APPRAISAL OF TOURISM HABITS OF ACADEMIC STAFF IN SELECTED UNIVERSITIES IN NIGERIA

BY

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DECLARATION

I hereby declare that the work in this thesis entitled Appraisal of Tourism Habits of Academic Staff in Selected Universities in Nigeria has been performed by me in the Department of Urban and Regional Planning under the supervision of Prof. Ahmed Adarnu and U.F Yahaya. The information derived from the literature has been duly acknowledged in the text and the references provided. No part of this thesis was previously presented for another Degree or Diploma at any University.

_____	_____	_____
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CERTIFICATION

This project titled "APPRAISAL OF TOURISM HABITS OF ACADEMIC STAFF IN SELECTED UNIVERSITIES IN NIGERIA" by RUKAYAT BALOGUN RAJI meets theregulations governing the award of a Master of Science (Urban and Regional Planning) and isapproved for its contribution to scientific knowledge and literary presentation.

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DEDICATION

This thesis is dedicated to Almighty Allah for seeing me through every aspect of my life, my wonderful parents for their support, my husband for being there always. And finally to my children and siblings.

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I wish to express my love and appreciation to my dearest brothers and sisters for being there always and to my children “I love you always”.

To my father I say thank you Dad and to my Mum: I say you are the best mother in the world”.

ABSTRACT

The research aims at determining the factors that influence tourism travels by academic staff of selected universities with a view of identifying the constraining factors that hinders their tourism habits and making suitable recommendation to encourage participations in leisure tourism. A structured questionnaire was designed and validated and administered through cluster sampling procedure. The review of literature was made on the determinant of tourism and its related activities. The result of the analyzed data provided by the respondent revealed that academic staff were more involved in work related tripsthan leisure trips. It also revealed that academic rank has a significant influence on the frequency of travels by academic staff the study concluded with recommendation for improvement in tourism participation.

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CHAPTER ONE

1.0 INTRODUCTION

The World Tourism Organisation defines tourism as “the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leissure, business and other purposes.” This broad definition of tourism is then broken down into six categories according to the purpose of the trip: Leisure, recreation and holidays; Visiting friends and relatives: Business and professional activities; Health treatment; Religious and pilgrimages. Those that engage in tourism - i.e. tourists can also be divided into international tourists and domestic tourists and into overnight tourists and same-day visitors.

The individual tourist is believed to be influenced by the social, cultural or nationality groups that they belong to. Thus the collective value, taste, lifestyle, and characteristics of social, national or cultural groups are interpreted as instrumental in moulding individual tourist's behaviour and taste in some structured manner. (Butler, 1991); and (Holloway and Plant, 1998), suggests that there is a strong tendency for individuals to conform to the norms and values of social groups (peers, students, workmates, friends, neighbours and relations) cultural, national or regional groups in their aggregate patterns of demand for tourism products. Also, tourists' habits and participation pattern is a function of available resources; that is destination product supply tends to influence tourist's pattern.

1.1 Statement of Problem

The observation that tourism demand is determined by an individual's age, economic, social, and cultural background has been confirmed by many studies in the developed world (Smith, 1990; Moscardo, 1996; Gunn, 1972). Such position subsequently has been widely adopted and applied in planning, design and development of leisure facilities and tourism destinations (Bhaha, 1982). In the third world, the determinants of tourism habits are generally poorly understood and have resulted from inadequate studies and information. Data on the demographic, economic, social and cultural influences on tourism habits of social groups is a major area of deficiency reported in the literature (Buhart and Meduk, 1975). In some other instances, contradictory reporting has been made on the influence of the factors (Parolin 2001; Dann 1996). To provide adequate information on tourism patterns and their explanation for planning purposes, studies are therefore required that disaggregate data at population cluster levels, where attributes such as income, educational level and social status are captured. From such clusters, tourism behaviour, attitude and demand pattern can easily be predicted and explained. This study examines the tourism habits of academic staff in universities whose data is either not readily available or where available, is erroneously reported.

In addition to the need of establishing baseline data on the tourism habit of university lecturers, the study will disaggregate travel patterns of Academic staff by category of tourism activities engaged in. This relates to finding answers to the following questions:

1. What types of tourism activity are academic staff engaged in?
2. What are the factors that explain the tourism habits of academic staff?
3. What is the correlation between social statuses and tourism pattern?

The findings of the study shall provide the data base for refining the known positions on the tourism habits of groups which usually exists in generalized and aggregate terms.

1.2 Aim

The aim is to appraise the tourism habits and characteristics of academic staff in selected universities in Nigeria with a view to identifying patterns and explanations, and making appropriate recommendations.

1.3 Objectives

1. To review and identify the determinants of tourism habits among social groups.
2. To examine the tourism habits and characteristics of academic staff in selected universities.
3. To determine the factors that influences the tourism habits of staff in the selected institutions.
4. To highlight lessons to be learnt and make appropriate recommendations for the improvement of tourism habits among academic staff.

1.4 Scope and Limitation

The scope of the research is to establish the tourism habits of academic staff of selected tertiary Institutions. The issues covered include determinants of tourism and types of tourism the academic staff engage in. This is to establish pattern and limitations to staff participation in tourism activities.

CHAPTER TWO

2.0 Approaches to Tourism Behaviour Studies

A review of literature revealed three approaches as most dominant in explaining tourist behaviour, demand, and preference patterns in social and behavioural research. Although these three approaches explain different aspects of tourism behaviour, they are, nevertheless, complementary. The first of these approaches explain tourism participation as determined largely by demographic and socio-economic characteristics of tourists. This approach had been used in several national and regional tourism planning, and in making visitor projections, mostly in the United States of America and Britain (Knudson, 1998; Holloway and Plant, 1988). The earlier works of (Adams, et al, 1973), (Dann, 1989), and (Goodall, 1998), exemplify such studies. These studies employed techniques especially regression models to evaluate relationships between tourist behaviour on one hand and socio-demographic and economic variables of tourists such as income, education, residence type, age, race, sex, marital status, family size and work period. Results obtained in majority of these studies suggest some relationship exist between tourists' habits and some demographic and socio-economic characteristics.

However, more recent studies, by(Parolin, 2001) and (Mascardo, 2001) revealed rather low association between travel patterns and some socio-economic characteristics of tourists. Parolin identified some common types of travel patterns as found in earlier studies by (Afolabi, 1993), and (Boniface and Cooper, 1987) to have considerably influenced patronage by tourists.

Demand for tourism at the individual level can be treated as a consumption process which is influenced by a number of factors. These may be a combination of needs and desires, availability of time and money, or images, perceptions and attitudes. It is the

aim of this literature to explain how these factors influence individual behaviour in tourism and combine to shape an individual's tourism habits.

It is clear that the factors influencing tourism habits are closely linked to models of consumer behaviour in tourism. No two individuals are alike, and differences in attitudes, perceptions and motivation have an important influence on travel habits. Attitudes depend on an individual's perception of the world. Perceptions are mental impressions of, say, a place and are determined by many factors which include, family and work experiences. However, attitudes and perceptions in themselves do not explain why people want to travel. The inner urges which initiate travel demand are called travel motivators.

We can view the tourism habits as involving four basic elements:

1. Energizer of demand; These are the forces of motivation which lead a tourist to decide upon visiting an attraction or going on a holiday.
2. Filterers of demand; Even though motivation may exist, demand is constrained or channelled due to economic (e.g. discretionary income), sociological (reference groups, cultural values) or psychological factors (perception of risk, personality, attitudes).
3. Affecters; The tourist will have developed ideas of a destination, products or organization from its promotion, development of image and information which is generally available (learning, attitudes, associations). These affecters will heighten or dampen the various energizers which lead to tourist action.
4. Roles; The important role is that of the family member who is normally involved in the different tasks of the purchase process and the final resolution of decisions about when, where, and how the group will consume the tourism product (family influence, cultural influence).

2.1 Tourism Demand

Demand is the basis for conceptualizing how visitors choose and pursue a range of opportunities in their leisure time. Thus, a consideration of demand in relation to tourism can assist in understanding motivation, needs and experiences, as well as being a useful indicator of changing trends. Hall and Page (2002) state that, 'an understanding of tourism demand is a starting point for the analysis of why tourism develops, who patronizes specific destinations and what appeals to the client market'. Quite simply, as Shaw and William (1994) argue, 'tourism demand is the foundation on which all tourism-related business decisions ultimately rest'.

Attempting to define 'demand' as a concept is a complex task and often depends on the disciplinary perspective adopted by the researcher. For example, the geographer is pre-eminently concerned with 'the total number of persons who travel, or wish to travel, to use tourist facilities and services at places away from their place of work or residence' (Mathieson and Wall 1982).

Attempting to explain what demand means in simple terms is probably expressed most clearly by (Kotler and Bowen, 1996)who argued that demand is the relationship between individuals' motivation to travel and their ability to do so. This means that a range of factors influence tourism demand in both the tourist generating and destination areas.

(Burkart and Medlik,1981) divided the influences on the tourism market into two components:

a) 'Determinants' refer to the exogenous or external factors that shape the general demand for tourism within social or a specific population. Such factors tend to be common to all world regions, although are likely to show a different emphasis in

every country for instance, the economy in each country will have a greater or lesser effect on outbound tourism.

b) 'Motivations' refer to the personal factors that directly affect the individual and are expressed as tourism desires and choices. Motivations can be influenced by internal (e.g. perceptions and personality) and external (e.g. culture, age and gender) aspects.

Essentially, leisure demand results from a variety of social, economic, demographic and psychological factors peculiar to the individual (Argyle 1996; Reid and Reid 1993; Hall and Page 2002) and as dictated by circumstances of regions and countries.

Extrinsic factors or determinants, such as government policy, media communications, marketing, social norms and pressures, knowledge, information on and images of destinations, technological change and wider socioeconomic determinants have an equally important role to play in shaping tourism destination demand.

The term 'demand' is sometimes ambiguous in its use and meaning, often referring to different measures of tourism participation and behaviour. Subsequently, the study of tourism demand can be approached from differing perspectives. It is therefore important to understand the elements of tourism demand and how researchers and analysts use the term.

According to (Hall and Page, 2002) one of the fundamental questions tourism researchers consistently seek to answer is: why do tourists travel? This seemingly simple proposition remains one of the principal challenges facing tourism research. At one level people may choose where they wish to travel to, so the patterns of tourism activity could be explained in terms of individual choice. Clearly, though, as individuals we do not have limitless choice and our actions are inevitably influenced by a combination of opportunities and constraints, including available finance and

time. A number of social divisions may also circumscribe choice in tourism. Just as there are inequalities in many countries in terms of education, employment, housing and income, so there are inequalities in tourism. (Argyle, 1996) acknowledges the significant of gender, age, social class, retirement, unemployment, social relationships, personality and socialization in affecting leisure behaviour. So, while choice is an important factor in tourism decision-making, individuals are rarely 'free' to make those choices, being constrained by personal and situational circumstances. While there is no universally accepted theory of tourist motivation, several researchers have developed frameworks to use in the understanding of why people go on holiday (Maslow1970).

2.2 Motivation and decision-making in Tourism

(Schmoll, 1977) argued that motivation is 'a state of need, a condition that exerts a push on the individual towards certain types of action that are seen as likely to bring satisfaction'. Essentially, in relation to tourism, motivation is a part of the consumption process and is stimulated by a complex mixture of economic, social, psychological, cultural, political, industry-related and wider environmental influences. Motivation as a subject is an integral part of the study of consumer behaviour in tourism. Motivation acts as a trigger which stimulates the chain of events in the tourism process.

Understanding tourist motivation and decision-making is important for two main reasons:

a) Planning considerations: All destinations require some form of planning and management, and control of negative impacts, where it may be appropriate to divert tourists or particular activities away from vulnerable areas.
b) Economic considerations: Growth and development of the tourism industry in a region or corporate growth are dependent on understanding consumer behaviour, particularly through market segmentation strategies.

The term 'motivation' is open to interpretation and is often used to merely describe the purpose of a holiday, such as visiting friends and relations (which is really a motive rather than a motivation).

(Hall and Page, 2002) note that "the factors which shape the tourist decision-making process to select and participate in specific forms of tourism is largely within the field of consumer behaviour and motivation." As (Cooper and Fletcher, 1998) argued, 'The key to understanding tourist motivation is to see vacation travel as a satisfier of needs and wants.

The decision-making process in tourism is viewed in two ways by researchers. First, it may be likened to the basic decision-making process aligned with all product purchases, where the consumer identifies a need, looks for information on the product, its cost and where it might be purchased, weighs up the alternative products and suppliers, makes a choice, consumes and finally makes a judgement on the experience of that product which may then influence future purchasing decision. Most models of consumer behaviour reflect this basic outline; however, many other factors influence this process, some of which the consumer is barely conscious of. Imagery, advertising, word of mouth recommendation and peer influence should not be underestimated. The tourism decision-making process is affected by personal, behavioural and destination-specific qualities, as well as the exogenous factors influencing demand.

(Cooper and Fletcher, 2008) utilize four categories of motivation:

1. Physical motivators;These are related to refreshment of body and mind, health purposes, sport and pleasure. This group of motivators are seen to be linked to those activities which will reduce tension.
2. Cultural motivators; These are identified by the desire to see and know more about other cultures, to find out about the natives of a country, their lifestyle, music, art, folklore, dance, etc.
3. Interpersonal motivators; These include a desire to meet new people, visit friends or relatives, seek new and different experiences. Travel is an escape from routine relationships with friends or neighbours and the home environment, or it is used for spiritual reasons.
4. Status and prestige motivators; These include a dire for the continuation of hobbies and education (i.e. personal development) and are also seen to be

concerned with the desire for recognition and attention from others, in order to boost the personal ego.

2.3 The Tourist as a consumer

A consumer is an individual who, through a process of decision-making, obtains goods and services for personal consumption. In basic terms, such a process involves a 'purchase', but in tourism, the importance of experiencing a destination environment must also be recognised where the tourist becomes a consumer of place or culture, as well as purchaser of tourism products. Through the latter part of twentieth-century and into the new millennium, as part of the growth of consumer culture, tourists have become more experienced, aware, discerning and demanding in relation to holiday experience. No longer are the basic sun, sand and sea ('3S') holidays sufficient to meet the demands of the modern tourist, but a more individualized quality product, that the tourist is more ready to put together without the assistance of a travel agent, is emerging. The contemporary tourism industry has had little choice but to become more consumer oriented in order to meet, and where possible exceed, the increasingly sophisticated needs of the tourist.

(Sharply,2002) outlines the various changes that have occurred and paved the way for the new consumers in the twenty-first century, and states that consumers have become more knowledgeable, demanding and thinking. (Hjulmand, 2003) argue that the rise of a more demanding tourism consumer has occurred globally over the last 20 years and has arisen due to a number of factors, that includes increased affluence, better education,more experienceincluding international travel, increasing cultural diversity of travelers and the increasing exposure of the population to the media and other forms of information.

2.4 Tourist Motives

Demand for tourism is highly segmented and is distinguished through a number of different markets. For example, day visitors whilst not strictly tourists are a major component of the market for many destinations motivated by the access to the area and availability of activities to undertake (e.g. shopping) within the confines of one day. Conversely, other forms of travel may have a different set of motivating factors according to the purpose of the business trip (such as attending a meeting or conference, a training course, an exhibition or trade show where the audience is informed about a new product or service. Each of these forms of tourist travel has different motives. Motives for travel are useful categorizations of tourists whose main reason for travel is to participate in a particular niche interest. Some of the major motives for travel include a desire to participate in one or more activities, such as culture/heritage, sports, business travels, religious, health-related and educational.

2.5 Determinants of Tourism Habits

While we have seen that the decision to go on holiday is an outcome of personal motivation, the selection of a distribution/type of holiday is set against a series of constraints of which individuals are aware. The choice of the final holiday is limited because some holidays are too expensive, not suited to the time we have available, are too far away, or may even involve activities that are beyond our capabilities. There are numerous ways that such influences could be organized. The ways include:

(i) Personal and family influences, including age, stage in the family life-cycle, and gender issues

(ii) Social and situational influences, including the tourism and work relationship, social class and income issues.

2.5.1 Personal and facility influences

Variations in tourism participation are strongly related to age, and this is evident in the style of which many tour operators segment their holiday products by age. There are many inequalities in terms of age in tourism. In the UK, statistics indicate that those aged 16-24 and over 65 are more likely not to have a holiday than other age groups, and one of the main constraints for both groups is limited income. Overseas holidays are more likely to be taken by those aged 35-54, while the retired population generates the largest proportion of domestic holidays.

Typically, young adults are shown in advertising as backpackers, or else attracted to fun-seeker package holidays aimed specifically at the age group in destinations such as Ibiza. To some extent, tourism participation could be seen as a wage-earning symbol of adulthood for young people. Young adulthood is a time to experiment, to develop confidence in one's own identity, to establish independence, to broaden horizons and to experience sexuality and relationships, and tourism can provide a useful outlet for such needs. By the time of old age there is an inevitable reduction in an individual's physical and mental facilities and as such a reduction in the more active holiday pursuits. Disincentives for travel include falling ill, availability of medical services, personal security, safety and hygiene, whereas motivations include health and well-being, socializing, companionship and opportunity to participate in activities. In Great Britain, people aged over 70 make fewer trips and travel considerably less distance than younger people. In addition, car use for domestic travel declines with age. However, it is clearly incorrect to equate retirement with old age. In the Western world, there is an ageing population which includes the 'baby boomer' generation, who contrary to traditional analyses, have both the time and the budget for travel. People for whom retirement has come in their fifties represent an

attractive ‘target’ for tourism operators. Some tourism markets benefit substantially from the more mature population. For some, retirement stimulates a move to a favoured holiday destination and the holiday experience is therefore recreated on a permanent basis, linking tourism and migration within a domestic and sometimes over-seas context.

2.5.2 Family Lifecycle

Closely overlapping with age, the family lifecycle, or lifecycle, groups people not only by their age but also by their marital status and whether they have children. Numerous classifications have been developed over time and reflect the social structure and dynamic of the time. To give an example, the framework set out by Cohen and Smith in 1984 defined four stages:

1) Adolescence (15-19 years old)
2) Young adult (to late 20s)
3) Family establishment (25-55)
4) Later years (55+)

More recently, a European/North American model outlining eight stages has superseded the earlier basic formats of lifecycles. Looking at these two examples it can be seen that little account is made of single-parent families and extended families. Such models imply the stages to be the ‘norm’ and pay little attention to those choosing not to have children or cultural differences in families by ethnic class. Despite these concerns, it is fair to say that different stages in a lifecycle are characterized by different interests, activities and opinions. These translate to different holiday requirements at each stage, and some companies can effectively ‘capture’ loyalty at an early stage and maintain this throughout the lifecycle, the Disney Corporation for example.

Since the 1950s, it has been considered that women made holiday decisions. However, more recent research has indicated that the holiday choice of a couple is made jointly, particularly in the case of high-income households. Women tend to dominate the information-search stage. It is in reality very difficult to judge how decision are made as tourism decisions often involve a string of choices, including travel, time, accommodation, activities, destination and duration.

The presence of children in a household has a significant influence on tourism participation and patterns, and can often create a substantive diversion from the type of pre-family taken by a couple. Households with children tend to have a more limited choice in terms of travel date and duration, dominated by school holidays. People with very young children are constrained by the abilities and tolerances of their children, in terms of travel time and accommodation flexibility. Couples without children tend to take more short breaks throughout the year and some very long trips (more than two weeks) (Holloway, 2001). Children are an important determining factor of parental holiday satisfaction and can often play a role in the decision-making process, in terms of identifying a holiday desire and negotiating activities.(Shaw and Williams, 1994) observed that children certainly have an effect on tourism behaviour, and (Check,1981) highlights the emergence of toddler tourism, where young children's pester power has played an important role in choice of destination: as is the case of the film location of the children's TV programme Balamory. It has also been shown that grandparents play a role in taking younger children on trips, particularly day trips and short breaks, as well as within the VFR sector.

2.5.3 Gender

Gender as an influence in tourism decision-making is not widely researched or discussed. Much gender-related tourism research concentrates on employment

patterns, focussing on women as producers rather than consumers (Ritz, 2004). Yet one of the primary relations between individuals in any society is based on gender. (Maccollen,1978) argue, in the context of leisure participation that women have less leisure time than men, undertake fewer leisure activities and spend a higher proportion of their time in and around the home and family. If this is accepted, then there are also clear implications for gender to be an issue in tourism participation and motivation. One illustration may well be that for those women who have primary responsibility for household organization and child care, a self-catering holiday may not fully provide a means of escape from the home environment when this is an important motivator. However, if tourism is part of a family ritual, then all members participate. So, it is not necessarily participation in tourism that is an issue for women with primary care roles, but the type and quality of that participation. Women's caring roles do not just relate to children, since around 70-80 per cent of those caring for an elderly or infirm relative or partner are women, so a holiday may be a rest from caring or caring in a different location (Goodall and Ashton, 1998).

Men and women tend to be viewed differently by society in terms of being travellers. For example, men who travel alone might be considered as seeking adventurous activity, expedition or sex tourism. Women may be thought of as brave, vulnerable or even abnormal (Hall and Page, 2002). Some women decide not to travel independently or to avoid certain countries for safety reasons. Many women recognize increased vulnerability in an unfamiliar destination but will take calculated risks although, as (Carr, 2001) argues, personality as well as gender affects perception of risk. (Hall and Page,2002) note that the differing socialization process in leisure experience seems to affect tourism behaviour, but as (Dann, 1996) found that women

are more likely to take a passive role in strange environments than men and that men pursue a wider range of leisure opportunities in unfamiliar environments.

2.6 Tourism and work

Work provides a means for tourism and, often, escaping from work provides the motivation for tourism. Whatever the balance, leisure, tourism and work are inseparable. However, leisure and work both compete for an individual's time. If one increases then the other decreases. The nature of work, however, is an important influence on tourism not just in terms of competition for time. Where an individual's work is boring, arduous or monotonous, tourism may well represent an escape. Opposing this, some are formulate to find their work exciting, enjoyable and possibly difficult to disassociate from their leisure. Here a holiday may be seen as a means to extend one's work interests.

What can be seen here is that in the vast majority of cases, different types of work produce different levels of satisfaction, which in turn influence individual needs and wants and hence leisure and tourism motivations.

2.7 Social class and income

(Orams, 1999) suggests that social class be 'considered to be one of the most important external factors, assessed primarily by occupation and level of income'. However, social class is an awkward concept in that there are numerous dimensions associated with power, money, prestige, culture and background. Nevertheless, social class is used throughout social research and as a means of segmenting the population (along with gender and age) for the purposes of surveys and opinion polls, although class is now more commonly established by occupational grading schemes.

So what is social class and how might it be an influence in terms of tourism motivation? Social class was defined for the UK population census in 1911 to

facilitate the analysis by arranging the large number of occupational groups. This initial system took no account of differences between individuals in the same occupation groups (e.g. in terms of remuneration) and over the years other systems have been introduced. For example, in 1951 (amended 1961) the seven social class groups were replaced by 17 socio-economic classes for the UK Census. Here the aim was to bring together people with jobs of similar social and economic status. In common use is a system devised by the Market Research Society, in which the society is stratified on the basis of trade or profession. The struta are:

A Professional/senior managerial
B Middle managers/executives
C1 Junior managers/non-manual
C2 Skilled manual
D Semi-skilled/unskilled
E Unemployed/state dependents

The implications for leisure and tourism participation are that, moving from the professional occupational grouping to the unskilled, there is an increase in television viewing, a decline in membership of library membership and book reading, and a decline in holiday-making, sports participation and countryside recreation (ONS 2004). The statistical data suggest that professional occupations enjoy a more active and varied range of leisure activities. As tourism is price elastic (i.e. small price increases may result in many people seeking cheaper alternatives) and as incomes are generally synonymous with occupational groups, these classifications have an influence on the tourism patterns.

While it is fair to accept that aspects of occupational grouping do influence tourism, such assumptions should be approached with caution. The categories do not relate to lifecycle, hence a young professional worker with four children may have less disposable income than a working couple in the skilled manual class who have no dependants.

It is also pertinent to note that there are other more subjective dimensions of social class, more associated with class imagery. An individual's accent, style of speech, residence, social network, job, educational background, dress, car, income, race, family background and leisure activities may be more influential than their occupation. The subjective judgments associated with the upper, middle or working classes may also affect the nature and type of holiday as well as other aspects of life. Tourism destinations have traditionally been associated with certain social groupings, and marketers are often charged with repositioning a destination as part of a wider tourism strategy. English seaside resorts provide a good example of this and the illustrations of the marketing literature for Eastbourne in 1961 and 2004 show clear shifts in the product as a new focus is developed for the next decade.

2.8 Paid holiday entitlement

The increase in leisure time experienced by most individuals since 1950 is well documented. However, the relationship between an individual's total time budget, leisure time and paid holiday entitlement is complex. A number of surveys suggest that, in a developed western economy, individuals have anything from 35 to 50 hours' free time at their disposal. Free time is great for males, the youngand single adults. Of this free time some two-thirds is spent around the home. However, to enable tourism, leisure time has to be blocked into two or more days to allow a stay away from home. While this is obviously the case with paid holiday entitlement, patterns of leisure time have changed over the last 20 years to allow three-day week-ends, flexitime and long periods of absence for those in employment.

A variety of holiday arrangements now exist worldwide, with most nations having a number of one-day nationally holidays, as well as annual paid holiday entitlement by law or collective agreements. Individual levels of paid holiday entitlement would seem to be an obvious determinant of travel propensity, but-in fact the relationship is

not straightforward and, rather like the income variable, is clearer at the extremes. For example, low levels of entitlement do act as a real constraint upon the ability to travel, while a high entitlement encourages travel. This is due in part to the interrelationship between entitlement and factors such as job status, income and mobility. As levels of entitlement increase, the cost of tourism may mean that more of this entitlement will be spent at home.

Paid holiday entitlement tends to be more generous in developed economies and less so in the developing world. The pattern of entitlement is also responsible in part for the seasonality of tourism in some destinations simply becausesome of the entitlement has to be taken in the summer months. To an extent, this is historical and is rooted in the holiday patterns of manufacturing industries. It does, however, impact upon the nature of demand for tourism. In some countries, notably France, staggering of holiday entitlement hasbeen attempted to alleviate seasonality.

2.9 Tourism motivation and segmentation

It is to categorize travellers, not all individuals fall neatly into behaviour models or typological classifications. Moreover, it is not realistic to assume that the accurate descriptions of tourists through their reasons for travel that were gained at the time of purchase will remain constant throughout the travel experience. Despite such concerns, by identifying types of customers and classifying them into groups or market segments, a process called segmentation, tourism suppliers may be able to deliver their products more effectively. Through segmentation marketers can establish common reasons behind the purchase of tourism products within a market segment. For example, the importance of professional as one market segment which some holiday companies have seen as an important component of the family holiday market and worthy of investment; thus they target markets with family-friendly products.

Through an understanding of this common purchasing behaviour by market segment, it becomes possible to target market segments with particular products. Clearly, different groups of tourism will make varying economic contributions as a result of their activities.

2.9.1 Segmentation by purpose of travel

The purpose of a trip is used to divide groups of tourists. Commonly business travellers are separated from those on a leisure holiday, with those visiting friends and relatives making a third group. Occasionally, the leisure holiday might be further subdivided into groups reflecting sun, sea and sand or sunlust holidays from a sightseeing or wanderlust tour. Travel for health and for sport may be additional subdivisions both of which are growth areas internationally.

2.10 Constraints to Tourism Participation

Tourism constraints research focuses on investigating factors thatinhibit or prohibit participation and enjoyment in tourism (Awaritefe, 2000) studying tourism constraint might lead to both humanitarian and managerial outcomes. From a humanitarian view it would be valuable to understand the reasons underlying the final decision to participate in tourism. From a managerial point of view, probing the source of tourism constraint may ultimately help in organizing and promoting tourism.

Tourism constraints began to be systematically investigated in the 1980's. At that time, they were closely related to participation, presenting barriers that existed between a person’s desire to participate and actual participation. Constraints, are no longer considered the only factors that influence participation. In other words, a person's experience of constraints does not necessarily lead to non-participation (Witt and Goodale, 1981) distinguished three categories of tourism constraints:

a. Intrapersonal constraints including negative individual psychological state and other characteristics of an individual that interact with personal preferences e.g. self-esteem and perceived physical skills).
b. Interpersonal constraints, stemming from interaction and relationship among individuals (e.g. access to partner or friend's company for leisure and tourism activities).
c. Structural constraints, which intervenes between tourism preferences and participation (e.g. cost of participation). (Witt and Goodale) classification of tourism constraints (1981) reflects the dimensionality underlying tourism constraints and has been well- supported by subsequent research (Backman, 1991, Tailor, 1998, Jackson and Godbey1991).

The hierarchical model by (Crawford, Jackson and Godbey, 1991) which was based on earlier works of (Smith, 1990) assigns intrapersonal and interpersonal constraints the strongest influence on formation of tourism habits, relegating structural constraints to a role of least importance.

Individuals experience the three types of constraint hierarchy, according to (Smith 1990), through the participation decision-making process, constraint interact with motivations and preferences and shape the level of participation. Individuals may however, negotiated their way through constraints finding ways to participate in the face of them.

Time and cost related constraints rank the most frequent and powerful constraints on tourism activities generally (Ikporokpo,1993). (Ryan, 2002) noted that constraints on time are the strongest ones and most common in relevant studies.

Tourism and Gender constraint:- most of the relevant studies (Cooper and Scott, 2006) have come to the common conclusion that women face more intense constraint

than men and this results mainly from lack of time. They tend to suggest that women's place within society, women's role and responsibility often limit women's freedom of choice.

CHAPTER THREE

3.0 Methodology

The survey method is the adopted tool for the study because it is the most accurate and comprehensive means for determining behavioural patterns (MAPC, 1979). In this context, it enable the researcher to effectively isolate answers to the often complex questions which arise in the process of analyzing behaviour and habits. In tourism studies, surveys give researchers insights into what motivates tourism behaviour, what inhibits tourism participation, and what importance the individual places on tourism and leisure.Hence, the survey method that is adopted for the research.

3.1 The Survey Tools

From the various types of survey methods, the questionnaire was used for primary data capturing in addition to the use of personal interviews.

3.1.1 Questionnaire

This method is chosen because of its advantage of time, cost and coverage as well as offering multiple choice response (see the questionnaire in the appendix). The instrument is designed to obtain personal data of staff such as age, sex, discipline, income employment level and status. The questions developed were either close ended or open ended whereby the respondent writes his opinion.

3.1.2 Interviews

The interviews were a free form of conversation between the researcher and the respondents on how they feel about the subject matter. Issues such as employment policies, leave grant, and existing tourism package, were discussed.

3.1.3 Relevant Data

In conducting researches, numerous types of data are required in providing a researcher with information on the situation at hand and expectations on the issue. The data required for the research include demographic data such as age, sex, occupation, income and time utility etc. Information on demographic characteristics of staff like sex, age, occupation etc are required to enable the research determine age structure, educational and occupation level. The data needs and sources are shown on table 1.

Table 1: Types of Data Required and Sources

Relevant data required	**Variables**	**Sources**
Demographic information of the concerned population	Age, sex, marital status	Primary Sources
Information on the socio-economic characteristics of the population	Occupation, educational level, employment level	Primacy sources
Information on the constraints on tourism participation	Inter-personal factor, structural factors, intra-personal factors	Primary and secondary sources

Source: Field Survey, (2011)

The data sources are:

a) Primary:- This involves the use of questionnaire and personal interviews.

b) Secondary:- This was obtained through review of related literatures, journals, published and unpublished materials, thesis and internet resource.

3.3 Sampling

3.2.1 Sampling Frame

The sampling frame for this study covered data from academic staff of six selected tertiary institutions across Nigeria namely

1. Ahmadu Bello University, Zaria Kaduna State – Federal University
2. University of Ilorin, Kwara State – Federal University
3. Kwara State University Kwara State – State University
4. Kaduna State University, Kaduna State – State University
5. Covenant University, Otta, Ogun State – Private University
6. Babcock University, Ogun State – Private University

The universities were chosen based on ownership status i.e federal, state and private universities. In addition to the ownership status as criteria, A.B.U was chosen because it is one of the first generation universities.

University of Ilorin is a second generation federal university that has undergone so much reform. Covenant and Babcock are first and second generation private universities respectively. Kaduna state university is a fairly new state university while Kwara State University is an old, state university.Questionnaires were administered in the six designated tertiary institutions within six weeks. Two field assistants were employed for administering of sixteen and fourteen questionnaires in Covenant University and Babcock University respectively. While three field assistants were engaged to administer one hundred and fifteen questionnaires in University of Ilorin and twenty questionnaires in Kwara State University.

The researcher and one field assistant administered ninety-five questionnaires in Ahmadu Bello University and the researcher alone administered twenty four questionnaires in Kaduna State University. The collection exercise was done within six weeks.

3.4.2 Sample Size

At the time of administering questionnaires (2011), there were 5,672 academic staff in the six selected universities and 284 questionnaires were administered based on a 5% sample size, 270 questionnaires were returned. This 5% were selected based on rank and faculty. The faculties were grouped into clusters of 3 to 5 faculties so as to have a wide coverage. This is because some faculties exist in some universities and does not exist in some universities. For example, Human and Veterinary Medicine are not available in Kwara State University, Babcock University and Covenant University but Faculty of Agricultural science is available and so the reason for the grouping.

Agricultural science, Veterinary medicine, human medicine and pharmaceutical science are taken as a unit. Arts, humanities and education as another unit, administration, law and management studies as another unit, while science stands alone as a unit.

TABLE 2: INSTITUTIONS AND SAMPLE SIZE

Institution	population	Sample	Rank % of total	Faculty
Ahmadu Bello University, Zaria	1900	95	Professor 19 Reader 19 Senior lecturer 19 Lecturer I	Agric/Vet med/human med/pharm/ H/Sci. 4 Arts/humanities/education 4 Administration/Law & Mgt. studies 4
University of Ilorin	2310	115	Professor 23 Reader 23 Senior lecturer 23 Lecturer I	Agric/Vet med/human med/pharm/ H/Sci. 5 Arts/humanities/education 4 Administration/Law & Mgt. studies 5
Kwara State University	400	20	Professor 4 Reader 4 Senior lecturer 4 Lecturer I 4 Lecturer II &	Agric/Vet med/human med/pharm/ H/Sci. 4 Arts/humanities/education 4 Administration/Law & Mgt. studies 4
Kaduna State University	472	24	Professor 5 Reader 5 Senior lecturer 5 Lecturer I 4 Lecturer II &	Agric/Vet med/human med/pharm/ H/Sci. 5 Arts/humanities/education 5 Administration/Law & Mgt. studies 5
Covenant University	321	16	Professor 3 Reader 3 Senior lecturer 4 Lecturer I 3 Lecturer II & Graduate	Agric/Vet med/human med/pharm/ H/Sci. 3 Arts/humanities/education 3 Administration/Law & Mgt. studies 3 Engineering/Environmental/Tech. 4
Babcock University	269	14	Professor 3 Reader 3 Senior lecturer 2 Lecturer I 3 Lecturer II &	Agric/Vet med/human med/pharm/ H/Sci. 2 Arts/humanities/education 3 Administration/Law & Mgt. studies 3

Source: Field Survey, 2011

3.3 Sampling Method

The questionnaires administered in the six selected tertiary institutions were based on a random sampling aimed at seeking the opinion of lecturers of different departments within the selected universities. The population size of the six universities is 5672 and the sample size for the study is 284. Table 3 below shows a summary of the structure of sampling design:

Table 3: Structure of Sampling Design

Institutions	***Target Population***	***Data required***
ABU, Zaria	Out of a total of five thousand, six hundred and seventy two academic staff of the selected institutions, 284 questionnaire will randomly distributed based on a 5% sample size	Data on total number of academic staff in each institutions Records on annual leave socio-economic data such as family size, income categories etc Demographic data such as age, sex etc
Kaduna State University		
Kwara State University		
Babcock University		
Covenant University		

Source: Field survey, 2011

3.4 Data Analysis

The goal of the research is to establish the pattern of tourism amongacademic staff of the universities and the factors that influence their tourism habits.

Two components that make up the research therefore are:

a. **Pattern:** This has to do with the frequencies of their trips, with particular reference to types of trips such as medical trips, leisure trips, work related trips etc, length of stay and destinations of the trips.

b. **Relationships:** This establishes the relationship between various variables and determinants of tourism habits of academic staff. The analysis of the data generated from the field form the basis for establishing these relationships.

CHAPTER FOUR

TOURISM PATTERNS AND DETERMINANTS

The chapter presents dataanalysis with explanations of the patterns of tourism habits of academic staff as observed among academic staff in the six Nigerian universities. The chapter is presented in three parts. Part one covers the demographic characteristics of the respondents. Part two looks at the characteristics of the patterns of travel by academic staff. These include the frequency of travel and destinations among others. Part three looks at the factors that influence tourism travel among the academic staff.

4.1 General Profile of Respondents

4.1.1 Age

Table 1 below shows demographic break down of the sample. Majority of the respondents, 44% are within the age of 41-50 years; 31% of the respondents are within the age group of 31-40 years while only 6% of the respondents are over the age of 60 years.

Table 1: Age of Respondents

Age	**No of Respondents**	**Percentage (%)**
31 – 40 years	83	31
41 – 50 years	119	44
51 – 60 years	50	19
60 years and over	18	6
Total	**270**	**100**

Source: Field Survey, 2011

4.1.2 Gender

Out of the 270 respondents in the study, 89% of the respondents were male while only (11%) 29 of them were female. This indicates that the academic environment is male dominated.

Table 2: Gender of Respondents

Gender	**No of Respondents**	**Percentage (%)**
Male	241	89
Female	29	11
Total	**270**	**100**

Source: Field Survey, 2011

4.1.3 Academic Rank

The frequency distribution based on academic Rank in the selected Universities is presented in Table 3.It reveals that 14% of the respondents are professors; 25% are senior lecturers, 65 (24%) of the respondents are Lecturer I while only 20% of the respondents are Lecturer II.

The table reflects that the ranks of Lecturer I and Senior Lecturer which are middle cadre are the dominant ranks in the universities. There is also a high percentage of professors and readers which are the high cadre. The least number of respondents within the institutions are the graduate assistants that are only 22%.

Table 3: Academic Rank of Respondents

Academic Rank	No of Respondents	Percentage (%)
Professor	39	14
Reader	44	16
Senior Lecturer	68	25
Lecturer 1	65	24
Lect.2/G. Assist.	54	20
Total	**270**	**100**

Source: Field Survey, 2011

4.1 Tourism Habits among the Staff of Universities

4.1.1 Purposes of Trips by Respondents

Result in table 4 indicate that in Ahmadu Bello University, 58 (21%) of the academic staff travel for work while 37 (14%) travel for leisure. In the University of Ilorin 70 (26%) travel for work while 45 (17%) travel for leisure. Those who travel for work in Kwara State University were 6.3% while only 1% travelled for leisure. In Kaduna State University, 4% travel for work while only 1% travelled for leisure.

In the private Universities that were studied leisure trips are very low.In Babcock university, 4% traveled for work while only 1% travelled for leisure. Lastly, in Covenant University, 8 (3%) travel for work while 4 (1.5%) travelled for leisure.

The result shows that more staff members travelled for work in all the Universities that were studied than they travel for leisure. But more percentage of staff of private Universities travel for both work and leisure than the staff of the Federal and State Universities. Reasons being that Private Universities have better funding to sponsor trips compared to Federal and State Universities that have to depend on government for funding. Academic staff of Private Universities have more opportunities to

participate in leisure tourism compare to their counterparts in the government owned institution due to absence of union actions that disruptsacademic calendar. Also Private Universities have fewer students and so work load is usually less. Thus the staff of private universities havemore free time which can be channel towards leisure tourism.

Table 4: Nature of Trips by Respondents(in a year)

University	No of Respondents (Nature of Trips)			
	Work	**(%)**	**Leisure**	**(%)**
Ahmadu Bello University	58	21%	37	14%
University of Ilorin	70	26%	45	17%
Kwara State University	17	6.3%	3	1%
Kaduna State University	13	5%	2	1%
Babcock University	9	4%	4	1.5%
Covenant University	8	3%	4	1.5%
Total	175	65.5%	85	36.0%

Source: Field Survey, 2011

4.1.2 Number of Trips By Respondents in Universities

Table 5 indicate that in Ahmadu Bello University, 49 (18%) of the academic staff have travelled between 1 – 3 times, 19 (7%) travelled between 4 – 6 times, 24 (8.8%) travel between 7 – 9 times while 3 (1%) travelled between 10 times and above tiwicefrause. In University of Ilorin, 77 (29%) travel between 1 – 3 times, 26 (9%) travelled between 4 – 6 times, 4% travelled between 7 – 9 times while only 1 travelled between 10 times and above.

The data indicates that academic staff members in the Public Universities travel for more number of times than those in Private Universities. This could be because Public

Universities have relationship with government functionaries and as such, staff are involved in government sponsored researches, government appointments and professional consultancy and thus, the reason why the frequency of their travel is high. Furthermore, the private universities have greater control on the movement of their staff than the public universities.

Table 5:Respondents Number of Trips by University (in a year)

University	**Number of Trips**							
	1 – 3 times	**(%)**	**4 – 6 times**	**(%)**	**7 – 9 times**	**(%)**	**10 & above**	**(%)**
Ahmadu Bello University	49	18 %	19	7%	24	8.8%	3	1.1%
University of Ilorin	77	29 %	26	9.6%	11	4%	1	0.3%
Kwara State University	5	1.8 %	13	4.8%	2	1%	-	-
Kaduna State University	4	1.4 %	7	2.5%	4	1.4%	-	-
Babcock University	2	1%	2	1%	8	3%	1	0.3%
Covenant University	3	1.1 %	3	1.1%	5	1.8%	1	0.3%
Total	**140**	**52 %**	**70**	**26%**	**54**	**20%**	**6**	**2%**

Source: Field Survey, 2011

4.1.3 Duration of Trips by Respondents in Universities

Table 6 revealthat in Ahmadu Bello University, 77 (28.5%) of academic staff travel for a duration of less than a week, (21%) of academic staff in University of Ilorin

travel for less than a week, (3%) of staff in Kwara State University spend less than a week, for up to a month and (1%) for up to a year.

As shown in the table, those who travel for less than a week in Babcock University are only (1%), for a duration of more than a week are (1.4%); in Kaduna State University, about (2%) travel for less than a week, for more than a week, (1%) for duration of up to a month and only (1%) for up to a year.

The data shows that a fewer number of staff both in Public and Private Universities tend to travel for a long duration than those who travel for short duration especially when school is on session. Most of these trips are for conferences and workshops.

Long duration (up to a year) is more common among academic staff of Federal Universities than in State Universities or Private Universities. This is because the Federal government sponsors academic staff annually to various destinations for further study. Some sponsorship comes from government bodies such as Educational Trust Fund and Petroleum Trust Development Fund.

Table 6:Respondents' Duration of Trips by Universities

University	**No of Respondents (Duration of Trip)**							
	Less than a week	**(%)**	**More than a week**	**(%)**	**Up to a month**	**(%)**	**Up to a year**	**(%)**
Ahmadu Bello University	77	28.5 %	30	11%	7	2.5%	1	0%
University of Ilorin	57	21.1 %	28	10%	8	2.9%	2	1%
Kwara State University	8	3%	5	1.9%	7	2.6%	-	-
Kaduna State University	4	1.5%	4	1.5%	6	2.2%	1	0%

Babcock University	3	1.1%	6	2.2%	3	1.1%	1	0%
Covenant University	5	1.8%	4	1.4%	1	0%	1	0%
Total	**154**	**57%**	**77**	**29%**	**32**	**11.3%**	**6**	**1%**

Source: Field Survey, 2011

4.1.4 Trip Destinations by Respondents in Universities

In table 7, result shows that in Ahmadu Bello University 48 (17.7%) engage in domestic trips, 33 (12.2%) in international trip and 14 (5.1%) in both. 79 (29%) in University of Ilorin engage in domestic trips, 29 (11%) in international trips while 9 (3.3%) engage in domestic trips. In Kwara State University 4 (1.5%) engage in international and 7 (2.5%) in both. In Kaduna State University, 6 (2.2%) engage in domestic trips, 3 (1.1%) in international and 6 (2.2) in both. Those who travel for domestic trips in Babcock University are 3 (1.1%), 2 (1%) engage in international trips and 8 (2.9%) in both. Lastly, 5 (1.8%) in Covenant University engage in domestic trips, 1 (0.3%) in international trips and 6 (2.2%) in both. The data shows that in both Public and Private Universities, more staff areengaged in domestic trips than in international trips. More staff in Public Universities engage in both than in Private Universities.

The reason for more engagement in domestic trips could be because of the cost implications and the purpose of the trip. The upsurge of communicable diseases, security challenges, and complex immigration policies in some countries are issues that affect international travels.

Table 7: Respondents' Destinationsby Universities (in a year)

University		**No of Respondents (Destination)**				
	Less than a week	**(%)**	**More than a week**	**(%)**	**Up to a month**	**(%)**
Ahmadu Bello University	48	17.7%	33	12.2 %	14	5.1%
University of Ilorin	77	29%	29	11%	9	3.3%
Kwara State University	9	3.3%	4	1.5%	7	2.5%
Kaduna State University	6	2.2%	3	1.1%	6	2.2%
Babcock University	3	1.1%	2	1%	8	2.9%
Covenant University	5	1.8%	1	0.3%	6	2.2%
Total	**148**	**55.1%**	**72**	**27.1 %**	**50**	**18%**

Source: Field Survey, 2011

4.2 Characteristics of Tourism Patterns of Academic Staff

4.2.1 Purpose of Trips

Nature of trip was considered to mean the type of activities respondents engaged in when they travel. Types of trips include work related trips, leisure trips, religious travels etc while activities engaged in may include shopping, site-seeing, mountain climbing etc. As would be expected in the academic setting, most respondents were involved in work-related trips (64%). Though 64.8% of the respondents partook in work-related trips, a significant percentage of these trips were combined. This means that the main reason the trip was taken initially was for work, there was still elements of other forms of tourism such as leisure, health, pilgrimage. Generally, about 20% of these trips were combined with leisure. Leisure activities include shopping, site seeing, mountain climbing etc. Organizers of conferences, conventions and workshops often include leisure activities at the end of academic exercises while some of the respondents decided to stay back for a day or two afterwards. This creates unique avenue for the participants to relax after a busy week.

Conference is the most significant workrelated trips academic staff engage in. Others include capacity building in form of providing academic services like external examination in other universities and giving lectures as visiting lecturers. Some academic staff are nominated by government agencies to provide services in government projects in their professional or specialised fields.

About 7.8% of the respondents were found to have combined work with health trips. This is expected when one considers the level of health facilities in Nigeria. Surprisingly, the participation in leisure tourism is quite insignificant, this could be attributed to factors such as unstable academic calendar, strike actions, classroom

workload etc moreover, most respondents indicate that the leisure tourism they participated in, involved visiting family and friends.

About 4.4% of respondents combined work with pilgrimage. These respondents usually went to Israel or Saudi Arabia for studies or conferences during the pilgrimage season and seek the opportunity to participate in pilgrimage. The remaining 1.9% combined work with other activities which were not made known to the researcher. Only about 35% of these trips were purely for leisure and holiday purposes. The nature of travels by academic staff was established for the purpose of knowing the type of trips they engaged in and the reasons for taking such trips.

Table 8: Respondents by Purpose of Trips

Nature of Trip	**No. of Respondents**	**Percentage**
Leisure	95	35.2
Work	81	30.0
Work and Leisure	56	20.7
Work and Health	21	7.8
Work and Pilgrimage	12	4.4
Work and others	5	1.9
Total	**270**	**100.0**

Source: Field survey, 2011

4.2.2 Frequency of Trips by Respondents

This relates to how often academic staff engage in travelling. The rationale for generating data on frequency of trips was to enable the researcher determine the regularity of tourism trips. Table 9, indicates more than half of the respondents have had between 1 to 3 trips annually. Further investigation revealed that majority of these respondents were within the categories of Assistant Lecturer and Lecturer I. About 25% of the respondents had 4 to 9 trips annually. Lecturer I, Senior Lecturers dominate this category. Professors and Readers dominate the groups that have had up

to 10 trips annually with 12%. Reasons for this outcome relates directly to Professors being the highest earners in the academic grouping and are more involved in research, external examinations, government appointments and professional consultancy.

Table 9: Distribution of Respondents based on Frequency of Trips

Frequency of Trip	**No. of Respondents**	**Percentage**
1-3	172	63
4-6	47	17
7-9	20	8
10 and above	31	12
Total	**270**	**100.0**

Source: Field survey, 2011

The frequency of travel when cross tabulated revealed that there is a significant relationship in the number of trips engaged in, by academic staff. There is a positive correlation between the frequency of trips and academic rank. This means that the higher the academic rank, the higher the frequency of trips. (see table 16 below)

4.2.3 Destination of Trips by Respondents

The various destinations of travels is arguably pertinent to this study, since it gives the measure of preferable taste of tourists. It is also useful to establish if destination influences purposes of trips.The study established the preference of respondents with respect to destinations in Nigeria.The data showed that the Obudu cattle ranch, YankariGamesprovineint Reserve, IkogosiWarm Spring, KajuruCastle, Tinapa business resort, etc are destinations. It is surprising, however, to note that most respondents are not aware of various options of attraction centers available to them within the states location of the universities. Based on data, collected, 55.5% of all trips were to cities like Abuja, Ibadan, Lagos, Calabar, Jos and Bauchi. Some

respondents noted that locally organized conventions and workshops are held in state capitals rather than anywhere else.

It should be noted however that there is a noticeable pattern in the destination of travel by academicians when some cities were paired with some academic professions. For example, respondents from life and agricultural sciences visited cities such as Jos, and Ibadan than would be expected. This suggests that location of research facilities such as International Institute for Tropical Agriculture, National Veterinary Research Institute, Nigerian Stored Product Research Institute, etc influence trip destinations by the academic staff. The analysis of findings relating to choice of destination is summarized on Table 10. The respondents participated predominantly in domestic travel. Proximity of domestic destinations and low cost are among many plausible explanations why respondents choose short distances. 18.7% travel to African countries such as Egypt, Ghana, South Africa and Benin. The purpose of such trips ranged from excursion, supervision to sports competitions etc. While, 7.3% travelled to countries outside Africa such as UAE, UK, USA and Malaysia, India and New Zealand. These trips were mainly for educational pursuits.

Across the universities, 55.5% of the respondents participated in domestic travel i.e. within Nigeria, 26% traveled out of Nigeria and 18.5% of the respondents have had at least one of both. However, there was no pattern on how federal, state and private owned universities select their destinations of travel.

Table 10: Destination of Trips by Respondents (in a year)

Destination	No. of Respondents	Percentage
Domestic	150	55.5
International	70	26.0
Both	50	18.5
Total	270	100.0

Source: Field survey, 2011

4.2.4 Duration of trips by Respondents

Duration of trips means the length of stay or number of days spent at any destination. Based on the available responses from respondents, majority of the academicians spent three to five days at their destinations. Table 11shows that most of the respondents (64%) spent less than a week in their trips, such trips were observed as mainly academic and most of these trips were within Nigeria. Workshops and seminars generally do not exceed 5 days as such the result was not surprising. A significant number of respondents however participate in leisure tourism especially when the duration of the conference or workshop exceeded 3 days. Some respondents indicated that they got to visit interesting tourist locations within the country only through such trips.

Forty seven (17%) spent more than a week. Only about 8% of the respondent exceeded one month stay. Trips that took up to a month are mostly for short courses and staff that spent up to a year are senior staff who were on sabbatical leave. Interviews conducted during the study revealed that respondent with higher income tend to stay a few days longer during their trips, especially when such trips extends to the weekend. Academic staff rarely travel for more than 3 to 5 days, especially when school is in session because of academic time table.

Some of the suggested reasons why majority of academic staff do not participate fully in leisure tourism include, busy schedule, lack of infrastructure, poor transportation network (bad roads) and insecurity

Table 11: Respondents based on by Trip Duration(in a year)

Duration of stay	**No of respondents**	**Percentage**
Less than a week	172	64
More than a week	47	17
Up to a month	20	8
Up to a year	31	11
Total	270	100

Source; Field survey 2011

Income and duration of stay at destinations were correlated in order to establish a relationship between the two. It was observed that there is relationship between income and duration of trip. This could mean that an individual with higher income may likely stay longer at a destination than a person with a lower income.

The duration of stay when compared to the academic rank showed a significant relationship where in favour of academician of lower ranks. This is related to staff who are on scholarship abroad for further studies. This result is significant with respect to the combined efforts of the NUC and ETF mandate in training graduates in Nigerian institution to international standards. It is thus, not surprising that there is relationship between academic rank and duration of trip.

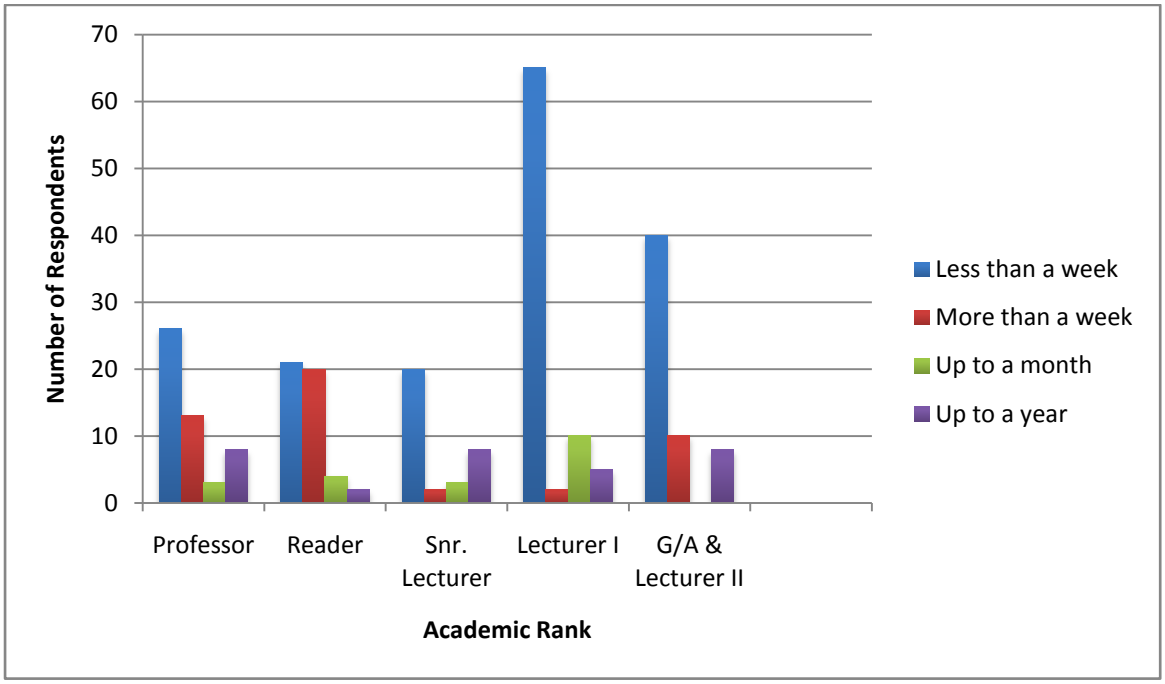


Figure 1 Relationship between academic rank and duration of trips

4.3 Factors that determine Tourism Habits of Academic Staff

This section looks at the factors that are seen to encourage tourism participation among academic staff. The objective is to determine aspects that are limiting so that corrective actions can be made.

4.3.2 Motivation as a Determinant of Tourism Habit

Motivation is one of the many variables in explaining a tourist 45ehaviour. Based on collected data from interviews, motives or reasons given for the trips are largely for acquisition of knowledge (52.6%). For education (40%) and 12.6% for exposure, 12.6% for exploration, (25.2%) for visits to friends and family, (15.2%) for pleasure and rest (7%) for others. The result reflects inherent problems in the academic sector of Nigeria. The motivation by university lecturers to engage in leisure tourism is saddled with pursuit of careerwhich is further complicated by the fact that planned

trips are likely to be cancelled due to several uncertainties such as funding and unstable academic calendar.

3% of respondents indicated that insufficiency of funds affected motivation to pursue leisure negatively. Time, as a constraint was seen also to affect motivation and participation negatively. This is because (11.8%) of respondents mentioned time as a major constraining factor to participation. About 19 (6%) of the respondents were simply not interested in participating in leisure either because they did not value it or did not deem it important.

Table 12: Respondents' Motive for Traveling

Reason for Trip	**No. of Respondents**	**Percentage**
Education, exposure	108	40.0
Visits to friends and family	68	25.2
Exploration	34	12.6
Pleasure and Rest	41	15.2
Others	19	7.0
Total	**270**	**100.0**

Source: Field survey, 2011

4.3.3 Funding As Determinant of Tourism Habit

Sponsorship is a major influence on tourism habit of academic staff. Funds are needed for tuition, accommodation and transportation etc. From the field survey, it was gathered that all academic staff are eligible for conference travel grants when the need to travel for work-related trips arise. These financial supports are meant only for work-related trips. Generally, sponsorship encourages movement because the cost or expenses of the trip is not borne by the individuals. Trips can be sponsored by the university or other agencies for conferences, research and seminars. Sources of funding are usually competitive when available for conferences or study. It only

covers cost of study or conference, food and transportation. There is no extra for leisure spending and as such, respondents cannot participate in leisure activities except when they are self sponsored. Sponsorship for further study and research may come from government bodies such as ETF, PTDF and other such bodies.

From table 13, trips sponsored by the universities and government bodies account for 33.3% of the respondents. Trips sponsored by the individual or family members are mostly for leisure. They include trips to visit friends, family and vacations. These trips account for about 15.6% of the respondents. Trips sponsored by the combination of the individual and the university, covers 29.6% of respondents. In this situation, the school pays basically the tuition fees while the individual is responsible for the cost of transportation, accommodation and other expenses.

Table 13: Respondents' Trip Sponsorship

Sponsor of Trips	**No. of Respondents**	**Percentage**
University	90	33.3
University and Self	80	29.6
Self	42	15.6
Others	58	21.5
Total	**270**	**100%**

Source: Field survey, 2011

4.2.3 Income as Determinant of Tourism Habit of Academic Staff

Tourism is an expensive activity that demands certain threshold of income before participation. Since income is closely linked to and exerts an important influence on tourism habits of an individual, it plays a pivotal role in tourism habits ofrespondents. Cross tabulation comparism shows that there is a significant relationship when frequency of trips is correlated with income. Academicians who earn higher income tend to travel more often than low income earners. For example, the professors and Readers travel more often than the Graduate Assistant or Lecturer 1. Income data

obtained from the A.B.U. Salary and planning office was used to divide the various ranks of academicians into five overlapping groups. Academic rank offers opportunities for travel for example a professor might be appointed for external examination, governmental committee, collaborative research, etc. such opportunities might not suffice for the low ranking officers.

As seen in all societies, income plays a significant role in leisure tourism habits display. Some individuals are wealthy irrespective of their university income and enjoy travelling. In the same breath, some do not enjoy travelling. Such individuals were accounted for in the study but their overall impact was considered negligible.

Table 14: Income Level by Respondents' Number of Trips (within a year)

Income	**1-3 times**	**4-6 times**	**7-9 times**	**10 & above**	**Total**
50 – 150,000	90.9	3.4	2.3	3.4	100
151000 – 250,000	25	33.3	16.7	25	100
251000 – 350,000	63.3	25.3	6.3	5.1	100
351000 – 450,000	28.6	35.7	14.3	21.4	100
451,000 & above	8.6	28.6	20	42.9	100

Source: Field Survey, 2011

It was established from table 14 above that respondents that earned between 50,000-150,000 had travelled between 1 – 3 times most frequently, 90% of respondents within this income group had travelled 1 – 3 times while only 3.4% of them had travelled 10 times and above. 33% of respondents with income between 151,000-250,000 have had 4 – 6 trips while 16.7% and 25% have had 7 – 9 trip and 1 – 3 trips respectively.

Respondents that earn between 451,000 and above have the highest frequency of trips (42.9%). This group have travelled up to 10 times. Only 8.6% of this respondents have had trips between 1 – 3 times.This data supports the literature that the income of an individual is a determinant of participation in tourism.

Table 15: Income Level of Respondents by Duration of Trips (Percentage)

Income	Less than a week	More than a week	Up to a month	Up to a year	Total
50000-150,000	37.8	34.0	10	16.1	100
151000-250,000	13.4	23.4	20	6.5	100
251000-350,000	36.6	12.8	15	22.6	100
351000-450,000	7.6	12.8	10	22.6	100
451,000 & above	4.7	17	45	32	100

Source: Field Survey, 2011

In table 15, results shows that respondents that earn between 50,000-150,000 had the least duration i.e. less than a week, about 74% of the respondents in this income group have had 37.8% of trips that were less than a week while 16% have had trips that were up to a year. Respondents with income between 251,000-350,000 had 36.6% of their trips that were less than a week, 7.6% had trips that were more than a week and 8.9% of their trips were up to a year.Respondents that earned 451,000 and above had about 5% of their trips lasted less than a week while 32% of their trips lasted up to a year.

4.3.5 Academic Rank and Tourism Habits of Respondents

From the survey, the study revealed that academic rank of respondents is closely related to income in the sense that the higher the rank, the higher the income. The study discovered that professors are the most widely travelled among academic staff,

most of the travelling done is for undergraduate and post graduate purposes. Followed closely is the reader and senior lecturers with 27.0% and 24.4% respectively. This observed situation is attributed to their involvement in research and also because these three groups are entitled to sabbatical leave. This period usually involves a lot of travelling. Lecturers 1 and assistant lecturers with 9.3% and 6.7% respectively travel the least. This is because they are mostly new in the system and are needed to be on ground for on the job training. Most of the travelling done by this group are for professional association activities and conferences.

Generally, results from the survey points to the fact that the three groups mentioned above do the bulk of travelling. The usefulness of establishing the relationship between academic rank and frequency of trips was to confirm if any relationship exists between respondent rank and how often they travel.

Table 16: Academic Rank of Respondents by Frequency of Trips (Percentage)

Academic Rank	1-3 times	4-6 times	7-9 times	10 & above	Total
Professor	10	20	20	50	100
Readers	0	23.4	34	42.6	100
Snr Lecturer	36.4	12.1	18.2	33.3	100
Lecturer 1	63.4	12.2	9.8	14.6	100
Lecturer II/GA	71.4	10.7	12.5	5.4	100

Source: Field Survey, 2011

From the cross tabulation of academic rank and frequency of trip, it showed that 50% of the professors have travelled over 10 times while only 46% of the professors have

travelled between 1 – 3 times. 34% of the readers have had up to a trip while 28% of them have had 10 trips and above.

The rank of graduate assistants have the highest frequency for 1 – 3 trips with 37%. This means that over 70% of graduate assistants have had between 1 – 3 trips. This group have the least frequency for 10 trips and above (5.4%) within a year.

This table confirms that there is relationship between academic rank and frequency of trips.The higher the academic rank, the higher the frequency of travel.

Table 17: Academic Rank of Respondents by Duration of Trips (Pecentage)

Rank	**Less than a week**	**More than a week**	**Up to a month**	**Up to a year**	**Total**
Professor	52	26	6	16	100
Readers	44.7	42.6	8.5	4.3	100
Snr Lecturer	60.6	6.1	9.1	24.2	100
Lecturer 1	79.3	2.4	12.2	6.1	100
Lecturer II/GA	69	17.2	0	13.8	100

Source: Field Survey, 2011

Table 17 above, indicates that 52% of professors had 15% of trips that lasted less than a week. 6% of professors had about 6 trips that lasted up to a year. 47% of readers had trips that were less than a week while only 6.5% of readers had trips that they spent up to a year at their destination.Graduate assistants had the highest frequency (69%) for trips that lasted less than a week.

The table above shows that there is a relationship between the academic rank of an individual and the duration of stay in their destination. The higher the rank, the longer they can afford to stay particularly in work related trips that do not eceed a week. The academic rank of is stongly related to the income of the respondents.

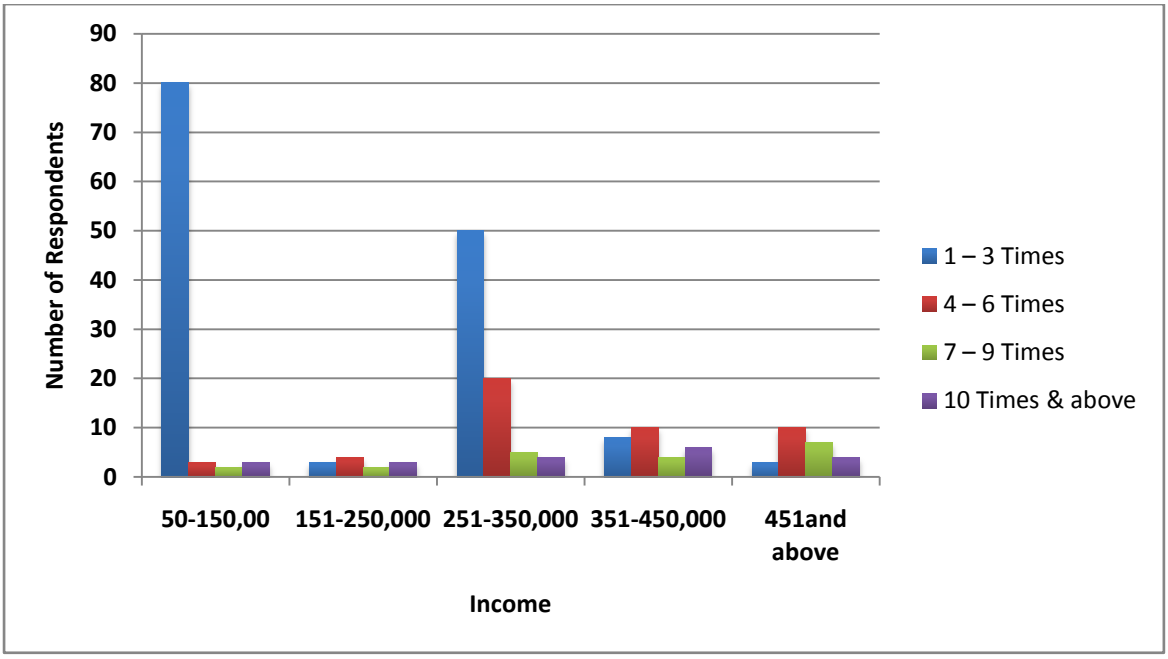


Figure 2 Relationships between Income and Frequency of Trips

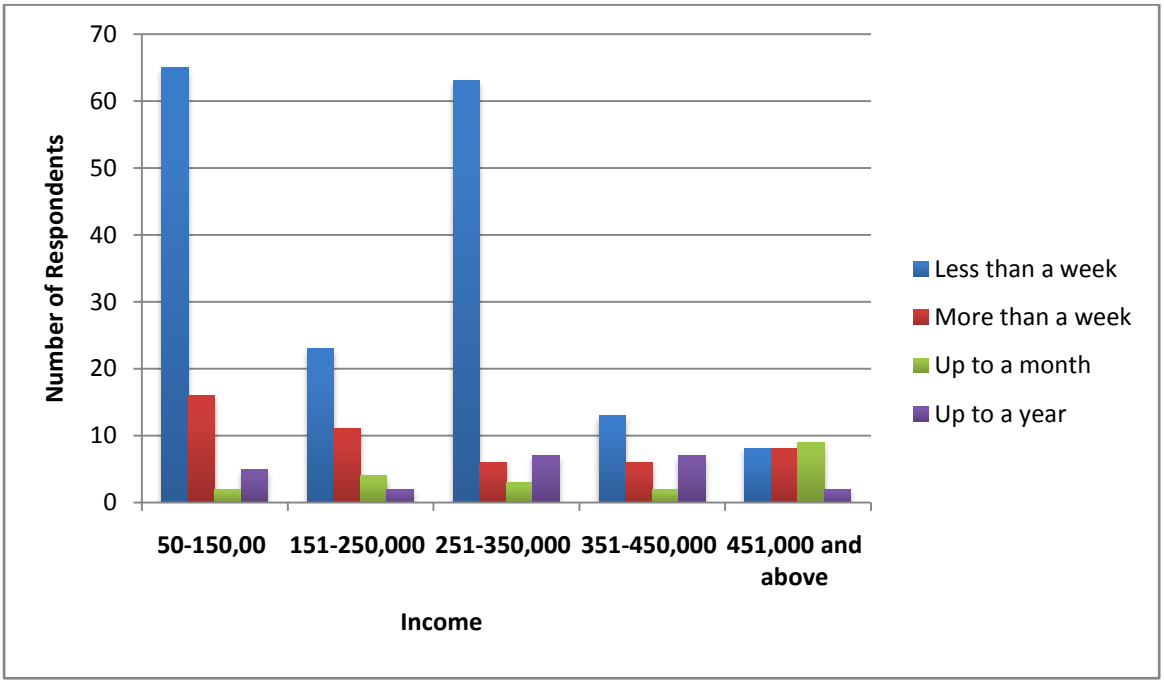


Figure 3 Relationships between Income and Duration

4.3.4 University Policy

The proportion of respondents that utilize annual leave is very low. The study revealed that 60%of the respondents have taken a maximum of 3 annual leave periods within the last ten years. This indicates that academic staff are not consistent with taking annual leave. 28.5% have taken leave between 4 and 6 times in the last ten years, while only 11.5% have taken above 7 times in the last ten years. The reasons given ranged from work schedule to inappropriate school calendar. Inconsistency in leave taking reduces the chances of going for leisure trips, this is because academicians do not have other free time when the school is in session to participate in leisure travels.

Table 18: Respondent's number of annual leave taken (in a year)

Annual leave utilization	No. Of Respondents	Percentage
Between 1 to 3	162	60.0
Between 4 to 6	77	28.5
7 and above	31	11.5
Total	**270**	**100.0**

Source: Field survey, 2011

According to Table 19, 150 (55.6%) of the respondents attributed constraint to lack of in leisure tourism to busy schedule. The same individuals engage in various academic activities ranging from lecturing to research etc. 34.4% of the respondents gave inappropriate school calendar as the reasons why leave period spending is not consistent. This implies that schools open and close outside the normal schedule of course. This also relates to the issues of union actions.

Table 19: Respondent's Constraints on Participation inTourism

Constraints to annual leave utilization	**No. Of Respondents**	**Percentage**
Busy schedule	118	43.7
Inappropriate calendar	93	34.4
Financial capability	8	3.0
Motivation	19	7.0
Time	30	11.8
Total	**270**	**100.0**

Source: field survey 2012

The preceding arguments and counter arguments on the analysis of the data collected for this study, indicated that the academicians have an inclination to both academic and leisure tourism, however, there are inherent limitations which deter respondents from engaging fully in tourism. Such factors include inconsistent use of annual leave, all time low motivation and poor university time table.

Workload, labour union action and unstable academic calendar contribute significantly to the reasons why annual leaves are not utilized. The distorted school calendar especially in the public universities as a result of union actions make it difficult for staff and student as well to go for holiday within the three months break scheduled after every academic session. The break which can be utilized for leisure trips is used to cover up lost time during the strike. For example between 2010 and 2011 academic year, there was a strike action which lasted up to four months.This excerpts gives an example of poor annual leave utilization:

> *Further to the circular dated 22nd February, 2012 on the resumption for the 2011/2012 academic session, the Vice-Chancellor has received the reaction of some members of the academic staff on the issue of the leave for 2011/2012 leave year which many of them have been unable to utilize due to pressure of work occasioned by the grading of scripts and compilation of results*
> *The University Administration appreciates the very great commitment of all members of staff to the development of the system and would not do anything to compromise that. The Administration further appreciates the understanding*

of the staff in ensuring that the 2011/2012 academic session resumes in earnest as approved by Senate.
Accordingly, the University Administration had approved that the 2010/2011 annual leave for all academic staff who might not have utilized the leave be deferred appropriately. All those who have not utilized their leave are, by a copy of this circular, being notified of the deferment of their 2010/2011 annual leave entitlements. This can be utilized at an appropriate time in the future.
Source: bulletin.oauife.edu.org.ng 26 March, 2012.

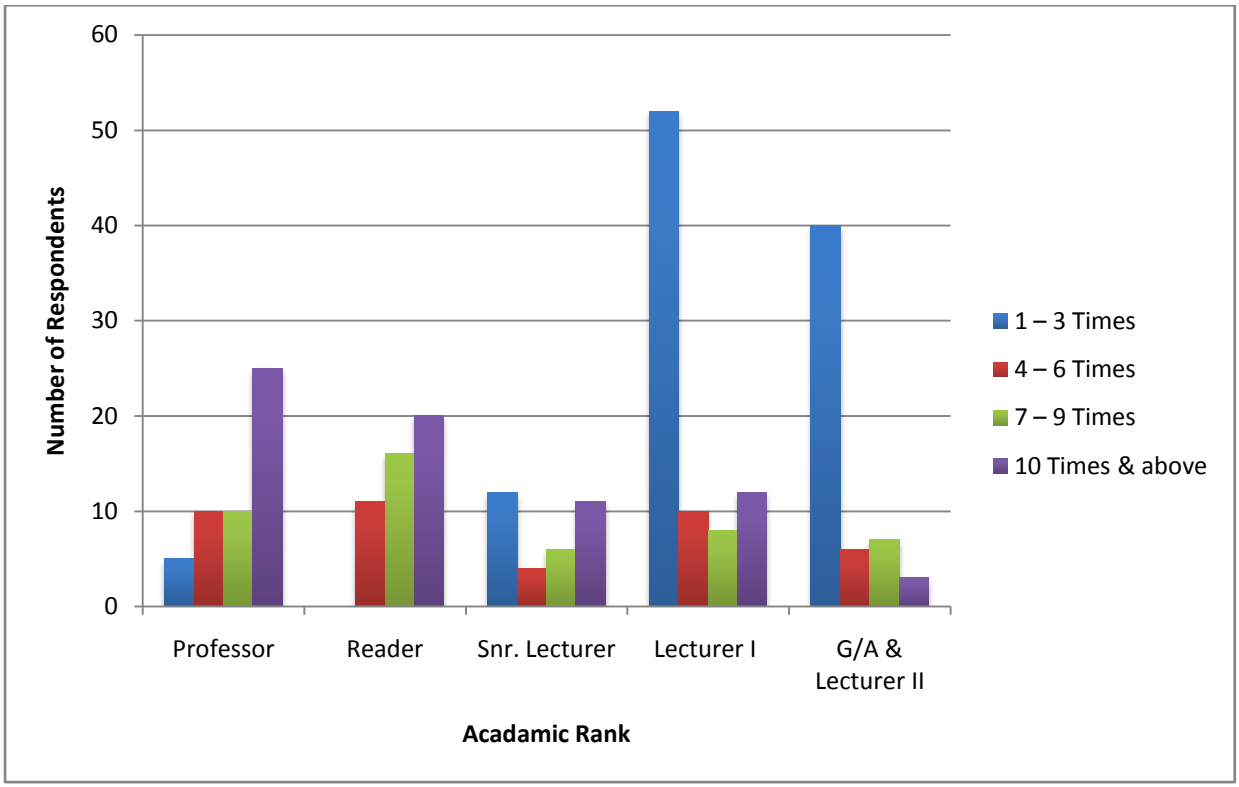


Figure 4 Rank Respondents and Frequency of Trips

CHAPTER FIVE

SUMMARY, RECOMMENDATIONS AND CONCLUSION

5.1 Summary

This study extensively used qualitative and quantitative methodology to understand the pattern of tourism travels existing among academic staff of the universities. A total of 270 academic staff were surveyed, the study was able to establish the relationships between academic rank, income and tourism habits of the respondents.This was established that academic rank is a strong determinant of tourism patterns of academic staff.

The data presented and analysed in chapter four revealed that the tourism patterns observed among academic staff of universities in Nigeria exhibit distinctive characteristicsof income and rank which explainedthe nature of trips, frequency of trips, destination and also the duration of stay.

Academicians largely do not participate in leisure tourism, this can be attributed to the nature and demand of their profession. A negligible percentage participates in leisure tourism but usually as part of educational tourism. Occasionally, academicians also engage in other forms of tourism with respect to their religious creeds (visit to holy places- religious tourism) and state of health (seeking comprehensive and effective medical services overseas- health tourism).

The academic rank is a strong and useful determinant of tourism pattern in this study.The data analyzed revealed that there is a positive correlation between the frequency of trips, duration of stay on one hand and income and academic rank on the other. High ranking academicians travel more often and stay longer on their trips. The destination of travel when compared to the income and academic rank is of little or no statistical significance.

Destination data analysed revealed that respondents participated predominantly in domestic travel. Proximity of domestic destination,social responsibilities, low cost are among many plausible explanations why respondents choose short distances. Respondents also showed strong affinity for some African countries which include Ghana, Egypt and South Africa. Some cities like Jos, Ibadan in Nigeria were visited more by certain professionals, particularly those in the life sciences. Except for a small percentage of academicians that spend two to three years overseas for extended study, there was no correlation between academic rank, income and length of stay. Most of the respondents stayed for at least one week, while some stay longer.

Factors that influence tourism include motivation, availability of funds, income and rank. The motivation of university lecturers to engage in any form of tourism is saddled by a greater workload, unstable academic calendar, unparalleled class size ratio and personal disposition. Respondents claimed that a break from hectic academic life gives them opportunity to reduce tension, stress and nourish the body, however, large percentage have only gone on annual vacation only twice in the last 10 years!

There is an unserved relationship between length of stay among low cadre academicians and available funding.This can be credited to the efforts of the ETF and PTDF overseas scholarship schemes that the lower Cadre academics have largely benefited. This observation is not consistent with for the frequency of travel across all the ranks. It should be noted that sources of funding are usually competitive when available for studies or conference attendance.

The analysis also revealed inherent constraints limiting academicians from participating in leisure tourism under consideration. These include University policy especially in the aspect of leave utilization and poor motivation.The percentage utilization of annual leave among respondents is very low. Large percentage of the

respondents have taken a maximum of 3 annual leave periods within the past ten years, indicating that academic staff are not consistent with taking their annual leave. The reasons given ranged from work schedule to unstable school calendar. However, failure to utilize annual leave cannot be blamed solely on workload or university policy as some respondents confessed that they rather exchange leave days for pay than actually going for vacation. Inconsistency in leave taking reduces chances of going for leisure trips, this is because academicians do not have other free time during active school days to participate in leisure travels.

Some respondents do not believe in participating in tourism because of religious and cultural reasons as such, they are not fully committed to leisure tourism. While other factors limiting participation in leisure tourism include family responsibilities and economic factors. It can be said that all respondents have in some form participated in work related tourism by virtue of their job

Table 19: Summary of Findings

1. Unstable school calendar	This is as a result of union actions, government should always fulfill their end of agreements entered with unions. As this is the basis for most strike action by unions.
2. Busy schedule/heavy workload	Adequate number of academic staff should be employed to reduce the workload of academic staff.
3. Annual leave utilization	The leave calendar should be well structured to allow all academic staff take their leave when academic activities are on break or as at when due. Also Leave should not be monetized to encourage staff to utilize the leave.
4. Poor motivation	In a bid to encourage leisure tourism travel vouchers can be given as a incentive to encourage travel. This vouchers can only be redeemed on the trip.
5. Financial constraint	Upward review of emoluments in the academic sector will encourage participation in leisure tourism.

5.2 General Recommendations

Based on results from the analysis, the following recommendations are offered as a means of improving the tourism habits of academic staff.

Several patterns and conclusions emerged from the analysis of data collected for this study.These include the realization that demographic and socio economic characteristics to some extent, explain tourism habits of the study group. As such, factors such as the income on tourism habits of respondents was established. Furthermore, factors such as cultural characteristics does not adequately explain variations in tourism habits. Notwithstanding, It is important to note that tourisms

habits and pattern can only be explained satisfactorily by a myriad of interrelated factors.

Tourism planning as it relates to academic staff of Nigerian university,is better and further exercisedby a study of staff welfare. However an attempt has to be made to improve the involvement of academicians intourism generally.

- Previous efforts to improve and rejuvenate tourism in Nigeria especially in the allocation of resource to the tourism sector by the Federal and State governments have often lacked variations in the taste of tourist segments. There is a need for the academic administrations to inform, educate and work collaboratively with the tourism industry to integrate academic tailored services into their policies and management practices.
- Governments, business and civil society organizations should be encouraged to make all meetings, conferences and excursions as inclusive as possible. This requires the use of both policy and technical tools to ensure responsible execution of these activities in relation to tourism
- The findings of the study also have practical tourism planning, marketing and management implications. As such, the 'success' of tourism destinations should be evaluated not only in terms of 'arrivals', but also in terms of economic and social benefits that the stay at the destination give travelers.
- There appears to be a positive correlation between income and participation in tourism and so an upward review of salaries in the academic sector will encourage positive participation in tourism by evidence staff.
- The advantage of leisure tourism trips by academic staff should be well publicized by the universities to encourage tourism to participate among the academic staff.

5.3 **Conclusion**

It can be concluded that though most academic staff do not practically travel for leisure except in conjunction with various academic and professional activities. The implementation of the proposals proffered above will go a long way in boosting tourism habits of academic staff of universities. However, there is the need for further studies in the area of post trip evaluation of the academics to establish levels of satisfactions and possibilities for proper patronage of tourism facilities in and out side Nigeria.

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DEPARTMENT OF URBAN AND REGIONAL PLANNING
AHMADU BELLO UNIVERSITY, ZARIA

ACADEMIC RESEARCH FOR M.SC TOURISM AND RECREATIONAL PLANNING PROGRAMME

SURVEY QUESTIONNAIRE

INTRODUCTION

This research questionnaire is aimed at collecting data for an M.Sc research in Tourism and Recreation planning entitled "Appraisal of Tourism Habits of Academic Staff of Selected Universities in Nigeria". The exercise is purely academic and the researcher is quite aware that information obtained is absolutely confidential and will be treated as such. Comments and reliable information offered shall enhance the success of the research. Your kind support of the exercise shall be greatly appreciated.
Thank you for your anticipated cooperation.

Raji B. Rukayyat (Mrs.)

1. Indicate university of Employment:_____
2. Faculty:_____ Department_____
3. Academic rank: a. Professor ( ) b. Reader ( ) c. Senior lecturer ( )
   d. Lecturer I ( ) e. Lecturer II/Asst. Graduate Assistant ( )
4. Gender: a. Male ( ) b. Female ( )
5. Age of respondent: a. between 30-39 years ( ) b. 40-49 years ( )
   c. 50-59 years ( ) d. 60 and above ( )
6. What is the size of your immediate family?
   a. 2-3 ( )b. 4-5( )c. 6-7 ( )d. 8-9( ) e. Above 10 ( )
7. What is your monthly income?
   a. Between N60-150,000 ( ) b. Between 151-N250,000
   c. Between N251,000-N350,000 ( ) d. N351,000 - N450,000 ( )
   e. N451,000 and above ( )
8. Which year did you join the service of this institution?_____
9. Are you entitled to annual leave?
   a. Yes ( ) b. No ( )

10. Since joining the service of your institution, how many times have you taken your annual leave? (Please indicate the year in the table below)

Year

2010 ( )	2006 ( )	2002 ( )
2009 ( )	2005 ( )	2001 ( )
2008 ( )	2004 ( )	2000 ( )
2007 ( )	2003 ( )	1999 ( )

11. If you have not been consistent in taking your leave, indicate reasons

a. Work schedule ( ) b. Lack of interest ( )

c. Inappropriate calendar ( ) d. Others (please indicate)_____

12. Do you travel when you are on leave?

a. Yes ( ) b. No ( )

13. If you don't utilize your leave for trips, state the reasons

a. Economic reasons ( ) b. Lack of interest ( ) c. Lack of time ( )

d. Travel inconveniences ( ) e. Others (please specify)_____

14. If your leave does not involve traveling, what is it utilized for?

a. Leisure activities ( ) b. Non-leisure activities ( )

15. If you utilize your leave for trips, what are the motives of such trips?

a. Leisure ( ) b. Non-leisure ( )

16. Provide details of your trips (leisure or non leisure) including whether local or foreign

Specify trip by name Type of Trip	Destination	Category of Trip		Month & Year	Length of Stay	Period of Trip		Estimated Expenditure of Trip	Sponsor of Trip
		Leisure	Non Leisure			Part of Annual Leave	Outside Annual Leave		
a. Work related trips									
b. Leisure Trips									
c. Medical Trips									
d. Pilgrimage Trips									

e. Others specify									

17. Are you satisfied with your institution's policy as regards annual leave?

    a. Yes ( ) b. No ( )

18. What can encourage you to participate in leisure tourism?_____