out of the six geo-political zones in Nigeria, North-Western region with 62.77% proved to have highest in-flow of tourists into the destination. This is due to its proximity to the destination, also Zaria is part of this region. The North-Central region with 2.90% was the second followed by North-Eastern with 8.74%. South-West, South-South and South-East with 2.90%, 2.54% and 2.17 respectively were regions with few numbers of tourists in Zaria. International tourists were negligible at the destination, and many foreigners that come within Africa were residents in the country or on repeated visitation for other purposes.

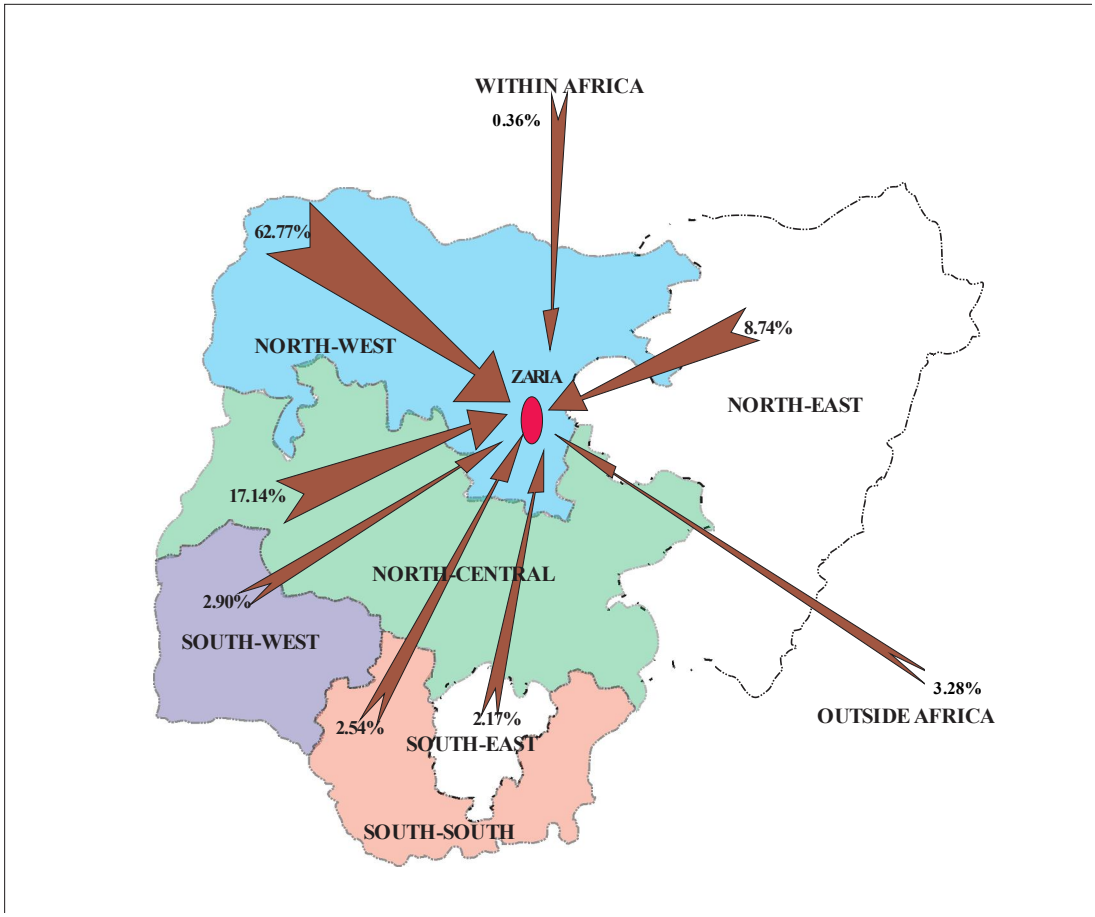
Table 4.13: Tourist flow in Zaria

S/N	Geo-Political Region	States	%
1	**North-Central**	Benue	2.19
		Kogi	1.46
		Kwara	1.09
		Nasarawa	2.55
		Niger	5.84
		Plateau	1.46
		FCT	2.55
			17.14
2	**North- Eastern**	Adamawa	1.46
		Bauchi	3.28
		Borno	1.09
		Gombe	0.73
		Taraba	1.09
		Yobe	1.09
			8.74
3	**North-Western**	Jigawa	0.73
		Kaduna	34.67

		Kano	6.57
		Kastina	10.95
		Kebbi	1.09
		Sokoto	1.46
		Zamfara	7.30
			62.77
S/N	**Geo-Political Region**	**States**	**%**
4	**South-Eastern**	Abia	0.36
		Anambra	0.36
		Ebonyi	0.46
		Enugu	0.36
		Imo	0.73
			2.17
5	**South-South**	Akwa-Ibom	0.36
		Bayeisa	0.00
		Cross River	0.73
		Delta	0.73
		Edo	0.36
		Rivers	0.36
			2.54
6	**South-Western**	Ekiti	0.46
		Lagos	0.73
		Ogun	0.36
		Ondo	0.36
		Osun	0.36
		Oyo	0.73
			2.90
7	**Outside country**	Within Africa	**0.36**
		Outside Africa	**3.28**
	Total		**100.00**

Source: Field survey, 2012

Fig 8: Tourist flow chart of Zaria



Source: Field survey, 2012

4.5. CORRELATION ANALYSIS OF TOURIST PROFILE AND ATTRACTION ELEMENTS

In the fourth level of analysis, some factors that determine peoples' choice of attractions were studied. People's choice of attractions visited and length of stay at a destination can be greatly influence with determinants like disposable income, available free time, level of exposure etc. Therefore, four elements (age, gender, educational status and occupation) were examined with attractions visited in establishing their existing correlation.

With the above listed variables is important to test the association of this variables in respect of their attractiveness to the study area using chi-square of

association. This will enabled the researcher to know if some of the variables are dependent or independent of attractions, so as to enlighten in planning of the study area.

4.5.1 Age and Attractions

Age is known to influence various people, what may be appealing, level of satisfaction derived etc. at an attraction. To an extent it also determined their level of free time. On table 4.14 is correlation of age and attraction elements in Zaria. Establishing that age tourists is associated to attraction.

Table 4.14: Cross tabulation statistics between Age-grouped data of respondents and Tourism elements.

Source: Field survey, 2012

4.5.2 Gender and Attractions

Gender is an important issue when it comes to attractiveness of things e.g. ladies love pink while the men love black. This gender differences has a lot to say in what attracted them individually and the level of fun they can gain at an attractions. In Zaria, gender is also established to determine where tourist visits during their stay.

Table 4.15: Cross tabulation statistics between gender of respondents and Tourism elements.

Source: Field survey, 2012

Source: Field survey, 2012



4.5.4 Occupation and Attractions

What determines the level of individual disposable income is majorly their occupation. Also, it can also determine where to spend it and for how long. In table 4.17, it established that occupation has an influence in attraction visited by tourists in the destination.

Table 4.17: Cross tabulation statistics between Occupation of respondents and Tourism elements.

Source: Field survey, 2012

[illegible]

The four variables tested established that they influence tourists choice of attractions visited at the destination.

4.6. STRENGTHS AND WEAKNESSES OF ZARIA AS TOURIST DESTINATION

Motivation before and after destination experience has a great influence on destination image, its attractiveness on tourists and influences future tourists. As shown on table 4.18, 81% were motivated to revisit the destination but 19% were not motivated. Furthermore, 46% of the motivational reasons were mainly to further education and for sightseeing. The only notorious constraint that some of the motivated tourists also complained about is the frequent crisis in the area, making it to increase to 23%.

Table 4.18: Motivational and constraints factors

	%		**%**
Motivated to visit again?			
Yes	81.2	No	18.8
Why?			
Positive		***Negative***	
To further education	46.1	Frequent crisis	23.1
Sightseeing	15.4		
To visit institutions	7.7		
People friendliness	7.7		

Source: Field survey, 2012

In addition to the above table, some other influencing factors of Zaria attractiveness deduced from the study are:

4.6.1. Strength Factors:

1. **Favourable geographical location:** Zaria as a town is favourably located in the heart of the northern part of Nigeria, with averagely short distances to five major cities in the country. This is one of the main complimenting factors, in that Zaria is just about 70km to Kaduna, 190km to Kano, 232km to Jos, 256km to Abuja, and 410km to Sokoto by road. The roads were well links to all these capital cities while placing Zaria in the middle and sometimes as an interchange area in the part of the region. Also, these gives Zaria the chances of been accessible by both local and international tourist that prefer air transport as its closer to Kaduna airport (local), Mallam Aminu international airport (Kano) and Nnamdi Azikwe international airport (Abuja).
2. **High number of institutions:** Kaduna state is known as the centre of learning but Zaria can be seen as the heartbeat of learning in the nation. This is due to its high numbers of exceptional research, training and educational institutions that are established in the destination. Training institutions such as:

   The Nigerian College of Aviation Technology, Zaria was set up by Act. No 31 of 1964. The Center was established as a joint programme between the Federal Government of Nigeria (FGN), the United Nations Development Programme (UNDP), and the International Civil Aviation Organisation (ICAO). This joint programme of assistance from the UNDP and ICAO came to an end on 31st December, 1974 and the Federal Government of Nigeria assumed full responsibility for the continued management and operation of the College. This type of institution is

one in West Africa making many people to come from different part of the world for training. The College is to conduct: 1. Civil Aviation courses for use in flight training or airport operations & management as may be prescribed from time to time 2. Training of approved persons in the installation, maintenance and operation of technical equipment to increase the margin of operational safety of civil aircrafts 3. Training on equipments and necessary facilities for technical research or normal use.

Research institutions such as The National Research Institute for Chemical Technology (NARICT), was established in April, 1988 as a result of the expanded mandate of the former Leather Research Institute of Nigeria (LERIN) which was established in April, 1976. The Institute, with its headquarters located at Basawa, Zaria, has four Extension Centres at Jos, Kano, Maiduguri and Sokoto. NARICT is one of the Research Institutes under the Federal Ministry of Science and Technology. NARICT has modern laboratories with state-of-the-art scientific equipment and machinery to carry out advanced Research and Development (R&D) work in chemicals, leather and allied fields, in addition to sufficient library facilities. It has recorded a number of achievements since its inception. Some of its research results have been semi-commercialized, while others are in the process of being patented or commercialized.

Educational institution such as Ahmadu Bello University (ABU) established in 1961 following the recommendation of the Ashby Commission on "Post-School Certificate and Higher Education in Nigeria". A Law establishing a Provisional Council for the University was passed by the Legislature of Northern Nigeria in April while the Council itself was constituted in November, 1961, under the Chairmanship of the Hon. Shettima Kashim.

Ahmadu Bello University began full operation in 1962, on the cites of these educational institutions: the defunct Nigerian College of Arts, Science and Technology, founded in 1955; the Clerical Training Centre, Kongo, founded in 1957; the Samaru Agricultural Research Station, established in 1924, and the Shika Livestock Farm, started in 1928. The University was named after Sir Ahmadu Bello (1901-1966), *"the Sardauna of Sakata"* and the Premier of Northern Nigeria. As the first Chancellor of the' University, Sir Ahmadu Bello performed its Opening Ceremony on the 4th of October, 1962.

The institution runs degree (undergraduate & postgraduate level), sub-degree and non degree programmes, has many research/publications accredited to it, sound medical services and facilities, up-to-date library services and facilities etc.

The University covers a land area of about 7,000 hectares and encompasses two campuses, twelve Faculties, a Postgraduate School and 82 academic departments. It also has five Institutes, six Specialized Centers, a Division of Agricultural Colleges, a School of Basic and Remedial Studies, a Demonstration Secondary School, a Primary School and a Consultancy Outfit which provides a variety of services to the University and the wider society.

The University has also nurtured two University Colleges, - the Abdullahi Bayero College (now Bayero University), Kano and the Abubakar Tafawa Balewa College (now Abubakar Tafawa Balewa University of Technology), Bauchi, while 27 institutions made up of Colleges of Education, Polytechnics and Schools of Basic or Preliminary Studies are currently affiliated to it.

3. **Rich cultural and Historical background:** Zaria is one of the ancient towns in Nigeria that is dated back as far as 15th century co-founded and once ruled by warlord Queen Amina. Have a lot of past interesting events, rich cultural activities and outstanding religious belief and practice. Out of the seven main Hausa ancient cities, Zaria still holds tightly to some unique qualities such as the Durbar festival dated far back as hundreds of years to the time when the Emirates (state) in the north used horses in warfare. During this period, each town, district, and nobility household were expected to contribute a regiment to the defence of the Emirate. Once or twice a year, the Emirate military chiefs invited the various regiments for a Durbar (military parade) for the Emir and his chiefs. During the parade, regiments would showcase their horsemanship, their preparedness for war, and their loyalty to the Emirate. Today, Durbar has become a festival celebrated in honour of visiting Heads of State and at the culmination of the two great Muslim festivals, Id-el Fitri (commemorating the end of the holy month of Ramadan) and Ide-el Kabir (commemorating Prophet Ibrahim's sacrificing a ram instead of his son). Of all the modern day Durbar festivals, in Zaria stands colourful and magnificent.
4. **Excellent medical training and institutions:** after educational tourism, medical tourism is the next flourishing sector of tourism in the destination. This is because of its good competent medical institutions and facilities available, and proficient medical training available in the destination. The availability of the Health institutions such as Ahmadu Bello University Teaching Hospital was established in 1962 had given the destination an outstanding image.

Present Status/Activities

The Ahmadu Bello University Teaching Hospital are spread out between Kaduna, Zaria in Kaduna State and Malumfashi in Katsina State. A distance of about

120km radius around Zaria. The administrative head quarter is located on the main campus of the University, in Samaru, Zaria.

Tertiary Health Care is offered at:

A) Ahmadu Bello University Teaching Hospital, Tudun-Wada, Zaria (499 BEDS)
B) Ahmadu Bello University Teaching Hospital, Shika, Zaria (1540-bed)
C) Ahmadu Bello University Teaching Hospital, Kaduna (560 BEDS)
D) Ahmadu Bello University Teaching Hospital, Malumfashi (130 BEDS)

They offer general out-patient services and 24-hour accident and emergency services. In addition, in-patients care is offered in the main clinical specialties. Primary Health Care is delivered at different locations.

Training Schools

Health man power development is a major activity of the Institution. Apart from providing facilities for the training of medical students of the faculty of medicine of Ahmadu Bello University, the A.B.U. Teaching Hospitals, also offer training in the following schools:

A. School of Nursing, B. School of Midwifery and Post Basic Nursing Training, C..School of Medical Laboratory Technology, D. School of Health Information Management (School of Medical Records), E. School of Bio-Medical, F. Community Health Officers Training, G. Residency Training Programme .

5. **Amazing artefacts and interesting attractions:** major influence for repeat visitation to the area is associated to the amazing artefacts and attractions that can be found

within Zaria and signifying its uniqueness. There are natural and cultural artefacts such as Kufena hill and Zaria city wall/gates:

Kufena hill is located in Kufena village, Zaria. It is a small agricultural community also containing two prominent secondary schools. The hill is a massive outcrop of granite rocks of primitive formation. The highest point of the hill is about 180m above sea level. On the hill there are traces of early inhabitants said to be Gwari who were driven off by Bakuo (22nd ruler mentioned in the Zaria chronicle and to have died in the early sixteenth century). They include remains of old habitations, grinding grooves, rock gongs and series of cups in the rock, said to be an old Marcalla Board. There are caves containing archaeological materials in one of which a small terracotta head was found.

It is reported that engravings on the rock were destroyed by soldier in an attempt to remove them (Moghen S.J. 1930 cited in NCMM, 2010).it was declared Ancient Monument on 17th July, 1955 with the area of farmland within 90m (300 feet) of the foot of the hills.

Zaria city wall: In the olden days cities and empire take the responsibility of protecting their inhabitants. To do this effectively in the northern part of Nigeria city walls were built to secure their subjects and to mark their landmass. Of the cities of Northern Nigeria, the one that retains, perhaps the best preserved walls is the city of Zaria. Since the British occupation of the Western Sudan at the beginning of the present century the need for defensive walls has gone and the rains of over fifty wet seasons have battered down the tall mud ramparts of the Northern cities unless in some places they have disappeared altogether. The walls of Zaria circumnavigate the

city are between nine and ten miles long and are pierced by eight gates. It was also declared Historic Monument on 23rd April, 1959.

6. **Good destination image:** in the time past, Zaria had earned itself a good destination image in the heart of many visitors, and many still visit because of the splendour accorded to it. Due to some of the above named qualities peculiar to Zaria and many more, people got to know it or hear something about it which had imprints a lot of good ideas and images in their hearts. Also, repeat visitation of some tourists had proven this and helps in the spreading of the good icon which Zaria bears.
7. **Standard of living:** To live in Zaria is comfortable and convenient compared to high cost of living in many cities of the same status in the country. And this had made many visitors to preferred it to any other part in the country because with little money you can lodge, entertain and move around without the fear of being stranded. Goods and services are moderately cheap and can be easily obtained.
8. **Residents' friendliness:** According to many tourists, residents' friendliness is an intriguing factor that makes them to fell "at home" in the destination and to repeat their visitation. Some testify to this in that even during the time of their stay they had many friends who are willing and eager to teach them many things such as Hausa language, food (Cooking and eating) and many more.

4.6.2 Weaknesses Factors:

1. **Frequent crisis and threat of terrorism:** due to the past unrest in the northern part of the country and the resent and numerous bomb blasts in the region, Zaria had been under vigilant to maintain its security in the face of "Boko-Haram" and other terrorist acts in the nation. Furthermore, the current bomb blasts at public places on special days and the post election-crisis of 2011that led to loss of lives and properties had

been a menace in the heart of both residents and tourists. Some of these were associated to religious, political or tribal influences as cause. This had affected the destination image to some extent as the region is dread as a peril zone with a very fragile peace.

2. **Poor transport system:** The transport system is a recurrent complains by some visitors in the destination. It is expected to perform better than what they experienced. Also that some attractions accessibility were not in good state and they were not given proper attention required.
3. **Poor advertisement:** The means many tourists get to know about Zaria is through relatives which is not efficient as using contemporary means of advertising e.g. internet, mass media etc. Through this mean a lot of information are not been heard or can be wrongly disseminated but can be prevented if other means can be use provided it were to be from the source or reliable agent. This had been a limitation to the extent of enunciating Zaria to the world.
4. **Averagely performing accommodation system:** Lodging and restaurants in the area are good enough and efficient in supplying visitors their basic requirements throughout their stay in the destination. But this need to be up-graded to meet international standard because many clients of higher taste prefer to lodge in Kaduna metropolis and come to visit Zaria. Although, it can still be improve for better effectiveness.

CHAPTER FIVE

5.0 SUMMARY, RECCOMENDATIONS AND CONCLUSIONS

5.1 SUMMARY

From the analysis, it portrays that the number of international tourists is negligible, to make Zaria a more attractive destination to the world this has to improve. It is noted that the majority of its tourist are single students between the age of 20-39 years and many of them are on returning visit, so it will be better if the industry can be brand to attract others to boom the destination. The period of stay of tourists is averagely short ranging from 1-2 weeks duration which is not good enough.

Due to the function of the city as an educational town, the greater parts of visiting tourists are educated with many having tertiary education, also many come with family members. Staffs in the industry are judged to be polite, simple and friendly by tourists.

Despite the present emergence of food tourism in the world, continental food and local cuisines has a low performance and just seen as an essential item to support living and not as an attraction in Zaria. Purpose of visit and motivating factors that are rated high were educational and historical values of the destination. Zaria was seen to have a good destination image and it's capable of attracting more tourists if necessary improvement will be made to destination tourism components. The issue of security need attention for (religious and ethnics) crisis and threat of terrorists (*Boko-Haram*) seems to be the only discouraging factor in the destination.

5.2 RECCOMMENDATION

5.2.1 Attraction Schemes

To sustain and enhance attractiveness of Zaria attractions, the following recommendations are thereby made:

Attractions should be well publish to people through mass media, internet etc. for wider publicity. Internet being the most current and the most widely use means of dissemination of information as well as commercial purposes, can be used as a means for many people to get to know about the destination even without been told and they can pick interest in visiting its numerous attractions. Hence, this will inform them about attractions in the destination and the best way to go about booking, touring modes, and destination attributes.

The local tourism board needs to be rejuvenated to enhance the local tourism industries. This is essential because for tourism to be more fascinating in Zaria the board had to champion the industry by implementing good policies towards drawing tourists likewise investors to the destination. In addition, there should be a well detailed tourism calendar of the destination to help in tourists planning their stay as it will be easier for tourists to get to know activities of interest, best time to visits attractions, other interesting things to entertain them and enjoy a longer stay.

The board should also harmonize more local and international partnership for tourism development as it can be guarantee that if some of this tourism attractions or resources can be partnered with investors, tourism in the destination will have a good turn-around and more alluring.

Culture, monuments & crafts tourism should not be neglected for recent attractions. It is noted that due to recent forms of tourism in the area, the destination is gradually losing its cultural values to the winds of changes around it. And this can affect the rich cultural heritage of the area which can add to its attracting ability of the world at large. Furthermore, Zaria has an affluent religious (Islamic) training and tourism history dated more than 200years ago, but it is becoming less attractive to people far away apart from just being an Islamic academic area for nearby towns and villages. These forms of tourism need urgent attention for making it more attractive before they depreciate in their desirability.

Preservation of some tourist sites should be urgent in the destination. For attractions to be appealing, restoration, renovations and maintenances of attractions should be prompt because naturally attractions will dilapidate with time depending on its nature if not give deserved and proper attention needed. For it had been observed in some attractions that eroding in the destination such as Zaria city wall, dye pits etc. in addition, Resorts development and up-grading of attractions had been proven to increase the length of stay of tourists, and if this can be develop the brief visit of tourists will change because there are things around to keep them entertain, just like any other place in the world.

5.2.2 Accommodation Schemes

Accommodation in the destination performs moderately, and to boost its attractiveness the following proposals are suggest:

Cordial links and cooperation between hospitality facilities have to be establish to care for visiting tourists. Many first timers may not know where to lay their heads in the night especially during weekends (the peak periods of the week), if there is a

cordial link among hospitality facilities contacts can be easily be made to know available comfortable place to recommend to tourists. Also, there should be provision for easy payment through credit cards for many tourists do not go around with large sum of money for security purpose. It will be very convenient to transact business if almost every hospitality facilities in the study area can have access for payment through Automated Teller Machine (ATM) and credit cards to make their stay pleasurable.

General amenities available should be easy to identify, in sufficient quantities and convenient to use for better service provision to tourists. If this can be done, it will save a lot of unnecessary complain made by some tourists about the accommodation facilities in the destination. The value and quality of food should improve and local cuisines also could be readily available at hotels and restaurants to tourists as a means of showcasing and promoting destination uniqueness. This will improve the view of many about the rich cultural values of Zaria which is wearing in recent years.

NTDC and other concerned bodies should endeavor to carry out periodic supervision and a close monitoring of the hospitality facilities to ensure good services provision, good hospitality environment, adequate functioning facilities and to prevent degradation. If this can be carried out, it will make many establishments to sit-up and perform to expectation and this will encourage more tourists to wait more at destination.

5.2.3 Accessibility Schemes

Accessibility in the destination is the least attractive component in the destination. So, for it to improve, the following recommendations were suggested:

Other modes of transport (railway and air) should be improved to complement road transportation in Zaria, for this will enhance easy entry and exit at the destination. Also many tourists will prefer safer means or diverse transportation mode even if it is more expensive for them to have a memorable stay. This will as well give tourists varieties of option to guarantee their convenience of easy entry/exit and can motivate repeated visitation.

There should be easy ticketing and fare should be reasonable. For stress in getting ticket or exorbitant fare are discouraging to the tourists as been observed. Moreover, proper maintenance, upgrading and construction of roads should be address to prevent accident and loss of time due to bad roads and traffic congestion in the destination.

Establishment of tour operators will greatly add to the attractiveness of the destination for they will serve as links between the tourism industry in the destination and the outside world, in terms of attracting and promoting destination image. Also, they should be easy to contact through any means for information, organizing tour trips and entertainment of tourists so as to boost Zaria image and attractiveness.

5.3 CONCLUSION

Sustenance is a major part of any project or industry and this do not exempt tourism. To successfully sustain attractiveness of a tourist destination some precautions or solutions have to be in place, such as: adopting and implementation of good policies, continual research in the industry and devising new strategies of attracting the tourists and keeping them entertained.

Zaria has all that it takes to imprint itself on the world tourism map, if the proposed recommendation can be effected in the destination to boost the attractiveness. Its attractions were averagely rated satisfactory, but it has to be upgraded for it is to meet up to an international standard to attract international tourists. Its accessibility performed poor, and this can hamper tourism industry if not amend in time.

This work did an x-ray on tourism industry in Zaria, the IPA technique can be conveniently applied to any destination for a thorough analysis. Also, each of the components can be assessed deeply using this same technique for further knowledge and exploration in the industry.

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APPENDIX I

DEPARTMENT OF URBAN AND REGIONAL PLANNING
A

FACULTY OF ENVIRONMENTAL DESIGN
AHMADU BELLO UNIVERSITY, ZARIA

QUESTIONNAIRE

ASSESSMENT OF ATTRACTIONS ATTRACTIVENESS OF ZARIA

INTRODUCTION

This research questionnaire aims at collecting data for purely academic purpose. The information obtained through this medium will be treated absolutely confidential. The researcher therefore, wishes to stress the need for sincerity and accuracy in giving information as vital ingredients for a successful research. Thank you.

NOTE: *This questionnaire is meant for people that are not residing permanently in Zaria or their length of stay at one time is less than one year.*

INSTRUCTIONS: Please tick where appropriate, and rate how strongly you agree or disagree where applicable.

1. Age (a) 13-19 [ ] (b) 20-39 [ ] (c) 40-59 [ ] (d) 60 and above [ ]
2. Sex (a) Male [ ] (b) Female [ ]
3. Marital status
   (a) Married [ ] (b) Single [ ] (c) Divorced [ ] (d) Widowed [ ] (d) Separated [ ]
4. Educational status

   (a) Primary education [ ] (b) Secondary education [ ] (c) Tertiary education [ ] (d) Informal education [ ]

5. Occupation
   (a) Student [ ] (b) Civil servant [ ] (c) Businessman [ ] (d) Retired [ ] (e) Others [ ]
6. Monthly income/allowance

   (a) Between 1,000-5,000 [ ] (b) Between 6,000-10,000 [ ] (c) Between 11,000-15,000 [ ] (d) Between 16,000-20,000 [ ] (e) 20,000 and above [ ]

7. From where do you come to Zaria?

a. (a) Within Kaduna State [ ] [Which L.G. _____]
b. (b) Outside Kaduna State [ ] [Which State _____]
c. (c) Within Africa [ ] [Which Country _____]
d. (d) Outside Africa [ ] [Which Continent _____]

8. Is this your first time in Zaria? (a) Yes [ ] (b) No [ ]

9. Where did you stay during your visit in Zaria?

(a) With family [ ] (b) With friend [ ] (b) In hotel/Guest house [ ] (c) In hostel [ ]

10. Area resided in Zaria during your stay?

(a) Sabon Gari [ ] (b) Zaria City [ ] (c) GRA [ ] (d) Hanwa [ ] (e) PZ [ ] (f) MTD Area[ ] (g) Samaru [ ] (h) Wusasa [ ] (i) Tudun-Wada [ ]

11. How did you get to know about Zaria before you come here?

(a) Through friends [ ] (b) Through relations [ ] (c) through mass media [ ] (d) Others_____

12. Did you come to Zaria alone? (a) Yes [ ] (b) No [ ]

13. If "No" with who? (a) Family [ ] (b) Friend(s) [ ] (c) School/Class Mate(s) [ ]

14. How many days did you stayed/are you willing to stay in Zaria?

(a) 1-2 days [ ] (b) 3-7day [ ] (c) 1-2 weeks [ ] (d) 2-4 weeks [ ]

(e) 1-2 months[ ] (c) 3-6 months [ ] (e) 7month-1 year[ ]

15. Please tick in your opinion, how **important** are these attributes to Zaria:

	Destination Attributes	**Very unimportant**	**Unimportant**	**Fair**	**Important**	**Very important**
	PART 1: ATTRACTIONS (What made you to visit Zaria): ***Environment***					
1	Convenient Parking					
2	Cleanliness					
3	Efficient/friendly staff					
4	Being Organized					
5	Value for money					
6	People-friendlyness					
7	Appealing					
8	Easy entry and exit					

9	Safety					
10	Attractivness					
11	Family friendlyness					
	Image					
12	Educational					
13	Classic					
14	Exotic					
15	Reflective of local Culture					
	Fun					
16	Excitment					
17	Casual					
18	Entertaining					
19	Recreational					
20	Creative					
	PART 2: ACCOMMODATION (IN ZARIA): ***Style***					
21	Conveniently located/sited					
22	Reasonable prices					
23	Unique architect					
	Staff service quality					
24	Provision of efficient staff service					
25	Staff understand your request					
26	Helpful Staff					
	Destination Attributes	**Very unimportant**	**Unimportant**	**Fair**	**Important**	**Very important**
27	Easy Check-in/check-out is efficient					
28	Politeness & friendlyness of staff					
29	Staff's neat appearance					
	Room quality					
30	Room cleanliness					
31	Room quietness					
32	Good room temperature control					
33	Bed/mattress/pillow is comfortability					
	Business service					
34	Business meeting rooms available					
	Security					
35	Responsiveness of security personnel					
36	Availability of safe box					
	Value and food quality					
37	Room is value for money					
38	F&B (*food & beverage*) is value for money					
39	F&B facilities are of great variety quality					
40	F&B tasty & delicious					

	General amenities					
41	Information desk availability					
42	Room service efficiency					
43	Easy accessibilty of parking					
44	Easy entrance & exiting					
45	Convenient & pleasant					
46	Resting & waiting area					
47	Easy payment through credit card					
	PART 3: ACCESSIBILITY: ***System quality***					
48	Convenient & pleasant waiting areas					
49	Environment cleanliness					
50	Safety instructions being noticeabl					
51	Easy ticket purchasing system					
52	Reasonable fare					
	Convenience					
53	High frequency of trips					
54	Punctuality of every trip					
55	Good road condition					
56	Free traffic flow					
	Staff service quality					
57	Staff politeness & friendlyness					
58	Driver to drives safely					
59	Driver being responsible					

16. How much have you spent or willing to spend during your stay in Zaria?

(a) Between 1,000-5,000 [ ] (b) Between 6,000-10,000 [ ] (c) Between 11,000-15,000 [ ] (d) Between 16,000-20,000 [ ] (e) 21,000-25,000 [ ]

(f) 26,000 and above [ ]

17. What percentage had you spent or are you willing to spend on the following?

(a) Food [%] (b) Accommodation [%]

(c) Transportation [%] (d) Souvenirs [%] (e) Access fee to attractions [%] (f) Others [%]

18. What made you choice Zaria as a tourist destination?

_____

_____

19. What other factors do you think may make people to visit Zaria?

_____

_____

20. Are you motivated to visit Zaria again? (a) Yes [ ] (b) No [ ]

21. From question (20) above, **why?**

_____

_____

Thank You

APPENDIX II

DEPARTMENT OF URBAN AND REGIONAL PLANNING
B

FACULTY OF ENVIRONMENTAL DESIGN
AHMADU BELLO UNIVERSITY, ZARIA

QUESTIONNAIRE

ASSESSMENT OF ATTRACTIONS ATTRACTIVENESS OF ZARIA

INTRODUCTION

This research questionnaire aims at collecting data for purely academic purpose. The information obtained through this medium will be treated absolutely confidential. The researcher therefore, wishes to stress the need for sincerity and accuracy in giving information as vital ingredients for a successful research. Thank you.

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INSTRUCTIONS: Please tick where appropriate, and rate how strongly you agree or disagree where applicable.

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2. Sex (a) Male [ ] (b) Female [ ]
3. Marital status
   (a) Married [ ] (b) Single [ ] (c) Divorced [ ] (d) Widowed [ ] (d) Separated [ ]
4. Educational status

   (a) Primary education [ ] (b) Secondary education [ ] (c) Tertiary education [ ] (d) Informal education [ ]

5. Occupation
   (a) Student [ ] (b) Civil servant [ ] (c) Businessman [ ] (d) Retired [ ] (e) Others [ ]
6. Monthly income/allowance

   (a) Between 1,000-5,000 [ ] (b) Between 6,000-10,000 [ ] (c) Between 11,000-15,000 [ ] (d) Between 16,000-20,000 [ ] (e) 20,000 and above [ ]

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a. (a) Within Kaduna State [ ] [Which L.G. _____]
b. (b) Outside Kaduna State [ ] [Which State _____]
c. (c) Within Africa [ ] [Which Country _____]
d. (d) Outside Africa [ ] [Which Continent _____]

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(a) With family [ ] (b) With friend [ ] (b) In hotel/Guest house [ ] (c) In hostel [ ]

10. Area resided in Zaria during your stay?

(a) Sabon Gari [ ] (b) Zaria City [ ] (c) GRA [ ] (d) Hanwa [ ] (e) PZ [ ] (f) MTD Area[ ] (g) Samaru [ ] (h) Wusasa [ ] (i) Tudun-Wada [ ]

11. How did you get to know about Zaria before you come here?

(a) Through friends [ ] (b) Through relations [ ] (c) through mass media [ ] (d) Others_____

12. Did you come to Zaria alone? (a) Yes [ ] (b) No [ ]

13. If "No" with who? (a) Family [ ] (b) Friend(s) [ ] (c) School/Class Mate(s) [ ]

14. How many days did you stayed/are you willing to stay in Zaria?

(a) 1-2 days [ ] (b) 3-7day [ ] (c) 1-2 weeks [ ] (d) 2-4 weeks [ ]

(e) 1-2 months[ ] (c) 3-6 months [ ] (e) 7month-1 year[ ]

15. Please tick in your opinion, how is the performance of this attributes in Zaria:

	Destination Attributes	**Very poor**	**Poor**	**Fair**	**Well**	**Very well**
	PART 1: ATTRACTIONS (What made you to visit Zaria): ***Environment***					
1	Convenient Parking					
2	Cleanliness					
3	Efficient/friendly staff					
4	Being Organized					
5	Value for money					
6	People-friendlyness					
7	Appealing					

8	Easy entry and exit					
9	Safety					
10	Attractivness					
11	Family friendlyness					
	Image					
12	Educational					
13	Classic					
14	Exotic					
15	Reflective of local Culture					
	Fun					
16	Excitment					
17	Casual					
18	Entertaining					
19	Recreational					
20	Creative					
	PART 2: ACCOMMODATION (IN ZARIA): ***Style***					
21	Conveniently located/sited					
22	Reasonable prices					
23	Unique architect					
	Staff service quality					
24	Provision of efficient staff service					
25	Staff understand your request					
26	Helpful Staff					
	Destination Attributes	**Very poor**	**Poor**	**Fair**	**Well**	**Very well**
27	Easy Check-in/check-out is efficient					
28	Politeness & friendlyness of staff					
29	Staff's neat appearance					
	Room quality					
30	Room cleanliness					
31	Room quietness					
32	Good room temperature control					
33	Bed/mattress/pillow is comfortability					
	Business service					
34	Business meeting rooms available					
	Security					
35	Responsiveness of security personnel					
36	Availability of safe box					
	Value and food quality					
37	Room is value for money					
38	F&B (*food & beverage*) is value for money					
39	F&B facilities are of great variety a quality					
40	F&B tasty & delicious					

	General amenities					
41	Information desk availability					
42	Room service efficiency					
43	Easy accessibilty of parking					
44	Easy entrance & exiting					
45	Convenient & pleasant					
46	Resting & waiting area					
47	Easy payment through credit card					
	PART 3: ACCESSIBILITY: ***System quality***					
48	Convenient & pleasant waiting areas					
49	Environment cleanliness					
50	Safety instructions being noticeabl					
51	Easy ticket purchasing system					
52	Reasonable fare					
	Convenience					
53	High frequency of trips					
54	Punctuality of every trip					
55	Good road condition					
56	Free traffic flow					
	Staff service quality					
57	Staff politeness & friendlyness					
58	Driver to drives safely					
59	Driver being responsible					

16. How much have you spent or willing to spend during your stay in Zaria?

(a) Between 1,000-5,000 [ ] (b) Between 6,000-10,000 [ ] (c) Between 11,000-15,000 [ ] (d) Between 16,000-20,000 [ ] (e) 21,000-25,000 [ ]

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17. What percentage had you spent or are you willing to spend on the following?

(a) Food [%] (b) Accommodation [%]

(c) Transportation [%] (d) Souvenirs [%] (e) Access fee to attractions [%] (f) Others [%]

18. What made you choice Zaria as a tourist destination?

_____

_____

19. What other factors do you think may make people to visit Zaria?

_____

_____

20. Are you motivated to visit Zaria again? (a) Yes [ ] (b) No [ ]

21. From question (20) above, **why?**

_____

_____

Thank You

APPENDIX III

	Destination Attributes	**Mean Importance**	**Mean Performance**
	PART 1: ATTRACTIONS *Environment*		
1	Convenient Parking	3.83	2.83
2	Clean	4.08	3.50
3	Efficient/friendly staff	3.70	3.67
4	Organized	4.00	2.83
5	Value for money	3.75	3.50
6	People-friendly	4.00	3.67
7	Appealing	3.75	3.20
8	Easy entry and exit	3.33	3.00
9	Safe	4.09	3.60
10	Attractive	3.72	2.83
11	Family friendly	4.22	3.33
		3.86	**3.27**
	Image		
12	Educational	4.66	4.50
13	Classic	4.00	3.50
14	Exotic	4.08	3.17
15	Reflective of local Culture	3.19	3.00
		4.16	**3.54**
	Fun		
16	Exciting,	3.31	3.80
17	Casual	3.67	3.40
18	Entertaining	3.50	3.60
19	Recreational	3.75	3.60
20	Creative	3.75	3.25
		3.60	**3.53**
	Style		
21	Conveniently located/sited	4.15	4.40
22	Reasonable prices	3.31	3.33
23	Unique architect	3.58	4.00
		3.68	**3.91**
	PART 2: ACCOMMODATION (IN ZARIA): *Staff service quality*		
24	Staff provide efficient service	4.00	3.80
25	Staff understand your request	4.27	4.00
26	Staff are helpful	4.45	4.00
27	Check-in/check-out is efficient	4.18	4.80
28	Staff are polite & friendly	4.17	3.75
29	Staff have neat appearance	4.55	4.00
		4.27	**3.89**
	Room quality		
30	Room is clean	4.18	3.60
31	Room is quiet	4.27	3.25
32	Good room temperature control	4.08	3.60

33	Bed/mattress/pillow is comfortable	4.09	3.25
		4.16	**3.43**
	Business service		
34	Business meeting rooms are available	3.82	2.20
		3.82	**2.20**
	Security		
35	Security personnel are responsible	4.00	3.80
36	Safe box is available	3.60	2.75
		3.80	**3.28**
	Value and food quality		
37	Room is value for money	3.38	3.00
38	F&B (*food & beverage*) is value for money	4.00	3.25
39	F&B facilities are of great variety quality	3.92	3.00
40	F&B tasty & delicious	3.64	2.50
		3.74	**2.94**
	General amenities		
41	Information desk is available	3.18	2.60
42	Room service is efficient	3.73	3.00
43	Easy to access parking	4.00	3.00
44	Easy entrance & exiting	3.92	3.25
45	Convenient & pleasant	3.73	3.20
46	Resting & waiting area	3.67	3.25
47	Easy payment through credit card	3.44	3.00
		3.67	**3.12**
	PART 3: ACCESSIBILITY: *System quality*		
48	Convenient & pleasant waiting areas	3.58	3.40
49	Environment is clean	4.25	3.25
50	Safety instructions are noticeable	3.69	2.50
51	Easy ticket purchasing system	3.50	3.60
52	Fare is reasonable	3.83	3.00
		3.77	**3.15**
	Convenience		
53	High frequency of trips	3.25	3.00
54	Punctuality of every trip	3.17	2.80
55	The road	3.45	3.20
56	Traffic flow	3.73	2.67
		3.40	**2.92**
	Staff service quality		
57	Staff are polite & friendly	4.08	3.40
58	Driver drives safely	3.33	2.75
59	Driver is responsible	3.73	3.00
		3.71	**3.05**
	Grand Mean	**3.82**	**3.25**