ANALYSIS OF THE PATRONAGE CHARACTERISTICS OF TOURISM DESTINATIONS IN JOS

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Department of Urban and Regional Planning,
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DECLARATION

I declared that the work in this thesis entitled "ANALYSIS OF THE PATRONAGE CHARACTERISTICS OF TOURISM DESTINATIONS IN JOS" has been performed by me in the department of Urban and Regional Planning, under the supervision of Mr. S. D. Ojibo. The information derived from the literature has been duly acknowledged in the text and a list provided. No part of this thesis was previously presented for another degree or diploma at any University.

…… …… ……

Name of student Signature Date

CERTIFICATION

This thesis entitled "ANALYSIS OF THE PATRONAGE CHARACTERISTICS OF TOURISM DESTINATIONS IN JOS" by Bitrus Samuel meets the regulations governing the award of degree of Master of Science (M. Sc.) Tourism and Recreation Planning of Ahmadu Bello University, Zaria, and is approved for its contribution knowledge and literary presentation.

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DEDICATION

This work is dedicated to God Almighty, and the memory of my late beloved mother, Late Mrs. Esther Kangyang Bitrus and my father DCP Bitrus Saleh who was gallantly there for me.

ACKNOWLEDGEMENT

My profound gratitude goes first and foremost to God Almighty for His mercy over me and for having thus far crowned my endeavour with success.

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ABSTRACT

Tourism destinations patronage is not uniform. They vary according to the uniqueness of the destinations. For a destination to be successful, it is imperative to address tourist's expectations and satisfactions in other to determine the areas of strength to utilize and areas of weaknesses to improve. This study advances the understanding of tourist demographic characteristics, trip characteristics and travel motivations of tourists in the study area. Using krejcie and morgan sample table, 380 questionnaires were administered. The study found that tourists were typically highly educated, young adults and mostly males, working full time with high income. On average tourists stayed in Jos for 1-7 days and traveled alone for adventure, leisure or educational purposes. The study also reveals and ranked the factors motivating and militating tourist's choice of Jos. Visiting of relations and friends, weather/climate, scenic beauty and unique attractions ranked higher in motivating tourist choice of Jos, while frequent and incessant crisis ranked highest in discouraging tourist choice of Jos. An Important Performance Analysis Technique (IPA) was used to determine the most important and performing tourism component in the study area. It was discovered that attraction is the most important performing component of Jos as a tourist destination. In the light of the above, the study makes recommendations to improve the study area's attractiveness and to satisfy tourist needs and expectations in other to enhance patronage.

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CHAPTER ONE

1.0 INTRODUCTION

Tourism destination is the primary location of supply or the focus of resourceps, facilities and services (tourism infrastructure) that are available to cater for the needs of tourists (Keyser, 2009). For destination to function properly and compete effectively all the component must be in place. Destinations are outlets for tourists who desire to experience places, people and environments away from where they live. People's views about the tourism experiences and resources available at the tourism destinations draw tourists from originating areas or markets along routes to the destination or tourist receiving area.

Nigeria lies in the tropical region of West Africa, it is a great country endowed with vast landforms, art and culture, wildlife, rich historical background, natural and mineral resources. It is so endowed that almost every destination has a unique characteristics worthy of inviting travelers. Over the years tourism had developed with the effort of both public and private investors in the industry. Tourists have also been trooping in continuously to engage in different tourism activities at various destinations (Obudu Ranch Resort in Cross River State, Yankari National Park in Bauchi State, Ibeno Beach in Akwa Ibom State, Ogbunike Cave in Anambra State, NOK village in Kaduna State, Birnin Kudu Rock Painting in Jigawa State, Oguta Lake Holiday Complex in Imo State, etc.). Jos is the capital of Plateau State and is blessed with abundant tourism potentials, such as spectacular rock formations, hydrological bodies, wildlife, rich festivals and craft which necessitated the existing tourism drive in jos. The tourism activities that take place in Jos can be categorized into cultural/heritage tourism, ecotourism, leisure tourism, geotourism and educational tourism.

1.1 RESEARCH ISSUE

To achieve competitive advantage, any destination must ensure that its overall attractiveness and the experience offered is superior to the alternative destinations open to potential visitors (Dwyer and Kim, 2003). It is widely acknowledged in the marketing field that, knowing customers, predicting and meeting their expectations are the keys to success. Therefore tourism practitioners need detailed characteristics of tourists and their patterns of consuming tourism products and services in other to effectively plan for them (Kotler et al, 2002; Swarbrooke and Horner, 1999).

Jos is a well known, important and interesting tourism destination, identified and classified in the Nigeria Tourism Development Master Plan under the scenic nature cluster, because of its attractiveness, quality, uniqueness and potentials of attractions (NTDMP, 2006). Government also made efforts to make it an attractive tourism destination for tourists from within and outside the country. Despite its attractiveness no action has been taken to study and understand the patronage characteristics of the visiting tourists and the factors motivating them. The knowledge of patronage characteristics and factors motivating tourists to visit tourism destination is significant in other to address the tourists' expectations and satisfactions which will help to determine the strength and weakness of destinations which will be further used to improve the destination attributes and develop marketing strategies to compete with other destinations (Pakaleva-Shapira, 2007).

This observed that, because of the lack of knowledge on tourist patronage characteristics and motivations in the study area, government lack the understanding of the areas of strength to utilize and maintain, and areas of weakness to improve upon in developing its tourism potentials. This has led to a poor development of its tourism sector, thus making it difficult for the destinations in the study area to compete effectively with other destinations internationally.

Attempt at addressing tourist expectations and satisfaction to determine areas of strength and weakness of destinations has gained wide attention from various researchers; Gadja, 2008; Siri, 2009 and Gillett, 2011 analyzed participants characteristics (demographic characteristics), travel patterns, motivations, perceptions and satisfaction of tourist visiting tourism destinations. Other studies on Jos tourism only classified the tourists into domestic and international tourists (Aniah et al, 2009 and Eja et al, 2009), thus creating a gap in knowledge on the patronage characteristics of tourism destinations and factors motivating tourists to visit Jos. Hence this study attempts to analyze destinations patronized and tourist's motivations to visit the study area.

1.2 RESEARCH QUESTIONS

i. What are the patronage patterns of tourism destinations in Jos?

ii. What are the factors motivating tourists' choice of destinations in Jos?

1.3 AIM

The aim of this study is to analyse the patronage characteristics of tourism destinations and the factors motivating tourist to visit tourism destinations in Jos, with a view to make appropriate recommendations to improve patronage.

1.4 OBJECTIVES

i. To review the concept and technique for analysing tourism destination patronage.

ii. To analyse patronage characteristics of tourism destinations in Jos.

iii. To identify factors motivating choice of tourism destinations.

iv. To identify factors militating against tourism patronage in Jos.

v. To make recommendations for improvement of tourism destinations patronage in Jos.

1.5 SCOPE

This study will centre on the analysis of patronage characteristics of tourism destinations in Jos, focusing on tourist demographic characteristics, tourist patronage of destinations and the factors motivating them to visit. The study will be limited to Jos as a region (covering the three local government areas; Jos North, Jos South and Jos East) in regards to data collection, analysis and recommendations.

1.6 DEFINITION OF TERMS

Tourism destination: Tourism destination as a physical space in which the visitor spend at least one night and is made up of tourism products such as support services and attractions, and tourism resources with physical and administrative boundaries that defines its management, images/perceptions of market competitiveness (world tourism organization, 2003).

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

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

Patronage: patronage is the business that comes into an establishment generating revenue; it can also be seen as business or activity provided by a patron. For this study the above definition was adapted to be: the business or activities provided by patrons (tourists) in a destination, generating revenue.

Characteristics: Trait, Quality or property or a group of them distinguishing an individual, group or type.

CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 PATRONAGE OF TOURISM DESTINATION

2.1.1 Patronage: Concept

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

Low patronage of a destination affects the usage of destination facilities and the morale of workers who depend on the tourism industry for their employment and sustenance. Patronage of tourism destinations has been very low in developing countries. This lukewarm attitude to tourism is to some extend a reflection of low patronage by proprietors of tourist's destinations. To a large extend, tourists in some cases are not aware of the diversity in term of such destinations, as publicity through print and visual media are not sufficient. Potential tourists therefore may not be fully harnessed, if they are not aware of the location and richness of tourist destinations. This is one of the major problems confronting tourism in developing countries (Ogunbodede, 2012).

2.2 TOURISM DESTINATION

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

According to Keyser (2009), a tourism destination is a defined spatial area made up of a mix of tourism resources, created facilities and support services and infrastructure, which are managed, marketed and consumed under a single brand identity. Destinations are places towards which people and where they choose to stay for a while in order to experience certain features and characteristics, a perceived attraction of some sort (Leiper, 1995: 87). The European Union define tourism destination as an area which is separately identified and promoted to tourists as a place to visit, and within which the tourist product is co-ordinated by one or more identifiable authorities or organizations.

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

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

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

2.3 TECHNIQUES FOR ANALYZING TOURISM DESTINATION PATRONAGE

The driving force of any tourism industry is represented by how attractive is a destination and conveniences factors (accessibility, money, accommodation etc.) to experiencing them, because travelers have no reason to visit destinations that have nothing to offer (Formica, 2000). Destinations in Jos are both natural and man-made, accompanying with facilities, and these have been attracting tourists for decades.

Research carried out in tourism (Ogunbodede, 2012, Aniah et al 2009 Gajda, 2008 and Kwan et al, 2007) had shown that there are two ways to study tourism patronage;

1. By studying the pattern of tourists' patronage.
2. By analyzing the demographic characteristics, trip characteristics, and tourists travel motivations.

This study therefore, will establish its findings using the second way given above. Previous studies done on pattern of tourists' patronage, classified tourist into two groups (domestic and international) it was discovered in the studies that distance affects patronage, the longer the distance the less the patronage to the destinations, as a result domestic tourists recorded the highest number of patronage in the destinations. Recommendation was also made on how to improve patronage, that is, the use of distance as a yardstick to determine the medium of advertisement (Ogunbedede, 2012 and Aniah et al 2009).

Gajda, 2008 and Kwan et al, 2007, used the second approach listed above in their studies. Gajda used it to analyse participants (tourist) characteristics, travel patterns and motivations in the context of activity and adventure tourism in UK, while Kwan et al, used it to study ecolodge patrons' characteristics and motivations in Belize. In both studies they carried out analysis on the demographic characteristics, trip characteristics, travel motivations of tourist and the importance of destination components in tourism activities. In the work of Gajda in

2008, he discovered that the tourists were predominantly males between the ages of 30-40, well educated, professionals and married. The motivating factors of tourists choice of the destination are, the ease of getting to the destination, trip cost (relatively cheap) and weather. The types of accommodation preferred by the tourists are bed and breakfasts, and small lodges/inns/motels. In 2007, Kwan et al, in their study found out that the tourists are highly educated, older adults (between ages 46-55) and working. Majority of the tourists visit with their spouse and stay for a period of 8-11 days. Tourists were motivated to visit Belize to learn and explore nature, have fun and be entertained, their sources of information about the destination are, internet, books on travel guides and recommendations from friends and relatives.

SPSS (statistical package for social science) software package is an efficient tool for analyzing demographic characteristics and trip characteristics, while likert scale and IPA (Importance Performance Analysis) are effective tools for analyzing tourist travel motivations and the importance and performance of tourism destination components. This study will adopt the IPA technique; IPA also adopts likert scale in the collection of its data. The beauty of IPA is that it can help a researcher understand what its customers feel is important to him across a number of relevant variables. In the past, researchers have used IPA framework for service quality research in travel and tourism, and evaluating international tourists' perceived destination attractiveness (Evans and Chon, 1989; Go and Zhang, 1997, O'Neill *et al*., 2002, Edward and George, 2008). Most of these studies explained service quality assessment for specific tourism products. In this study, Important-Performance Analysis (IPA) (as a descriptive tool) will be used both for indicating the need for improvements in some key areas, as well as to reveal the less controllable destination attraction elements on which destination promotion and positioning activities can be based.

2.4 COMPONENTS OF DESTINATION

The destination is the primary location of supply, or the focus of resources, facilities and services (tourism infrastructure) that are available or created to cater for the needs of tourists. Destinations consist of components, which can be characterized as the four, A's:

- Attraction
- Access (local transport terminals).
- Amenities (accommodation, food, and beverage outlets, entertainment, retailing and other services).
- Ancillary services, in the form of local organizations.

For a destination to function properly and compete effectively all the components must be in place. The term used for this combination is an amalgam. The amalgam of destination endowed and created resources make up the destination mix.

2.4.1 Attractions

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

management approach, the attractions industry is forming professional bodies and seeking representation in the wider tourist industry circles.

2.4.2 Amenities

A range of amenities, support facilities, and services are required by a tourist at a destination. We can characterize this sector as having a low level of concentration of ownership. Indeed, these enterprises are often operated by small businesses, which are at once an advantage and a problem. It is an advantage because it means that tourist expenditure flows quickly into local economy, but it is a problem because small businesses are fragmented and lack a coherent lobby. Often, too, they lack the investment capability to upgrade and the management/marketing expertise which will be demanded by the tourism market place in the 1990s. The provision of amenities demonstrates the multi-sectoral nature of tourism supply and the interdependence of the various sectors.

Accommodation, food and beverages

The accommodation, food and beverages sector of the destination not only provide physical shelter and sustenance, but also creates the general feeling of welcome and a lasting impression of the local cuisine and produce.

Traditionally dominated by small businesses, the accommodation sector usually offers a mix type of establishment, and it is important for destinations to adapt and change this mix to meet Market aspirations. In some resorts, for example, there is a movement towards flexible forms of accommodation, such as apartments and timeshare, and away from more traditional serviced forms. Accommodation can be both commercial (hotels, self catering apartment etc.) or in the private informal sector (second homes, caravans etc.) which is a large, though neglected part of the accommodation industry.

Retailing and other services

There is an increasing range of facilities and services available to tourist as the size of the destination increases. These include retailing, security services and other functions, such as hairdressing, banks, exchange and insurance. These services tend to locate close to the main attractions of a destination, in some destinations a clear recreational businesses district is discernible.

2.4.3 Access

Clearly the development and maintenance of efficient transport links to the generating markets are essential for the success of destinations. Indeed, there are examples of destinations where transport has made, or broken the tourist industry. The distance of the west country of England and the Highlands of Scotland from generating markets renders them vulnerable in recession as they are primarily domestic destinations accessed by long car journeys. In contrast Spain and Mexico are ideally situated to take advantage of international tourism from Europe and North America respectively. In international terms, developing countries have particular problems attracting a share of the market because they are generally distant from the generating markets.

Catchment areas will also vary for destinations according to their "drawing power". Tightly drawn geographical catchments will characterize smaller resorts without a particular attraction. For example, the Isle of Man is a domestic British resort catering mainly for markets in northern England and southern Scotland. However, major destinations, such as the theme park of Orlando, or the Taj Mahal, can draw upon an international catchment.

Therefore, physical and market access to the destination are important, but so is the provision of services such as car rental and local transport, in order to service excursion circuits and

provide transfers to accommodation at destination. An increasingly imaginative approach to transportation at the destination adds to the quality of the tourist experience.

2.4.4 Ancillary services

Most major destinations provide ancillary services to both the consumer and the industry through a local tourist board. These services include marketing, development and coordinating activities. The organization may be in the public sector, may be a public/private sector cooperative or, in some cases, may exist totally within the private sector. Such organizations are often linked to regional and national tourist boards and provide the framework within which tourism operates at the destination.

The main services normally provided by the local organization are as follows:

- Promotion of the destination.
- Coordination and control of development.
- Provision of an information/reservation services to the trade and the public.
- Advice to and coordination of local businesses.
- Provision of certain facilities (catering, sports etc.).
- Provision of destination leadership.

2.5 DESTINATION MANAGEMENT

Tourism destinations are constantly confronted by a wide range of external or macro-environmental influences and changes, these includes changes in demands, shifting patterns of global tourist flows, changes in tourist motivations and expectations, reorganization of the global tourism distribution system, increasing environmental awareness and activism, fluid international political relationship and security situations, to name but a few. The destination tourism sectors are subject to various qualifying and amplifying determinants, also highly

changeable. Internally, destinations have to respond to issues such as compatibility between safe guiding natural and cultural local resources and their uses for tourism, and the need to build cooperation and common purpose among the different destination stakeholders and coordinate their actions. In order to develop and maintain competitiveness, destination must be able to identify, analyse and respond appropriately to micro-environmental factors, qualifying and amplifying forces and internal forces and dynamics. Destination management is the mechanism through which the afore-mentioned identification, analysis and response takes place. Destination management is a continuum of strategic and operational processes, with operational actions inter-connecting with the following from destination policy-making, planning and strategy-making (Ritchie and Crouch, 2003: 147).

2.5.1 Objective of destination management

The fundamental goal of destination management is to achieve and maintain destination competitiveness. The six specific outcome or objectives of destination management are:

i. Collective and coordinated actions of stakeholders towards a common destination vision and goal.
ii. Delivery of memorable visitor experiences that meet the need of markets.
iii. Profitable and prosperous tourism enterprises for investors and business manager.
iv. Fair employment conditions, work satisfaction and career development for the industry work force.
v. Sustainable use of social, cultural and natural heritage resources.
vi. Improved standards of living for residents.

2.5.2 Destination management stakeholders

Many interest groups are concerned with a tourism destination's growth and development, from private-sector businesses to various government structures (national, provincial,

regional and local) and international, regional and national organizations. These groups are destination management stakeholders. The World Bank provides the following definition of the term stakeholders: 'stakeholders include all individuals and groups who are affected by, or can affect a given operation. Stakeholders can be individuals, interest groups or corporate organizations' (World Bank, 2007). The five main groups of destination management stakeholders are identify in the table below;

Table 2.1: Destination management stakeholder groups

Private sector or tourism industry	Private individuals and businesses create tourist facilities and services such as accommodation, guiding and interpreting, and day tours to meet consumer interest and needs. The investment is aimed at attracting the spending power of tourists. The private sector includes financial institutions, such as banks, and private education and training providers,
Public sector or government	National, provincial and local governments are responsible for policies, strategies, programmes and regulatory activities affecting tourism. To attract private sector investment, the public sector must create an attractive or facilitating investment environment. Government creates general and transport infrastructure, such as water, pipelines, roads, and power stations, used by both the resident population and the tourism industry. Government also sets up financing institutions to support the development of targeted economic sectors or types of businesses.
Host communities	Local residents living in and around the places visited by tourist, make up the host community. Communities receive both positive and negative impact of tourism.
Civil society	Civil society consist of a range of not-for-profit and non-governmental groups or organizations (NGOs), outside of government and the family, voicing, representing and promoting the interest and value of different groupings within host communities, based on ethical, cultural, political, scientific, religious or philanthropic considerations (World Bank Civil Society Team, 2007:12)
Tourists	Tourists are the consumers of tourism destinations and tourism products.

Keyser (2009)

2.5.3 Destination management processes

The overall concept of destination management can be subdivided into four key destination management processes: destination policy-making, destination planning and strategy,

implementation, and monitoring and evaluation. Collectively, the destination management processes aim to deliver a competitive destination.

1. **destination policy making:**

   Destination policy making is a multi-stakeholder strategic process involving decision about the selection of destination vision, goals and objectives, rules and regulations required to achieve them within a specific situation. The output of the process is a destination policy. A destination policy can be defined as follows: 'a set of regulations, rules, guidelines, directives and development objectives that provide a framework within which the collective and individual decision directly affecting tourism development and daily activities within destination are taken' (McIntosh and Goeldner, 2003).

   A destination policy within a social, economic, environmental, and other societal goals as the planned outcomes can guide the direction, form and structure of a destination management (Ritchie and Crouch, 2003: 71). Maximum benefits and minimized cost to the stakeholders of a destination are the main outcome of a destination policy. Ritchie and Crouch (2003:146), also argue that destination policy is a condition for a well-planned destination environment within which the appropriate forms of tourism are encouraged and facilitated. Destination policy can take the form of policy documents that are subsequently formalized as tourism legislation or legislation that does not initially appear as policy statement.

Levels of destination policy

Destination policy can be formulated at various levels:

i. **International:** various international organizations have developed tourism policies for destination's areas that consist of more than one destination country.

Examples are the UNWTO's chater for sustainable tourism and the EU tourism policy.

ii. **National:** although the use of formal statements of destination policy is a relatively new dimension in destination management, countries increasingly recognize the importance thereof for long term destination success. The issues that national tourism policies deals with are; nature and direction of tourism development, stakeholders coordination, regulatory practices, security, risk management and crises response, product development, industry image and credibility, monitoring and evaluation, infrastructural development, tourism sustainability etc.

iii. **Provincial:** where provinces and territories have significant levels of autonomy, and responsibility for destination management, provincial or territorial destination policies typically address a similar range of issues at national levels, albeit with a specific geographical focus. Delineation of the provincial-national and provincial-local relationships is often a central component of provincial destination policies.

iv. **Local area:** the scope of local tourism policies is limited to those aspect related to the management of tourism within a local area.

v. **Enterprise policies:** destination policies, sets the framework within decisions and actions of individual stakeholders can take place. Ideally the policies of individual tourism businesses within a destination should echo the principles contained in the destination policy.

2. Destination planning and strategy:

Destination planning is a strategic process involving analysis of the destinations current situation, definition of the desired future state, selection of the strategic action required to achieve the desire future state, and identification of the measures to

determine successful implementation. The defining characteristics of destination planning process are:

i. The adoption of a long-term perspective.

ii. The development of integrated plan which controls the process of change through the formation of goals.

iii. A formalized decision-making process focused on the deployment of resources which commit the destination to a particular course of action.

3. Managing implementation:

For a destination policy or plan to succeed, it must be implemented. The shelves of destination management organizations across the world are littered with destination plans that have not been implemented. The reasons are diverse and includes; inadequate detailing of the implementation plan, lack of resources in the destination management organization, lack of political will to drive implementation, inadequate stakeholders support, etc. there is a need to progress from planning to progress and delivering of solutions 'on the ground'. Delivering cannot take place without real commitment to implementation by the private and public sectors, adequate funding and adequate and capable human resources in government tourism department. Implementation can be defined as the continuous set of coordinated operational activities and processes, carried out within the frame work of the destination policy and plan that are geared towards the sustainable development and marketing of destination core resources, and managing and responding to qualifying and amplifying determinants.

4. Monitoring and evaluation:

Monitoring and evaluation is a relatively new field in destination management, and especially so in developing destinations. However, the requirement account for the process and results of spending of fund is driving greater attention to the tracking and

measurement of the process of consequences of implementation. Monitoring and evaluation can be defined as a continuous operational function that tracks systematically and objectively the relevance, performance and success, or the lack thereof, of destination management actions against intended results (as specify in the destination policy and plan) and according to predetermine indicators and recommends corrective measures. Monitoring and evaluation is required to determine how a destination is performing against the various indicators of destination competitiveness.

2.6 BOOSTING DESTINATION ATTRACTIVENESS

In tourism, attractiveness of a destination can be created or encourage through many ways such as literature, the opinions of others, the general media etc. that transform to giving good destination image of a place or vice visa. The fact is that if there is no attraction, attractiveness can't be generated, so the attraction must be there to initiate the attractiveness to a destination.

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

creation and management of a distinctive and appealing perception, or image, of the destination (Calantone, et.al., 1989).

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

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

2.7 NIGERIA AS A TOURIST DESTINATION

Tourist attraction indications in Nigeria dates back to the 1920 at a period when some ancient terra-cotta about the NOK culture was discovered by some foreign geologists and archeologists (Esuola, 2009). However, it was not until 1962 that organized tourism began in the country with the creation of Nigeria Tourism Association (NTA) by some tourism practitioners in the country (NBS, 2010). The effort of Nigeria Tourism Association led to

Nigeria's admission into the International Union of Official Travel Organization (IUOTO), now the World Tourism Organization (WTO), in 1964 (Esoula, 2009). Tourism was subsequently placed under the Federal Ministry of Commerce and Tourism. The department of tourism was established under the statutory act as amended by the official gazette no. 15 vol. 75 of march 3, 1989 (FMI, 1999), and in 1976 the Nigeria Tourism Board was established by the then head of state, General Olusegun Obasanjo under decree 54 of 8 august 1976 (FMI, 1991), since then Nigeria has been developing her tourism industry.

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

2.7.1 Untapped Potentials

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

The problem is however how to harness and develop it to improve the number of tourists spending holidays in the region (Euromonitor, 2009).

With oil revenue on the decline as a result of the global financial crisis, the Federal Government of Nigeria has been looking for ways to give its economy new life. Realising that tourism is a strong alternative to crude oil as a revenue earner in view of declining oil prices in world markets, it has selected the industry as one of the six priority sectors for launching the revival of the economy. The last Federal Government dispensation has made tourism its main instrument for achieving Nigeria's seven-point agenda and Vision 20:20 programme. Through the diversification process, it hopes to reposition the industry as an alternative source of revenue, **(**Euromonitor, 2009**).**

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

CHAPTER THREE

3.0 MATERIALS AND METHODOLOGY

3.1 BACKGROUND OF THE STUDY AREA

Jos is situated at the northern edge of a pear-shaped upland known as the Jos Plateau, stretching for approximately 104km from north to south and 80km from east to west covering an area of 8,600km^2 or 806,000 hectares, and located between latitude 8^0 50' to 9^0 47' E. Being part of the Jos plateau, the study area is about 1120m above mean sea level. The general relief of the area is that of a widely dissected terrain. The younger granites in the study area exhibit a sharp contrast to the basement complex rocks and are generally demarcated by an abrupt break of slope. The highest surface of Jos Plateau occurs in the surroundings of the study area where the head water of rivers flowing into the Lake Chad, the Niger, the Benue, and Gongola radiate approximately north, west, south and east respectively (Udo, 1981).

The study area which is the capital of plateau state has the population of 650,839 by the 1991 population census, the 2006 national population census presented the figures to have increased to 821,618 (National Population Commission, Jos).

The climate of the study area is characterized by two distinct seasons (wet and dry). Wet season last from April to October, while dry season picks up from November through to March. The rainfall is seasonal with a mean annual rainfall of about 1524mm, the wettest month being between June to August. The study area has an average temperature of about 20^0 C. However, maximum temperature may reach 31^0 C, while minimum temperature can be as low as 11^0 C during the harmattan. Relative humidity also varies seasonally in the study area, with a low value of about 20% to 30% between January to march, increasing to a peak of

80% between may to august and declining again in October, (Nigeria Metrological Headquarters (NIMET) Oshodi, Lagos).

3.2 TOURISM IN JOS

Jos is endowed with abundant tourism potentials and rich cultural heritage, to sustain this, the government created the Ministry of Tourism and Culture to coordinate the activities of the sector aimed at accelerating the pace of development. The general function of the ministry include among others, the preservation, development, presentation and promotion of the available natural and human artistic and material endowments of Jos and the state atlarge with the view to enhancing the overall socio-economic development of the state and the country atlarge. However, the tourism industry in Jos, over the years has been growing rapidly. As more people are getting interested in spending leisure time in nature, tourism has become one of the fastest growing segments and contributor to the economy of Jos.

3.3 COMPONENTS OF TOURISM DESTINATION IN JOS

As established earlier in the study, destination is a primary location of supplies that are available or created to carter for the needs of tourists. There are destination components that must be in place for the destination to function effectively. The availability of these components in Jos makes it a viable tourism destination. These components include; attractions, accommodation and accessibility.

3.3.1 Attractions

The attractions found in Jos are man-made features, natural features and events. These attractions are majorly owned and managed by the state government. The attractions found in Jos are of various varieties for the satisfaction of different types of tourists ranging from ecotourists, cultural tourist leisure tourist etc., below are some of the attractions found in Jos,

a. **Jos Wildlife Safari Park**: This is the most developed man-made wildlife safari park in Nigeria. The park was built in 1972 and it covers a land area of 8 sq km, enclosing natural habitats of wooden hill locks and forest brooks, hills, streams and varied vegetation suitable for all types of animals and birds. It also has series of picnic sites. Its fauna collection includes; pigmy hippopotamus, buffaloes, horses, birds, lions, chimpanzees, baboons, derby eland, python, crocodiles, jackals, leopards, martial eagle, kob, red river hog, elephants, ostriches, and a host of other animals. In the same peaceful and relaxed atmosphere are some tourist facilities such as restaurants, children playground, picnic pine forest, wildlife museum and video viewing center. The park is located on miango road 4 km off yakubu gowon way, Jos. A stunning panoramic view of the Jos can be seen from the park.

b. **Jos Zoological Garden**: The zoological garden was established in 1957 and is situated at the foot of a tree covered granite mountains named coronation hill within the Jos museum complex, within Jos metropolis. The zoo has good stock of animals, birds, reptiles and wildcats, some of which are as old as 40 years.

c. **Shere Hills**: Shere hills are about 10 km from the heart of Jos. It is a range of undulating hills and rock formations with the highest point at 1,829m above sea level. These combined together offer unrivalled opportunities to the mountain or rock climbers and lovers of adventure. It has beautiful scenery and offers a prime view of the city below and surrounding villages. Adjacent to the hills is the Citizenship and Leadership Training Centre (Man O'War Bay) for physical training, water sports, jungle expedition and mountaineering. The 10km drive to the site further avails a tourist the opportunity of viewing rural settlements mingled with urbanization and a view of liberty dam which is one of the main supplies of water to Jos city.

d. **Rayfield Holiday Resort Jos:** The resort is located 4km from Jos city. A fantastic scenic environment that offers tourists endless fun of boating, swimming, sun bathing,

horse riding, sport fishing and indoor games. For a day out or a weekend getaway, the resort has what it takes for your leisure and tranquility. Bar and restaurant facilities are available between 10:00am to 7:00pm daily.

e. **Museum of Nigerian Traditional Architecture (MONTA), Jos (Monument):** This museum is erected on the same site with the national museum complex. Here are found the collection of traditional architecture from the walls of Kano to the mosque at Zaria and the Tiv traditional hot. MONTA is possibly the only one in black Africa and it aims at preserving ancient and traditional architecture of the various people of Nigeria.

f. **Solomon Lar Amusement Park, Jos (Man-made):** Located right in the heart of the capital city of Jos, this park provides a place for many occasions. It has been used by movie makers and newlyweds for receptions and other fun activities. It is a good site for picnics and recreation.

g. **National Museum, Jos (Monument):** Jos museum is Nigeria's first museum established in 1952 and one of the best. It is situated at the foot of a tree covered granite mountains named coronation hill. The museum is situated in the heart of the city, opposite the Jos zoological garden. The museum has lots to offer in terms of terra-cotta heads, replicas of traditional wears, masquerades, crafts, pottery, dancing costumes, local musical instrument, mining and iron works on display. Many of the artifacts are dated between 500Bc to 200A.D. You can also find a Transport museum with a collection of pre colonial antiquities such as the Bauchi light Railway of 1928, Bedford Kit car, and Albion Lorry which was last used in 1990 by the famous film star, Late Herbert Ogunde to shoot the film **"Mr. Johnson"**. Tin Mining museum will serve as a guide to various stages of tin mining activities in Nigeria.

h. **Cultural festivals:** The Afizere cultural festival and Nzem'Berom are the two cultural festivals celebrated in Jos. The Afizere festival is celebrated in January while Nzem'Berom is celebrated in April.

3.3.2 Accommodation

Accommodation, food and beverages are support services offer to tourists which are very important not only because it provide tourist with shelter and sustenance, it also create a general feeling of welcome and lasting impression of the local cuisine. Hotels and restaurants/eateries of various types are available in Jos to carter for every tourist, providing several services and facilities at affordable prices. The patronage of these facilities is usually high at weekends (Friday nights to Monday mornings). The ownership of hotels in Jos is between the government and private sector, while restaurants/eateries are largely own by the private sector.

Table 3.1: Accommodation and Restaurants/Eateries in Jos

Types of accommodation	Examples
Hotels/Motels	Hill station hotel, Plateau hotel, Crest hotel, Jossy royal hotel, country home hotel, Nana hotel, jikrit hotel, Elim suite, universal motel etc.
Restaurants/eateries	Mama's kitchen, Mr. Biggs, Juice and Grillade, Honey tops, Snappy burgers, Avis, Madam unique restaurant, Paulo restaurant etc.



Plate I: ELEPHANT



Plate II: RED RIVER HOG



Plate III: HALK EAGLE



Plate IV: DOG FACED BABOON



Plate V: CROCODILE



Plate VI: LION

SOME ANIMALS FOUND AT JOS WILDLIFE PARK AND JOS ZOO

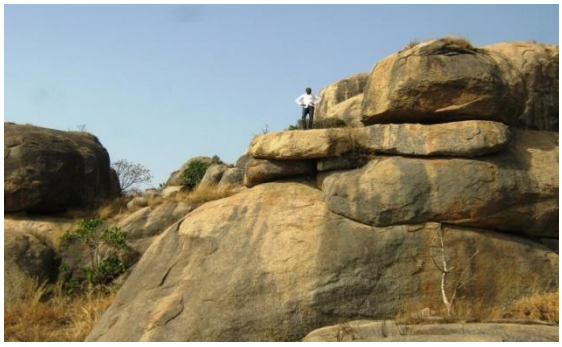


Plate VII: SHERE HILLS



Plate VIII: JOS ZOOLOGICAL GARDEN



Plata IX: JOS NATIONAL MUSUEM



Plate X: SOLOMON LAR AMUSEMENT



Plate XI: UNIVERSITY OF JOS



Plate XII:JOS WILDLIFE PARK

SOME ATTRACTION SITES IN JOS

3.3.3 Accessibility

Accessibility can either mar or make a destination. Efficient transport link to generating market are essential for its success. There are three mode of accessing Jos, these are;

- Road
- Air
- Rail

Road transport is the most effective mode of accessing Jos, compared to air and rail transport system. There are four access roads into Jos, the Jos-Bauchi road, linking states like Bauchi, Yobe, Borno, Gombe etc., Jos-Zaria road leading to Zaria, Kaduna, Kano etc., Jos-Kaduna road through Vom leading to Kaduna state, and the Jos-Abuja road, leading to Abuja, Nasarawa, down to all the states south of plateau state.

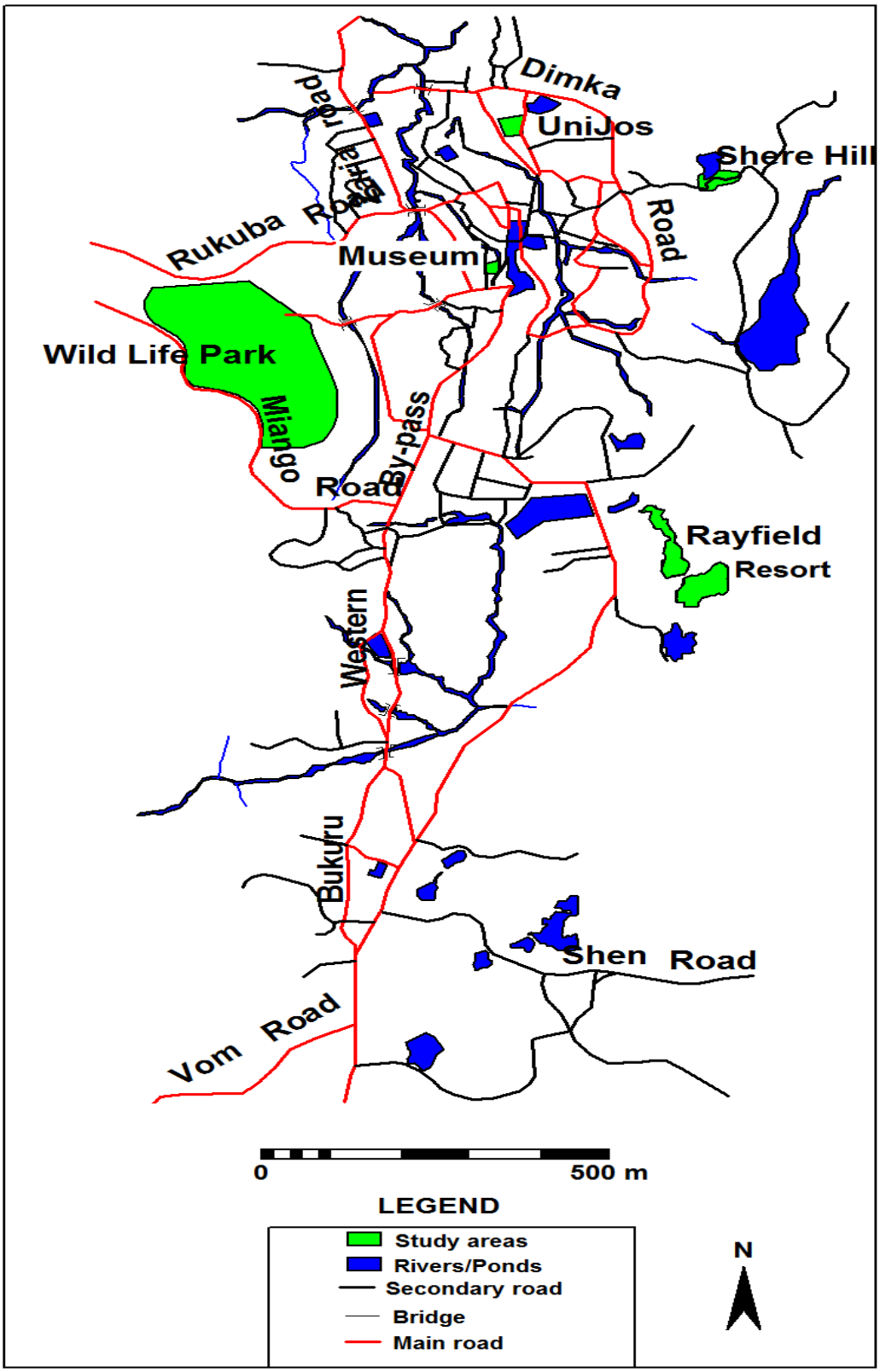


Fig.1: Jos Metropolis Showing Study Areas

Source: Derived and Modified from Jos Street Guide, 2013

3.4 RESEARCH METHODOLOGY

3.4.1 Introduction

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

3.4.2 Data Required

In carrying out this research numerous types of data are required in providing the investigation with information on the situation at hand and expectations on the issue under investigation. The data required for this research work were acquired or obtained from two main sources: primary and secondary sources. The primary sources includes interview, questionnaires and reconnaissance survey, while the secondary sources will include information from textbooks, journals, newspaper, unpublished materials, research reports, maps and charts. Questionnaires and interview was served to tourist at sites and officials of both the tourism destination and Tourism Corporation.

Table 3.2: Types of data required and sources

Types of data	Data required	Relevance of data	Sources of data
Primary	Characteristics of the tourists, such as age, sex, occupation, marital status, educational status, level of income, country of residence, visiting with family, friends or alone, length of stay, motivations (purpose) of visiting the destination. First time visitors, re-visiting, and attractions of interest of tourists at the study area.	The collection of these data is relevant to effectively plan and provide facilities at the destinations, which will in turn boost the image of the destinations.	Tourists at the selected destinations
	Performance of destinations attributes: convenient parking, family friendly, cleanliness, efficient/friendly staff, safety, easy entry and exit, attractiveness, value for money, reasonable price etc.	These data are relevant to determine tourist satisfaction of the destinations and also to determine the importance and performance of the destinations.	Tourists at the selected destinations
	Number of tourists visiting or patronizing the destinations	The essence of obtaining the number of tourists visiting the destinations in the study area is to determine the sample size (number of questionnaire to administer).	Plateau State Tourism Cooperation.
	Map of the study area.	The relevance of this data is to show the geographical (spatial) location of the study area.	Plateau State Ministry of Land and Survey, and satellite images.
Secondary	The concept of tourism destination, components of tourism destination, destination management, destination market position, destination competitiveness, destination image and destination types. The concept of tourism patronage and technique for studying tourism destination patronage.	These data is required in the preparation of the review of literature.	Journals, textbooks, thesis, internet materials and (un)publish papers

Source: Field survey, 2012

3.4.3 Data Collection

A survey and personal interviews with officials of Plateau State Tourism Corporation, gave an estimate of tourists in the area to be about 39563 monthly (averagely). The research used Krejcie and Morgan Sample size table (cited in Key, 1997) to determine the sample size of the study population. Based on the table, 380 questionnaires were served to tourists representing 0.96% of the sampled population. However, 249 questionnaires were retrieved from the total population sampled.

Table 3.3: Questionnaires distribution

Distribution centres	Example of centres	Type(s) of tourism targeted	No. of questionnaires
Tourists at attractions	Jos National Museum, Jos wildlife Park, Rayfield Holiday Resort and Shere Hills.	Cultural tourism, Ecotourism, Leisure tourism, and Geotourism	120
Motor parks/Airport		All types of tourism	50
Hotels/Motels/Guest house	Hill station hotel, Plateau Hotel, Jossy Royal Hotel, Crest Hotel, Country Home Hotel and Jos University Guest House	Business and conferencing and others	140
Institutions/Hostels	University of Jos and plateau state polytechnic	Educational tourism	70
			380

Source: Field survey, 2012

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

Statistical method of data analysis will be deployed to analyse the data collected. Data collected were in qualitative form and since that cannot be measured in numerical entity, it was converted into numerical value for easy analysis. The data was computed or analyse using Microsoft Excel and Statistical Package for Social Sciences (SPSS), while the statistical techniques or tools for presentation of collected data includes; tables, charts and graphs.

Importance Performance Analysis (IPA) was also used in the research in other to determine the importance and performance of tourism destinations in Jos.

3.4.4 Concept of Importance-Performance Analysis (IPA)

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

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

IPA process

In this method, determinant attributes to be evaluated are presented as two identical lists. These form the basis for two Likert-type scales. On one scale, participants are asked to rate the attributes as to how important these are, while on the other, they rate how well the attraction performs. A mean or median value for each attribute is determined for each scale.

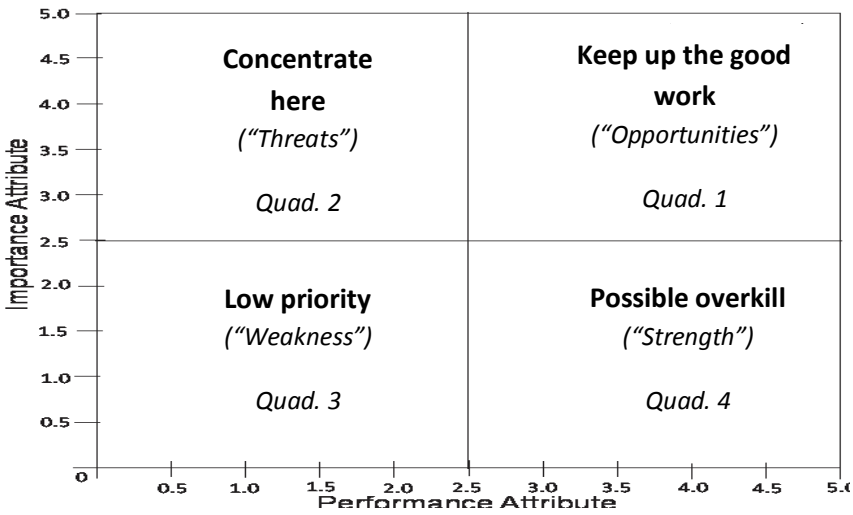
These values are then plotted on a graph with importance as X-axis and performance as Y-axis. The points will fall into one of four quadrants - labeled.

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

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

Fig. 2

IPA Grid



Source: Adapted from Edward et.al., 2008

- **"Keep Up The Good Work,"** Attributes that are rated high in importance and high in performance / perception score suggest that service providers keep up the 'good' work and increase resources directed towards these areas
- **"Concentrate Here"** Attributes that are rated high in importance and low in performance are areas that the providers should pay particular attention for improvement.
- "**Low Priority,"** attributes having low importance rating and a low performance rating suggest that investing resources to these areas may offer only little advantage

- **"Possible Overkill,"** attributes rated low in importance and high in performance are areas providers should continue to maintain the level of effort

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

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

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

CHAPTER FOUR

4.0 ANALYSIS OF PATRONAGE CHARACTERISTICS OF JOS: PRINCIPAL FINDINGS

4.1 TOURISTS PATRONAGE OF JOS AS TOURISM DESTINATION

The data collected from the field on tourist patronage were presented in tables. From table 4.1, it was revealed that the level of tourist patronage of Jos, varies from one year to another. The highest level of patronage was recorded in 2007 (572,661), while the lowest level of patronage was recorded in 2010 (105,222). The variation in tourist's inflow was affected by the series of crisis recorded, in 2002 there was a decline in the number of tourist arrival in Jos due to crisis which was first recorded in 2001 (September 7th) and spread into 2002. There was another outburst of violence in 2004 which led to the decline in the number of tourist arrival from 393,210 in 2003 to 122,507 in 2004. There was another down turn in the number of tourist arrivals in Jos from 2008-2010, when another fresh violence broke out again. 2010 recorded the highest decline in the number of tourist arrivals; this is because the crisis became incessant and climax from the use of sticks, cutlasses and few cases of guns to an increase in the use of sophisticated guns, dynamites and locally made bombs. No tourist would want to leave his or her peaceful home to go and die in another land.

Table 4.1: Tourists Patronage of Jos as Tourism Destination

Year	Number of Tourists in Jos	%
2000	239970	6.3
2001	296643	7.8
2002	157899	4.2
2003	393210	10.4
2004	122504	3.2
2005	380720	10.1
2006	369185	9.8
2007	572661	15.1
2008	342736	9.1
2009	214349	5.7
2010	105222	2.8
2011	112218	3.0
2012	474757	12.6
Total	**3,782,074**	**100**

Source: Plateau state tourism corporation, Jos.

4.2 TOURIST PATRONAGE OF JOS WILDLIFE PARK

At Jos Wildlife Park, the statistics obtain on tourists inflow varies from one year to another with the highest level of patronage recorded in 2007 while the lowest was recorded in 2011. The statistics obtain for domestic and international patronage was only for 2011 and 2012. Domestic tourists are higher than international tourist. There are more international tourists in 2011 than in 2012

Table 4.2: Level of patronage of tourists to Jos Wildlife Park (2000-2012)

Year	Number of tourist	%
2000	66525	6.3
2001	82633	7.9
2002	58736	5.6
2003	90677	8.7
2004	105181	10.0
2005	107181	10.0
2006	98467	9.4
2007	108882	10.4
2008	67316	6.4
2009	96759	9.2
2010	70447	6.7
2011	44038	4.2
2012	51271	4.9
Total	**1048113**	**100**

Source: Jos Wildlife Park.

Table 4.3: Data for domestic and international tourists flow to Jos Wildlife Park for 2011 and 2012

Year	Number of tourists		Total
	Domestic	International	
2011	42548	1490	44038
2012	51156	115	51271
Total			**95309**

Source: Jos Wildlife Park.

4.3 TOURIST PATRONAGE OF JOS NATIONAL MUSEUM

Table 4.4 below shows the level of domestic and international tourist patronage of Jos National Museum from 2000-2010. The data obtain indicate a high level of domestic tourist patronage in the museum compared with international tourist. The highest level of patronage of the resort was recorded in 2009, while 2001 recorded the lowest patronage.

Table 4.4: Tourist Patronage of Jos National Museum

Year	Number of Tourists		Total
	Domestic	**International**	
2000	17171	6100	23271
2001	64802	7032	71834
2002	90527	5302	95829
2003	163529	5124	168653
2004	160732	3397	164129
2005	129591	3544	133135
2006	131491	3265	134756
2007	317423	9270	326693
2008	113339	5384	118723
2009	374819	2049	376868
2010	21975	10902	32877
2011	57275	2411	59686
2012	304851	1024	305875
Total	**9,947,525**	**64,804**	**10,012,329**

Source: Jos national museum

4.4 TOURIST ON EDUCATIONAL VISIT IN JOS WILDLIFE PARK AND JOS NATIONAL MUSEUM

Data about educational visit was obtained at Jos Wildlife Park and Jos National Museum. At Jos Wild life Park record of educational visit was obtain on monthly basis for the year 2011 and 2012. While at Jos National Museum, record of educational visit was obtain on monthly basis for the year 2007, 2008, 2010 and 2011. On monthly basis, the influx of tourist on educational visit fluctuated due to the influence of academic calendar. The month of March, May, June, July and November recorded relatively high number of tourists because these are periods when sessions or terms are drawing to an end in most schools, availing the students with time for excursion visits.

Table 4.5: Educational visits to Jos Wildlife Park 2011 and 2012

Months	**2011**	**2012**
Jan	-	-
Feb	-	1487
Mar	-	1362
Apr	77	261
May	1147	1022
Jun	4540	4185
Jul	3363	1037
Aug	296	263
Sept	-	95
Oct	642	434
Nov	1490	1287
Dec	612	162
Total	**12167**	**11595**

Source: Jos Wildlife Park.

Table 4.6: Educational visits to Jos national museum for 2007, 2008, 2010 and 2011

Months	**2007**		**2008**		**2010**		**2011**	
	No. of sch.	**No. in the group**	**No. of sch.**	**No. in the group**	**No. of sch.**	**No. in the group**	**No. of sch.**	**No. in the group**
Jan	3	616	10	580	3	262	-	-
Feb	8	325	37	2416	6	260	5	340
Mar	31	2072	27	1758	5	357	4	247
Apr	2	149	16	913	4	268	-	-
May	10	507	39	2040	53	502	3	279
Jun	33	2010	87	4927	21	1717	46	2454
Jul	37	2155	42	1473	31	1365	46	1735
Aug	3	198	13	528	1	256	3	91
Sept	6	298	4	374	3	195	1	41
Oct	18	818	7	596	8	729	3	252
Nov	21	1352	24	1764	17	911	17	1053
Dec	6	262	-	-	5	452	3	193
Total	**178**	**10307**	**306**	**16729**	**157**	**7274**	**131**	**6681**

Source: Jos national museum

4.5 TOURIST INFLOW THROUGH JOS HEIPANG AIRPORT

Tourist can access Jos via road or air. Record of tourist accessing Jos via air transport was obtained from the Jos Heipang Airport. From the data obtained, there are more domestic tourist than international tourist, with the highest number of domestic tourist recorded in 2009 and the lowest in 2012, while the highest number of international tourist was in 2007 and the lowest in 2011.

Table 4.7: Tourist patronage of Jos Heipang Airport

JOS HEIPANG AIRPORT	
Year	**Number of tourists**
2000	22258
2001	22156
2002	11251
2003	16540
2004	23301
2005	28124
2006	14095
2007	12280
2008	24728
2009	21752
2010	19689
2011	6030
2012	5304
Total	**227508**

Source: Plateau state tourism corporation, Jos.

Table 4.8: Domestic and international patronage of Jos Heipang Airport

Year	**Tourists**		**Total**
	Domestic	**International**	
2007	11814	2161	12280
2008	23559	1169	24728
2009	20770	982	21752
2010	19314	375	19689
2011	5958	72	6030
2012	5224	80	5304
Total			**89783**

Source: Plateau state tourism corporation, Jos.

4.6 TOURIST INFLOW AT PLATEAU HOTEL

Most hotels in Jos do not keep reliable records of tourist inflow. Data was obtain only in Plateau Hotel, this is because Plateau State Tourism Cooperation has a tourist information section in the hotel charged with the responsibility of obtaining information about tourist in the hotel. From their records there were more tourist guest in 2000 and 2001 and less in 2010 while record for tourist inflow in 2005 and 2012 were not available.

Table 4.9: Tourist patronage at plateau hotel

Year	**Number of tourists**
2000	13636
2001	13677
2002	7638
2003	2966
2004	1072
2005	-
2006	3975
2007	5159
2008	1524
2009	4083
2010	839
2011	2464
2012	-
Total	**57033**

Source: Plateau hotel, Jos.

4.7 CHARACTERISTICS OF TOURIST VISITING JOS

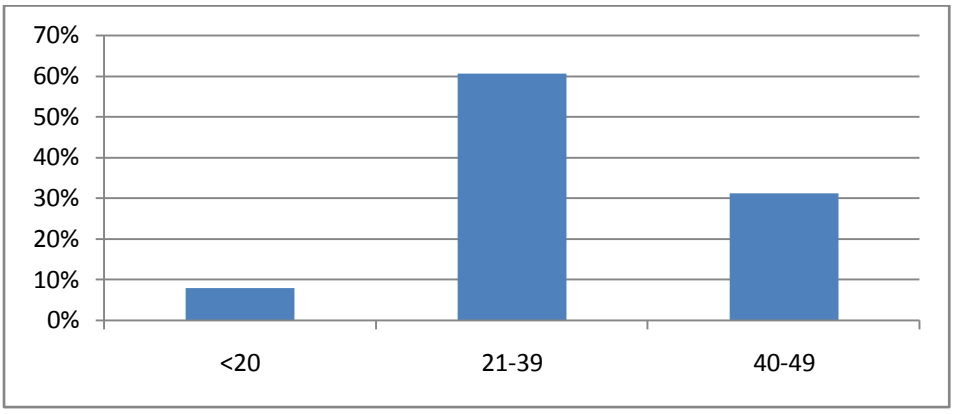
The findings presented here are the analysis and interpretations of results obtained from the questionnaires administered to tourists on their patronage characteristics.

4.8 DEMOGRAPHIC CHARACTERISTICS

4.8.1 Age group

This study establish that majority of tourists that visits Jos are between ages 21-39, making up 60% of the total population of tourists covered in the study. Followed by the 40-59 age group (31.3%) and the less than 20 age group are the least with 8%. It appears that within the age group of 20-39, 48% are males while 52% are females with majority of them in the group being single (not married). The single ladies dominated in this group because they create more time for leisure as against their male counterparts as they are less tied down by daily struggling and hustling of life. This can also be seen in the less than 20 age group (< 20) who are all singles with 55% being females and 45% males. For the age group 40-59, virtually all of them are married with the males dominating the females (66.7% males and 33.3% females). The females in this group are saddled with the responsibility of taking care of their matrimonial homes and the children, leaving them with little or no leisure time, but for the males in this group who are the head and financial providers of the family has no domestic responsibility, thus leaving them with more leisure time.

Fig. 3: Age

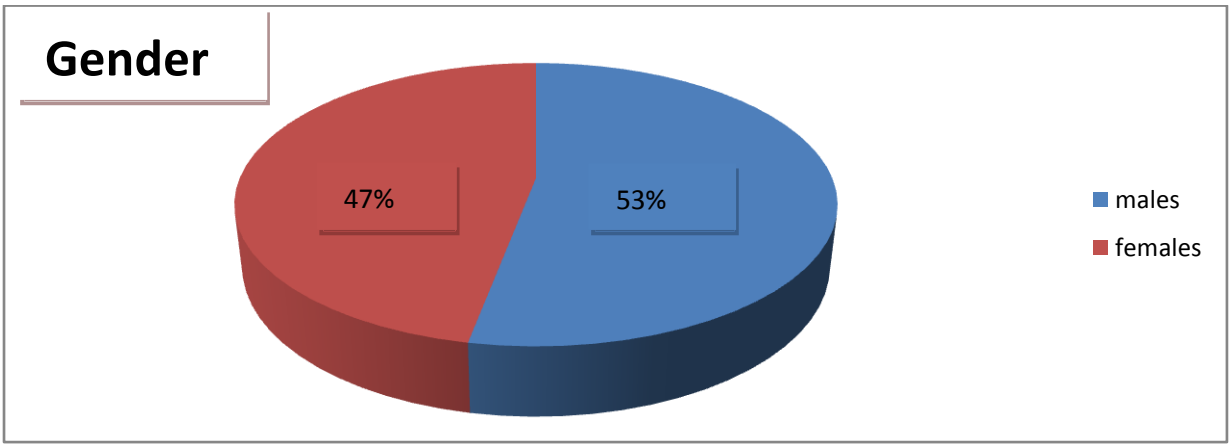


Source: field survey, 2013.

4.8.2 Gender

The fig. 3 below shows that male tourists are slightly more than the female tourists by (6.0%). There are 132 males representing 53% of the respondents and 117 females representing 47% of the respondents.

Fig. 4: Gender



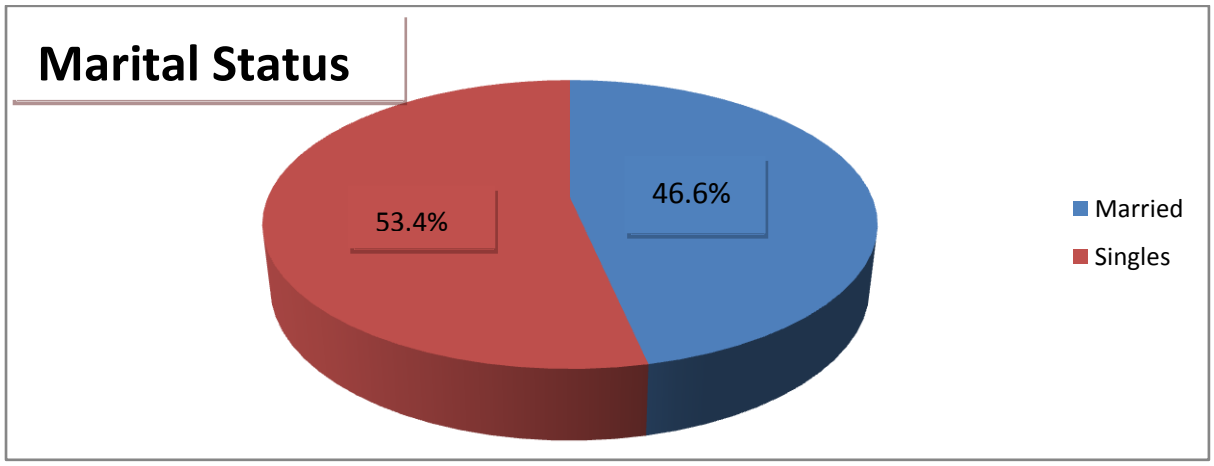
Source: field survey, 2013.

4.8.3 Marital status

It was discover that more than half of the tourists are single (53.4%) with 70% of the singles being males and 30% being females. 46.6 % are married, 41% of the married category are males while 59% are females. This study shows that single people are more involved in

tourism. This may not be unconnected with the fact that they are free and have little commitment to marital life that may impede their interest in participating in tourism activities.

Fig. 5: Marital status



Source: field survey, 2013.

4.8.4 Educational status

The educational level of the respondents shows that 79.1% of the tourists have tertiary education, 62.4% of this categories are males while 37% are females. This means that a larger percentage of tourists that visits Jos are educated and understands and appreciate the need for tourism. About 20.9% of the sampled population had atleast secondary school education, with 17% of them males while 83% are females.

4.8.5 Occupation and Monthly income

A large portion of respondents from the sample were employed (70.3%), with disposable income available to them. Civil servants constitute 30.5% of the employed category which is the largest in the group, this simply means that as civil servants they have more time for leisure than the business group (21.3%) and the private sector employees (18.5%). Business group are second largest, this is because this group are self employed and can afford to carve out leisure time for themselves when the need arise, while the private sector employees who

are known to be too occupied with work, having little or no time for themselves are the least patrons in the employed group. The other 29.7% are unemployed and mostly students.

On the income level, 51% of the respondents had more spending income with a monthly income above #30,000. Below this amount, the most frequent categories were #5,000-#10,000 (22.9%), #16,000-#20,000 (10%), #21,000-#30,000 (8.8%) and #11,000-#15,000 (7.2%).

Table 4.10: socio-economic characteristics

	%		**%**
Educational status			
Primary education	0.0	Secondary education	20.9
Tertiary education	79.1	Informal education	0.0
Occupation			
Student	29.7	Civil servants	30.5
Businessmen	21.3	Retired	0.0
Private sector	18.5		
Monthly income/allowance			
Between 5000-10000	22.9	Between 11000-15000	7.2
Between 16000-20000	10.0	Between 21000-30000	8.8
30000 and above	51.0		

Source: field survey, 2013.

4.8.6 Accommodation used by Tourists and Reasons for Choosing Type of Accommodation

Though most respondents are employed and earn high income, but still prefer to stay with family members (46.2%) and friends (28.5%) as against lodging in hotels (3.2%) and guest houses (16.9%) while 5.2% of the respondents stayed in school hostels. From the response given by the respondent and the reasons for their choice of accommodation, it shows that majority of them are concern about their comfort, the cost involve in choosing an accommodation, their safety and the proximity between their accommodation and attraction

of interest. 46.6% of the respondents chose their form of accommodation because they want comfort, 17.3% of the respondent, because of the price or cost involved in choosing a form of accommodation. About 14.9% of the respondents where conscious of their safety, they chose their accommodation for security reasons owning to the security challenges in Jos and the state as a whole. 10% of the respondents say it is for their privacy, while 11.2% wanted to reside close to the attractions they are interested in visiting. Most of those who stayed in hotels, stayed in a 1 star hotel, this may be because they are limited in the choice of hotel type of their interest, as most of the hotels found within Jos and close to attractions are 1 star hotel.

Table 4.11: accommodation and factors influencing their choice

	%		**%**
Accommodation			
With family	46.2	With friends	28.5
In hostel	5.2	Guest house	16.9
Hotel	3.2		
Reasons for choosing accommodation			
Price	17.3	Closeness to attraction	11.2
Security	13.3	Privacy	10.0
Comfortability	46.6	Others	1.6

Source: field survey, 2013.

4.8.7 Sources of information about Jos

When asked about the sources of information for selecting Jos as a destination, 72.3% of the total sample reported, through relations, followed by those who got their information through friends (19.3%). It is noteworthy to observe that mass media is an important promotional method to reach global audience. Yet only about 4.4% of the respondents got information about Jos through mass media. This means that promotion and advertising of Jos as tourist destination through mass media had not been effectively carried out, thus leading to low patronage by international tourist.

This study shows that 4.4% of the respondents are from outside Nigeria (international tourists), 30.9% from within Plateau State, while 64.7% are from other states within Nigeria.

Table 4.12: source of information and place of origin

	%		%
How did you get to know about Jos?			
Through friends	19.3	Through relations	72.3
Through mass media	4.4	Others	4.0
Place of origin to Jos			
Within Plateau	30.9	Outside Plateau	64.7
Within Africa	1.6	Outside Africa	2.8

Source: field survey, 2013.

4.8.8 Transportation

Clearly, the development and maintenance of efficient transport links to the generating markets are essential for the success of a destination. An increasing imaginative approach to transportation at the destination adds to the quality of tourist experience (Cooper et al 1993). A variety of mode of transportation will motivate more tourists to visit a destination. There are three mode of transportation into Jos (Air, Road and Rail), the Air and Road transport are the most functional. 87.6% of the respondents came to Jos through the road transport system, while 12.4% came in through air transport. About 28.1% of respondents who came in through road made use of their personal vehicles, while 71.9% made use of commercial transport. The most preferred commercial vehicle used to visit Jos were taxis (36.5%), followed by 14 sitter bus (21.7%), while 10 sitter bus and coastal bus were 17.2% and 4.8% respectively.

In terms of tourist movement within Jos, most tourist (46.2%) prefer using taxis, while tricycles popularly known as keke napep which was introduce into Jos in 2012 is the next preferred means of transportation within Jos (18.9%) by tourist as it is relatively cheaper in terms of charter, leaving very few tourist (1.6%) who prefer to charter a car. Only 2% of the

tourists use buses for movement within Jos and most of these tourists are on group visit (mostly on educational visit).

Table 4.13: tourist mode of transportation

	%		%
Mode of transportation into Jos			
Road	87.6	Air	12.4
Rail	0.0		
By road			
Personal/Private vehicle	28.1	Commercial vehicle	71.9
Commercial vehicle used			
Taxi	36.5	Bus (10 sitter)	7.2
Bus (14 sitter)	21.7	Coastal bus	4.8
Others (personal/private)	29.7		
Tourist movement from park to their next point			
Keke (tricycle)	18.9	Taxi	46.2
Bus	2.0	Chartered vehicle	1.6
Personal/private vehicle	31.3		

Source: field survey, 2013.

4.8.9 Attraction of interest

The attractions of a destination, be it man-made features, natural features or events, provide the initial motivation to visit (Cooper et al 1993). Tourism attractions in Jos are based on the special appeal resulting from a mixture of varied wildlife species, beautiful scenery, diverse geographical formations, traditions and customs and rich history. Apparently this study shows that ecotourism is the major attraction for tourists in Jos. 38.6% of the tourist in Jos are interested in visiting Jos Wildlife Park. 50% of them visit Wildlife Park for adventure, 31.25% for leisure, 14.58% for educational purpose and just 4.17% are there for meetings. The next attraction of interest to tourists in Jos is the Jos National Museum (32.1%). 53.75% of tourists visiting jos national museum are there for educational purpose, 25% for leisure while 21.25% for adventure. Other attractions that are of interest to tourists in Jos are Rayfield Holiday Resort 9.6%, Shere Hills 4.8% and University of Jos 14.9%.

Table 4.14: tourist party and attractions

Party	Cultural/ heritage	Ecotourism	Leisure	Geotourism	Educational	Total
Loner(s) count	57	48	18	9	34	166
% within party of Respondents	34.34%	28.92%	10.84%	5.42%	20.48%	100%
Family count	13	31	4	4	3	55
% within party of Respondents	23.64%	56.36%	7.27%	7.27%	5.45%	100%
Friends count	10	16	2	0	0	28
% within party of respondents	35.71%	57.14%	7.14%	0%	0%	100%
Total count	80	95	24	13	37	249
% of total	32.13%	38.15%	9.64%	5.22%	14.86%	100%

Source: field survey, 2013.

4.8.10 Party composition

Analysis carried out on tourist party composition shows that 66.3% of tourist visit to Jos are loners, while 33.7% are group visit. 22.5%, of the group visit are with family members, 11.2% visit with friends. The loners (those who visit alone) are more attracted to cultural/heritage tourism (34.34%), ecotourism (28.92%) and educational tourism (20.48%). Family group are interested in ecotourism (56.36%), friends group are also attracted to ecotourism (57.14%) and cultural/heritage tourism. Since a large portion of the respondents are loners it is not surprising to know that most of the trips are self sponsored. 76.7% of the respondents are sponsoring themselves, 2.8% are sponsored by private organization, 18.9% are sponsored by family members and just about 1.6% of the respondents are sponsored by government.

4.8.11 Length of stay

Based on the survey, it was established that tourists in Jos had very brief visit, 18.5% and 20.9% staying 1-2 days and 3-7 days respectively. 18.1% stayed 1-2 weeks, while about 35.4% stayed for one month and above. It has been deduced that the loners has the highest proportion of not staying longer: about 46.29% of the loners stayed between 1-7 days. 32.73% and 34.55% of the family group stayed 1-2days and 7 months and above

respectively. 33.33% of friends group stayed 7 months and above while 48.15% stayed 1-2 weeks and 1-2 months each.

Table 4.15: tourist party and length of stay

Party	1-2days	3-7days	1-2weeks	2-4weeks	1-2months	3-6months	<6 months	Total
Loner(s) count	28	47	33	3	24	7	20	162
% within party of Respondents	17.28%	29.01%	20.37%	1.85%	14.81%	4.32%	12.35%	100 %
Family count	19	0	6	4	8	3	20	60
% within party of Respondents	31.67%	0%	10.0%	6.67%	13.33%	5.0%	33.33%	100 %
Friends count	0	4	7	1	6	0	9	27
% within party of Respondents	0%	14.81%	25.93%	3.70%	22.22%	0%	33.33%	100 %
Total count	47	51	46	8	38	10	49	249
% of total	18.88%	20.48%	18.47%	3.21%	15.26%	4.06%	19.68%	100 %

Source: field survey, 2013.

4.8.12 Tourist Inflow to Jos

Tourist inflow to Jos has not been consistent in terms of its volume and time spent. This study established the percentage of tourist from various originating destination into Jos for tourism activities. Out of the six geo-political zones in Nigeria, North-Central 57.02% prove to have the highest inflow of tourists into the destination, this is due to its closeness to the destination, Jos is also part of this region. The South-Western region with 14.46% was the second followed by South-Eastern region with 12.04%. North-Western, South-South and North-Eastern with 6.02%, 4.01% and 2.0% respectively were regions with few numbers of tourists flow into Jos. The percentages derived for foreign tourists into Jos, both from within and outside Africa are negligible. 1.61% from within Africa and 2.81% from outside Africa, 72.73% of the foreign tourist are first time visitors in Jos, while 27.27% are on repeat visit.

Table 4.16: tourist flow into Jos

S/N	Geo-Political Region	States	%
1	**North-Western**	Kaduna	2.41
		Jigawa	1.20
		Kano	1.61
		Kastina	0.80
			6.02
2	**North-Eastern**	Bauchi	1.20
		Gombe	0.40
		Taraba	0.40
			2.0
3	**North-Central**	Abuja	8.03
		Kogi	8.03
		Nasarawa	4.02
		Benue	6.02
		Plateau	30.92
			57.02
4	**South-Western**	Ondo	2.41
		Lagos	4.82
		Oyo	2.41
		Ogun	1.61
		Osun	2.01
		Ekiti	1.20
			14.46
5	**South-Eastern**	Anambra	3.61
		Abia	2.01
		Imo	2.81
		Ebonyi	2.41
		Enugu	1.20
			12.04
6	**South-South**	Edo	2.01
		Rivers	0.08
		Delta	0.04
		Akwa-Ibom	0.08
			4.01
7	**Outside Country**	Within Africa	**1.61**
		Outside Africa	**2.81**
			100.00

Source: field survey, 2013.

4.9 STRENGTHS AND WEAKNESSES OF JOS AS TOURIST DESTINATION

The image of a destination and how attractive they are to tourist's influences future tourists, and it is determined by tourist's motivation before and after their experience at a destination.

Table 4.17, reveals that 93.2 % of the respondents were motivated to revisit Jos, while 6.8 % of the respondents are not motivated to revisit. 28.92 % reasons for revisiting is the unique weather of Jos, 17.27 % is the unique attractions found in Jos, while 14.46%, 8.43% and 4.82% of the reasons were scenic beauty, adventure and peoples friendliness respectively. 25.81% of the reasons were negative reasons that discourage tourists from revisiting Jos. Incessant crisis and poor maintenance of available facilities are 21.69 and 4.12 respectively.

Table 4.17: tourists motivational and constraints factors

	%		**%**
Motivation to visit again			
Yes	93.2	No	6.8
Factors motivating tourist to revisit			
Positive		**Negative**	
Weather	28.92	Incessant crisis	21.69
Unique attractions	17.27	Poor maintenance of facilities	4.12
Scenic beauty	14.46		
Adventure	8.43		
Peoples friendliness	4.82		

Source: field survey, 2013.

4.10 FACTORS MOTIVATING CHOICE OF JOS AS TOURISM DESTINATION

From the study, tourists reveal the factors that motivate them to visit Jos as a destination. These factors were ranked to determine which of them was considered more motivating by the tourist. The factors motivating tourists choice of Jos as a destination includes;

4.10.1 Visiting of relations and friends: This is the highest rated factor motivating tourist choice of Jos (ranked first). This was based on the fact that most of the respondent's initial motive for visiting Jos was to either visit a relation or a friend and subsequently they engaged in tourism activities.

4.10.2 Weather/climate: This factor rated second (2^{nd}) for motivating tourist choice of Jos. Jos is situated at the northern edge of a pear-shape upland known as the jos plateau with a height of about 1120m above mean sea level. With its high altitude, though situated at the tropical zone, Jos has a near temperate climate with an average temperature of between 18^0 C and 22^0 C. harmattan wind causes the coldest weather between December and February. The warmest temperatures usually occur in the dry season months of March and April. This near temperate climate temperature in Jos, makes it colder when compared to the surrounding states, thereby making it unique and attractive to both local tourists and those coming from the temperate region.

4.10.3 Scenic beauty: The third (3^{rd}) factor motivating tourist choice of Jos according to the ranking is its scenic beauty. Jos is an area of younger granite which was intruded through an area of older granite rocks given Jos unusual scenery. There are numerous hillocks with gentle slopes emerging from the ground like mushrooms, scattered with huge boulders, spectacular rock formations, hydrological bodies and waterfall, thereby making Jos attractive to tourists and earning it (and Plateau state in general) the slogan "Home of Peace and Tourism".

4.10.4 Unique attractions: Jos is recorgnised as tourist haven in Nigeria (Anial E. J. et al, 2009), blessed with abundant tourism potentials with unique tourism attractions. Jos Wildlife Park is considered the most developed man-made Wildlife Safari in Nigeria with about 150 kilometers network of safari tracks passing through animals and birds enclosures. The pigmic hippopotamus, a rare specie of hippopotamus is also found in the park. Jos National Museum, founded in 1952 is the first museum established in Nigeria and also recorgnised as one of the best in in the country, renowned for its archeology and pottery hall. It has an exceptional collection of finely crafted pottery from all over Nigeria and some fine specimens of NOK terracotta heads and artifacts dating from between 500 BC to 200 AD. Other attractions like,

the museum of Nigeria traditional architecture, Solomon lar amusement park, rayfield holiday resort, Jos zoo etc. collectively gives Jos an outstanding image and makes it very attractive to tourists. The uniqueness of the attractions in Jos had been a motivating factor for tourist to visit, thereby ranking fourth (4^{th}) amongst other factors motivating tourist choice of Jos, as discovered in this study.

4.10.5 Rich cultural festivals and crafts: Cultural festivals, art and crafts are also important attractions to tourists. There are two major festivals celebrated in Jos; the Afizere cultural festival by the Jarawa community and Nzem'Berom cultural festival by the Berom community. The festival show case the people, their custom, way of life and their language. Crafts produced at the Naraguta leather works are spectacular, they include; leather cushions, carpets, shoes, slippers and a variety of souvenir leather items that are irresistible. Tourists are also availed with opportunity to witness the craftsmen at work in this location (Naraguta leather work). Though the festivals in Jos are no longer been celebrated, the crafts produced are still a great attraction to tourist in Jos, ranking fifth (5^{th}) in the list.

4.10.6 Standard of living: The cost of living in Jos compare to other tourist destinations in Nigeria is relatively cheaper. Prices of goods and services are relatively cheaper in Jos, hence encouraging more patronage as tourists with little income can also visit and derive satisfaction in Jos, making it the sixth (6^{th}) factor motivating tourist choice of jos.

4.10.7 People friendliness: The study reveals that, most tourists motivated to revisit gave as part of their reasons, the friendly nature of the people in Jos, ranking it the seventh (7^{th}) factor motivating tourist choice of Jos, as revealed by the study.

4.10.8 Accessibility: The ease involve in accessing attractions within Jos in terms of road network motivates tourists to visit Jos. Accessibility to some tourists, motivate them to visit the study area, though it is the least in the ranking (8^{th}).

Furthermore, these factors are ranked according to the influence of age, gender, marital status and educational status. It was revealed that, among the male respondents of this study, weather/climate is the most motivating factor, ranking first (1st), while visiting of relations and friend is the second (2nd). Unique attraction, scenic beauty, rich cultural festivals or crafts, and people friendliness are ranked 3rd, 4th, 5th and 6th respectively. From the females angle, visiting of relations and friends is ranked 1st, while scenic beauty 2nd, weather/climate 3rd, and uniqueness of attraction is ranked 4th in motivating them to visit Jos.

A majority of the <20 age group are motivated to visit Jos due to its weather/climate (1st), visiting of relations and friends (2nd) and uniqueness of attractions ranking 3rd. the age group between 21-39 ranked the factors motivating them to visit the study area as follows; visiting of relations and friends (1st), weather/climate (2nd), while uniqueness of the attractions is ranked 3rd. while for the 40-49 years age group their motivations were ranked as follows; weather/climate (1st), visiting of relations and friends is 2nd, while uniqueness of the attractions, scenic beauty, and rich cultural festivals or crafts are ranked 3rd, 4th, and 5th respectively.

Both married and single tourists sampled in this study gave as part of their reasons for visiting Jos majorly to be visiting of relations and friends, hence ranking it the first (1st) factor motivating them to visit the study area. Weather/climate ranked second in motivating the married while for the single it is the uniqueness of the attraction in the study area.

The study also ranked the factors motivating tourist's choice of Jos as a tourist destination based on the influence of the tourist's educational status. It was revealed that, scenic beauty, weather/climate, visiting of relations and friends and unique attractions were ranked 1st, 2nd, 3rd, and 4th respectively, among the highly educated tourists.

Table 4.18: Factors motivating tourist's choice of Jos as tourism destination

		Weather /climate	Scenic beauty	Accessibility	Unique attractions	Low Standard of living	Rich cultural festivals/craft	People friendliness	Visiting friends/ relations
Gender	Male %	24.2	11.4	5.3	15.2	5.3	9.8	7.6	21.2
	Ranking	1st	4th	7th	3rd	7th	5th	6th	2nd
	Female %	14.5	19.7	4.3	12.8	9.4	7.7	6.0	25.6
	Ranking	3rd	2nd	8th	4th	5th	6th	7th	1st
Age	< 20 %	45.0			20.0				35.0
	Ranking	1st			3rd				2nd
	21-39 %	25.8	14.6	2.0	15.2	3.3	7.3	4.6	27.2
	Ranking	2nd	4th	8th	3rd	7th	5th	6th	1st
	40-49 %	25.6	16.7		23.1		10.3		24.4
	Ranking	1st	4th		3rd		5th		2nd
Marital status	Married %	19.8	16.4	5.2	12.9	6.0	8.6	1.7	29.3
	Ranking	2nd	3rd	7th	4th	6th	5th	8th	1st
	Single %	16.5	20.3	1.5	21.1	2.3	3.0	11.5	33.8
	Ranking	4th	3rd	8th	2nd	7th	6th	5th	1st
Educational status	Sec. edu. %	7.7	3.8		21.2	19.3		13.5	34.6
	Ranking	5th	6th		2nd	3rd		4th	1st
	Ter. Edu. %	18.8	20.3	10.7	12.7	7.6	5.6	9.1	15.2
	Ranking	2nd	1st	5th	4th	7th	8th	6th	3rd

4.11 FACTORS MILITATING THE CHOICE OF JOS AS TOURISM DESTINATION

Tourists also reveal from the study, factors that discourages them from patronizing Jos. These factors were also ranked to determine which is the most fearsome by tourists.

4.11.1 Frequent and incessant crisis: Jos was once arguably Nigeria's most serene city, but it is now almost synonymous with senseless violence, which began in late 2001 and continued incessantly till 2010. Presently, cases of violence, attacks and killings were recorded in villages, in and around Jos. Frequent and incessant crisis was ranked first (1^{st}) from the study and the most fearsome factor militating against tourist choice of Jos as a destination. The emergence of "Boko Haram", brought a new phase to violence in Nigeria as a whole, with increase targeting and bombings at public places on special day causing Jos to also be under serious vigilant to maintain its security which led to the cancelation of the two festivals celebrated in Jos, thereby affecting its image as a tourist destination.

4.11.2 Poor management and maintenance of facilities: Poor management and maintenance of facilities is ranked 2^{nd}, this is because facilities and animals found in various attractions are poorly managed and maintained leading to the dilapidation of facilities and dead of some animal in attractions. At Jos Wildlife Park alone, the dwarf horse hitherto found in Jos Plateau, kept at the park to prevent them from extinction, pigmy hippopotamus, buffalos and leopard are some of the animals that lost their live as a result of poor management and maintenance in the park. Facilities meant for tourists enjoyment in some attractions are dilapidated and non functional.

4.11.3 Inefficient advertisement: This is the 3^{rd} factor militating against tourist choice of Jos as a destination, as majority of the respondents (tourists) of this study knew about Jos from relations or friends, indicating that the use of contemporary means of advertisement

(mass media and internet) about Jos is ineffective or inefficient. The flow of information about Jos through relations and friends cannot be reliable, as the information about Jos will not be of a wider coverage, or wrong information that will give the destination a negative image will be disseminated.

4.11.4 Inefficient transport system: Tourist's transportation system in Jos is inefficient, performing below international standard. Car hiring services are limited and if found, they are expensive. With this inefficiency, tourist did not see it as much of a problem to them going by the ranking, as it is the least factor militating against tourist choice of Jos as a tourist destination.

4.12 IMPORTANCE-PERFORMANCE ANALYSIS OF TOURISM COMPONENTS IN JOS

It has been established from previous studies that jos is an attractive tourism destination blessed with abundant tourism potentials. In the light of the above, the IPA technique (Important-performance Analysis) was employed to establish which of the destination component in Jos is paramount in making Jos an attractive tourism destination. The study established that attraction is the most important component that attracts tourists to Jos, accommodation is the next, while accessibility is the least of the three. The total mean value obtained for attraction, accommodation and accessibility are; 3.61, 3.54 and 3.48 respectively, and the grand mean obtain for the three components is 3.54. The grand mean value was derived by adding the total mean for importance and the total mean for performance and the result divide by two. While the total mean for both importance and performance were derived by adding the mean score of the tourism destination components tested and the result divided by the total number of the tourism components. The total mean value obtained for attraction is 3.61, higher than the grand mean, indicating that attraction is

the most important and performing tourism components in Jos followed by accommodation with the same total mean value as the grand mean value accessibility is of least importance and performance with a total mean value lower than the grand mean.

The three components tested where further subdivided into various sub-components to give an indepth understanding of the importance and performance of each component. Attraction is divided into four sub-components; environment, image, fun and style. Style has a total mean value of 3.83, greater than grand mean, signifying style as the most appealing subcomponent of attraction. Environment and fun are the next in importance after style with both having a total mean value of 3.64 each which is higher than the grand mean value. The total mean value obtained for image (3.32) is less than the grand mean, and it is the least of the attraction subcomponents.

Accommodation was divided into six subcomponents. Three out of the six accommodation subcomponents tested (room quality, staff service quality and business services) had a total mean value of 3.95, 3.92 and 3.79 respectively, which are greater than the grand mean of 3.54. The total mean values obtained for the remaining three (security 3.40, value and food quality 3.15, and general amenities 3.03) are lower than the grand mean value obtained. This result indicates that the top three (room quality, staff service quality and business services) are of greater appealing or performance than the bottom three (security, value and food quality, and general amenities).

Accessibility was divided into three subcomponents (system quality, convenience and staff service quality). Two out of the subcomponents under accessibility (system quality 3.40 and convenience 3.22) had a total mean value lower than the grand mean value, while staff service quality has a total mean value (3.81) higher than the grand mean value.

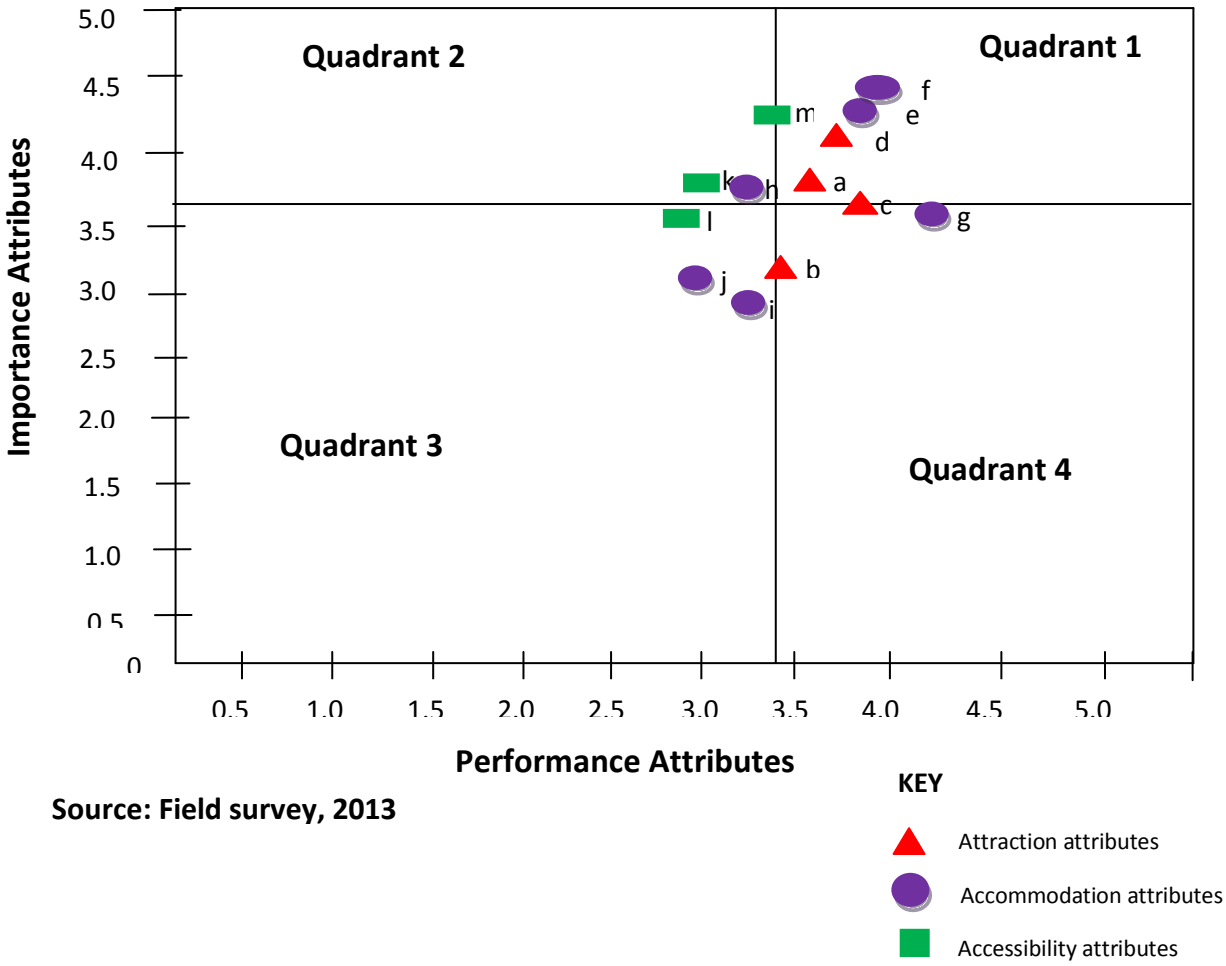
The attributes of the three destination components (attraction, accommodation and accessibility) were plotted in an importance-performance matrix/grid. On the IPA grid, total

mean for importance is represented as X-axis (3.65) while the total mean for performance is represented as Y-axis. The result shows environment, style (attraction) and staff service quality, room quality and business service (accommodation) in quadrant one, indicating high importance and high performance (keep the good work). These attributes can be viewed as the opportunities of Jos as tourism destination in the tourist market. They are the important areas on which destination marketing can be further developed. Security (accommodation) and two subcomponents of accessibility (system quality, and staff service quality) fall into quadrant 2. These are attributes with high importance and low performance (concentrate here), they are seen as threats, hence needs particular attention in other to improve them into areas of strength for the destination. In quadrant 3 are subcomponents with low importance and low performance (low priority) in a destination. The attributes in this quadrant are convenience (accessibility), value and food quality, and general amenities (accommodation). Lastly, in quadrant 4 of low importance and high performance (possible over kill) are image, fun (attraction) and business services (accommodation).

Table 4.19: destination attributes mean value

	Destination attributes	Mean importance	Mean performance	Total mean
	PART 1 ATTRACTION: ▲			
a	*Environment*	3.77	3.51	**3.64**
b	*Image*	3.15	3.49	**3.32**
c	*Fun*	3.61	3.66	**3.64**
d	*Style*	4.03	3.63	**3.83**
	Attraction aggregate			**3.61**
	PART 2 ACCOMMODATION: ●			
e	*Staff service quality*	4.16	3.67	**3.92**
f	*Room quality*	4.17	3.72	**3.95**
g	*Business services*	3.52	4.06	**3.79**
h	*Security*	3.66	3.14	**3.40**
i	*Value and food quality*	2.93	3.37	**3.15**
j	*General amenities*	3.12	2.94	**3.03**
	Accommodation aggregate			**3.54**
	PART 3 ACCESSIBILITY: ■			
k	*System quality*	3.66	3.13	**3.40**
l	*Convenience*	3.51	2.93	**3.22**
m	*Staff service quality*	4.28	3.34	**3.81**
	Accessibility aggregate			**3.48**
	GRAND MEAN	**3.65**	**3.43**	**3.54**

Source: field survey, 2013.



Source: Field survey, 2013

Fig. 6: Destination attributes on IPA grid

CHAPTER FIVE

5.0 SUMMARY, RECOMENDATION AND CONCLUSION

5.1 SUMMARY OF FINDINGS

From the study, it has been discovered that, there is a high percentage of patronage by domestic tourists as compared to international tourists, given the years under consideration in the study. It has also been established that a larger proportion of the tourists are singles, within the ages of 20-39, also there are more male than female tourists patronizing the destination. More so, it has been noted that most of the tourists are well educated and employed, with an average length of stay at the destination of 1-2 weeks.

In line with this, the respondents gave a number of factors motivating their choice of Jos as a tourism destination. These factors were ranked to determine their level of priority in motivating tourist choice of Jos. It was revealed that visiting of relations or friends weather/climate, scenic beauty and uniqueness of attractions are first, second, third and fourth, while festivals or crafts, standard of living, friendliness of the people and accessibility are fifth, sixth, seventh and eighth respectively. However, one of their major threats is the frequent crisis and terrorist activities by the acclaimed “dreaded” group (Boko Haram).

Lastly, an Important-Performance analysis (IPA) was carried out on tourism components in Jos, which reveals that attraction is the most important and performing component in the study area. In this regards accommodation and accessibility follow suite.

5.2 RECOMMENDATIONS

Based on the above findings the following recommendations are made to enhance the patronage of Jos as a tourist destination:

1. Policies and facilities favorable to both the young and the old should be implemented inother to attract tourists of all age group. A viable destination should be attractive to tourists of all age group, contrary to the findings in this study, where majority of the tourists are of the younger class (20-39 years). This is not good for the destination as certain group of tourists may feel discriminated from the destination.
2. Due to the frequent reoccurrence of crisis in Jos, the cultural festivals celebrated were cancelled and tourists in this study recorgnised cultural festivals as part of the factors motivating them to visit the study area. Therefore, as a way to revitalize the festivals, the state government through the state tourism board should partner with hospitality providers and the attraction centres to encourage the availability of cultural entertainment at hospitality facilities and attractions in other to show case and promote the culture of the people giving the fact that this is one of the essences of the festivals celebrated in Jos.
3. The prevalent means of information dissemination about Jos as revealed from the study are through relations and friends which lacks reliability and wider coverage, hence advertisement through mass media (internet, visual and audio media) should be intensify for a wider and reliable publicity of the destination. In the light of the above, the service of tour operators should be encouraged to boost the image of the destination. Their services which includes, provision of information, organization of trips and entertainment will bridge the gap and serve as link between the tourism industry and the outside world, thus promoting the destination image and attracting tourists to Jos.
4. Accessibility is the least attractive component in the destination, this is because Road transport is the most functional and efficient means of entry and exit at the destination, as revealed by the study. 87.6% tourists use the road transport system while just 12.4% used air transport. Rail transport is considered as the safest and

cheapest means of transporting large amount of passengers and goods, its facilities are on ground in the study area, but not fully functional. Therefore an improvement in air and rail transport system is necessary to complement road transport in Jos. This will enhance easy entry and exit at the destination. Also many tourists will prefer safer means or diverse transportation mode even if it is more expensive, in other to have a memorable stay. This will as well give tourists varieties of option to guarantee their convenience of easy entry and exit, and can motivate repeated visitation.

5. Accommodation in the destination performs moderately. Interviews with the accommodation providers also reveal that their activities and services are not monitored or regulated by any regulatory body. They may, therefore be providing services of lower standard with no body to checkmate them. Hence, to regulate and standardize their operations, NTDC and other concerned bodies should endeavor to carry out periodic supervision and a close monitoring of the hospitality facilities to ensure good service provision, good hospitality environment, adequate functioning facilities and to prevent degradation.
6. Renovation, maintenance and restoration of attractions in the study area should be carried out urgently to retain the image of the attractions. This is necessary because of the rate of dilapidation observed in facilities and death of some animals like, the pigmy hippopotamus, buffalos, leopard etc. at some attractions.

Further recommendations are as follows:

These recommendations were made based on respondents suggestions, they include;

1. Most tourists in the study area complained about the incessant crisis in Jos as one of the major factor discouraging them from visiting the study area. Therefore, a sincere effort should be made by government to bring an end to the frequent crisis and create

a lasting peace in the study area. When this is achieved, more tourists will be encouraged to visit the study area, as tourists are very concern about their safety. Also, the provision for easy payment of services through credit cards should be encouraged to discourage tourists from carrying large sums of money for security reasons.

2. A cordial relationship between accommodation providers, motor parks or airport authorities and officials of attraction sites should be encouraged. This relationship will be helpful to tourists coming in, especially those visiting for the first time. A cordial relationship between the three tourism components will help tourist locate, from the point of entrance to an accommodation facilities that are available and comfortable. It will also help them to locate their attractions of interest.
3. The local tourism board needs to be rejuvenated to enhance the local tourism industries. This is essential because for tourism to be more fascinating in Jos, the board had to champion the industry by implementing good policies towards drawing tourists, likewise investors to the destination. In addition, there should be a well detailed tourism calendar of the destination to help tourists in planning for their stay as it will be easier for tourists to get to know activities of interest, best time to visit attractions, other interesting things to entertain them and enjoy a longer stay. The board should also harmonize more partnership between the public and private sector, both local and international for tourism development. This will go a long way to attract more investors in the sector, and hence boost the development of tourism as it can be guarantee that if some of this tourism attractions or resources can be partnered with investors, tourism in the destination will have a good turn-around and be more alluring.

4. The idea of sustainable tourism, which is at present a global phenomenon, should be encouraged in the study area to ensure that tourism products enjoyed today are available for future generation.

5.3 CONCLUSION

Tourists are increasingly following special interests and regarding their trip experience as adventurous, recreational and educational. A successful destination should be able to identify tourist's interest and expectation, and to ensure the expectations are met or exceeded so as to attract more patronage and to also prolong their length of stay.

If the recommendations proposed by the study are effected, in addition to developing the abundant tourism potentials in Jos, the destination will become a tourist haven in Nigeria, attracting both domestic and international tourists in large number which will therefore improve the socio-economic conditions of its people.

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APPENDIX I

DEPARTMENT OF URBAN AND REGIONAL PLANNING

FACULTY OF ENVIRONMENTAL DESIGN
AHMADU BELLO UNIVERSITY, ZARIA

QUESTIONNAIRE

PATRONAGE CHARACTERISTICS OF TOURISM DESTINATIONS IN JOS

INTRODUCTION

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

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

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

1. Age (a) 13-19 [ ] (b) 20-39 [ ] (c) 40-59 [ ] (d) 60 and above [ ]
2. Sex (a) Male [ ] (b) Female [ ]
3. Marital status
   (a) Married [ ] (b) Single [ ] (c) Divorced [ ] (d) Widowed [ ] (d) Separated [ ]
4. Educational status
   (a) Primary education [ ] (b) Secondary education [ ] (c) Tertiary education [ ] (d) Informal education [ ]
5. Occupation
   (a) Student [ ] (b) Civil servant [ ] (c) Businessman [ ] (d) Retired [ ] (e) Others [ ]
6. Monthly income/allowance

   (a) Between 5,000-10,000 [ ] (b) Between 11,000-15,000 [ ] (c) Between 16,000-20,000 [ ] (d) Between 21,000-30,000 [ ] (e) 30,000 and above [ ]
7. From where do you come to Jos?
   a. Within Plateau State [ ] [Which L.G. _____]
   b. Outside Plateau State [ ] [Which State _____]
   c. Outside Nigeria [ ] [Which Country _____]
8. How did you get to know about Jos before you come here?

   (a) Through friends [ ] (b) Through relations [ ] (c) through mass media [ ] (d) others _____
9. Which of these factors influence your visit to Jos? (a) mass media [ ] (b) befitting hotels [ ] (c) sales of souvenir to tourists [ ] (d) provision of cultural entertainment [ ] (e) others _____

10. Is this your first time in Jos? (a) Yes [ ] (b) No [ ] if No, please write number of visits including this one _____

11. What mode of transportation did you come to Jos with? (a) Road [ ] (b) Air [ ] (c) Rail [ ]

12. If by road, is it (a) private/personal [ ] (b) commercial [ ]

13. What kind of commercial vehicle did you use? (a) Taxi [ ] (b) Bus (10 sitter) [ ] (c) Bus (14 sitter) [ ] (d) Coastal bus [ ] (e) others _____

14. How did you move from the park to your next point? (a) Keke (tricycle) [ ] (b) taxi [ ] (c) bus [ ] (d) chartered vehicle [ ] (e) others _____

15. Which attraction is of interest to you in Jos? (a) Jos National Museum [ ] (b) Jos Wildlife Park [ ] (c) Rayfield Holiday Resort [ ] (d) Shere Hills [ ] (e) University of Jos [ ]

16. From answer above, give reason for choosing an attraction (a) leisure/recreation [ ]

    (b) Adventure [ ] (c) educational [ ] (d) attend convention/meeting [ ] (e) others _____

17. With whom did you come to Jos? (a) Alone [ ] (b) Family [ ] (c) Friend(s) [ ] (d) School/Class Mate(s) [ ] (e) Church group [ ] (f) Business group [ ] (g) others _____

18. From question (14) above, apart from option (a), how many are you in the group? _____

19. Who is sponsoring your trip? (a) self [ ] (b) private organization [ ] (c) Government [ ] (d) others _____

20. Where did you stay during your visit in Jos? (a) With family [ ] (b) With friend [ ] (b) In hostel [ ] (c) Guest house [ ] specify _____ (d) In hotel [ ]specify _____

21. From question 19 above, why did you choose the form of accommodation? (a) the price [ ] (b) closeness to attraction [ ] (c) security [ ] (d) Privacy (e) comfortability (f) others _____

22. If you stay in a hotel, what type of hotel is it? (a) 1 star hotel [ ] (b) 2 star hotel [ ] (c) 3 star hotel [ ] (d) 4 star hotel [ ] (e) 5 star hotel [ ]

23. What type of accommodation did you use in the hotel? (a) single suite [ ] (b) double suite [ ] (c) luxury suite [ ] (d) others _____

24. What is your mode of feeding during your stay?(a) in hotels [ ](b) in restaurants [ ](c) fast food [ ] (d) special delivery [ ] (e) home- made meals [ ] (f) others _____

25. How long are you willing to stay in Jos?

    (a) 1-2 days [ ] (b) 3-7day [ ] (c) 1-2 weeks [ ] (d) 2-4 weeks [ ] (e) 1-2 months [ ] (c) 3-6 months [ ] (e) 7month-1 year [ ]

26. How much have you spent or willing to spend during your stay in Jos?
    (a) Between 5,000-10,000 [ ] (b) Between 11,000-15,000 [ ] (c) Between 16,000-20,000 [ ] (d) Between 21,000-30,000 [ ] (e) 30,000 and above [ ]

27. Please tick in your opinion, how **important** are these attributes to Jos:

	Destination Attributes	**Very unimportant**	**Unimportant**	**Fair**	**Important**	**Very important**
	PART 1: ATTRACTIONS (What made you to visit Jos): ***Environment***					
1	Convenient Parking					
2	Cleanliness					
3	Efficient/friendly staff					
4	Being Organized					
5	Value for money					
6	People-friendliness					
7	Appealing					
8	Easy entry and exit					
9	Safety					
10	Attractiveness					
11	Family friendliness					
	Image					
12	Educational					
13	Classic					
14	Exotic					
15	Reflective of local Culture					
	Fun					
16	Excitement					
17	Casual					
18	Entertaining					
19	Recreational					
20	Creative					
	PART 2: ACCOMMODATION (IN JOS): ***Style***					
21	Conveniently located/sited					
22	Reasonable prices					
23	Unique architect					
	Staff service quality					
24	Provision of efficient staff service					
25	Staff understand your request					
26	Helpful Staff					
27	Easy Check-in/check-out is efficient					
28	Politeness & friendliness of staff					
29	Staff's neat appearance					
	Room quality					
30	Room cleanliness					
31	Room quietness					
32	Good room temperature control					
33	Bed/mattress/pillow is comfortability					
	Business service					
34	Business meeting rooms available					
	Security					
35	Responsiveness of security personnel					
36	Availability of safe box					
	Value and food quality					
37	Room is value for money					
38	F&B (*food & beverage*) is value for money					
39	F&B facilities are of great variety & qua					
	Destination attributes	**Very unimportant**	**unimportant**	**fair**	**Important**	**Very important**
40	F&B tasty & delicious					
	General amenities					
41	Information desk availability					

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

28. What motivated you to choose Jos as a tourist destination?

    _____

    _____

29. What other factors do you think may make people to visit Jos?

    _____

    _____

30. Are you motivated to visit Jos again? (a) Yes [ ] (b) No [ ]
31. From question (21) above, **why?**

    _____

    _____

32. What did you really enjoy about your experience in Jos?

    _____

    _____

33. What did you dislike about your experience in Jos?

    _____

    _____

34. What would you recommend/suggest for improving tourism experience in Jos?

    _____

    _____

Thank You

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

   (a) Between 5,000-10,000 [ ] (b) Between 11,000-15,000 [ ] (c) Between 16,000-20,000 [ ] (d) Between 21,000-30,000 [ ] (e) 30,000 and above [ ]

7. From where do you come to Jos?

   a. Within Plateau State [ ] [Which L.G. _____]
   b. Outside Plateau State [ ] [Which State _____]
   c. Outside Nigeria [ ] [Which Country _____]

8. How did you get to know about Jos before you come here?

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

9. Which of these factors influence your visit to Jos? (a) mass media [ ] (b) befitting hotels [ ] (c) sales of souvenir to tourists [ ] (d) provision of cultural entertainment [ ] (e) others _____

10. Is this your first time in Jos? (a) Yes [ ] (b) No [ ] if No, please write number of visits including this one _____

11. What mode of transportation did you come to Jos with? (a) Road [ ] (b) Air [ ] (c) Rail [ ]

12. If by road, is it (a) private/personal [ ] (b) commercial [ ]

13. What kind of commercial vehicle did you use? (a) Taxi [ ] (b) Bus (10 sitter) [ ] (c) Bus (14 sitter) [ ] (d) Coastal bus [ ] (e) others _____

14. How did you move from the park to your next point? (a) Keke (tricycle) [ ] (b) taxi [ ] (c) bus [ ] (d) chartered vehicle [ ] (e) others _____

15. Which attraction is of interest to you in Jos? (a) Jos National Museum [ ] (b) Jos Wildlife Park [ ] (c) Rayfield Holiday Resort [ ] (d) Shere Hills [ ] (e) University of Jos [ ]

16. From answer above, give reason for choosing an attraction (a) leisure/recreation [ ]

    (b) Adventure [ ] (c) educational [ ] (d) attend convention/meeting [ ] (e) others _____

17. With whom did you come to Jos? (a) Alone [ ] (b) Family [ ] (c) Friend(s) [ ] (d) School/Class Mate(s) [ ] (e) Church group [ ] (f) Business group [ ] (g) others _____

18. From question (14) above, apart from option (a), how many are you in the group? _____

19. Who is sponsoring your trip? (a) self [ ] (b) private organization [ ] (c) Government [ ] (d) others _____

20. Where did you stay during your visit in Jos? (a) With family [ ] (b) With friend [ ] (b) In hostel [ ] (c) Guest house [ ] specify _____ (d) In hotel [ ]specify _____

21. From question 19 above, why did you choose the form of accommodation? (a) the price [ ] (b) closeness to attraction [ ] (c) security [ ] (d) Privacy (e) comfortability (f) others _____

22. If you stay in a hotel, what type of hotel is it? (a) 1 star hotel [ ] (b) 2 star hotel [ ] (c) 3 star hotel [ ] (d) 4 star hotel [ ] (e) 5 star hotel [ ]

23. What type of accommodation did you use in the hotel? (a) single suite [ ] (b) double suite [ ] (c) luxury suite [ ] (d) others _____

24. What is your mode of feeding during your stay?(a) in hotels [ ](b) in restaurants [ ](c) fast food [ ] (d) special delivery [ ] (e) home- made meals [ ] (f) others _____

25. How long are you willing to stay in Jos?

    (a) 1-2 days [ ] (b) 3-7day [ ] (c) 1-2 weeks [ ] (d) 2-4 weeks [ ] (e) 1-2 months [ ] (c) 3-6 months [ ] (e) 7month-1 year [ ]

26. How much have you spent or willing to spend during your stay in Jos?
    (a) Between 5,000-10,000 [ ] (b) Between 11,000-15,000 [ ] (c) Between 16,000-20,000 [ ] (d) Between 21,000-30,000 [ ] (e) 30,000 and above [ ]

27. Please tick in your opinion, how is the **performance** of these attributes to Jos:

	Destination Attributes	**Very poor**	**poor**	**Fair**	**well**	**Very well**
	PART 1: ATTRACTIONS (What made you to visit Jos): ***Environment***					
1	Convenient Parking					
2	Cleanliness					
3	Efficient/friendly staff					
4	Being Organized					
5	Value for money					
6	People-friendliness					
7	Appealing					
8	Easy entry and exit					
9	Safety					
10	Attractiveness					
11	Family friendliness					
	Image					
12	Educational					
13	Classic					
14	Exotic					
15	Reflective of local Culture					
	Fun					
16	Excitement					
17	Casual					
18	Entertaining					
19	Recreational					
20	Creative					
	PART 2: ACCOMMODATION (IN JOS): ***Style***					
21	Conveniently located/sited					
22	Reasonable prices					
23	Unique architect					
	Staff service quality					
24	Provision of efficient staff service					
25	Staff understand your request					
26	Helpful Staff					
27	Easy Check-in/check-out is efficient					
28	Politeness & friendliness of staff					
29	Staff's neat appearance					
	Room quality					
30	Room cleanliness					
31	Room quietness					
32	Good room temperature control					
33	Bed/mattress/pillow is comfortability					
	Business service					
34	Business meeting rooms available					
	Security					
35	Responsiveness of security personnel					
36	Availability of safe box					
	Value and food quality					
37	Room is value for money					
38	F&B (*food & beverage*) is value for money					
39	F&B facilities are of great variety & quality					
	Destination attributes	**Very poor**	**poor**	**fair**	**well**	**Very well**
40	F&B tasty & delicious					
	General amenities					
41	Information desk availability					
42	Room service efficiency					

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

28. What motivated you to choose Jos as a tourist destination?

    _____

    _____

29. What other factors do you think may make people to visit Jos?

    _____

    _____

30. Are you motivated to visit Jos again? (a) Yes [ ] (b) No [ ]
31. From question (21) above, **why?**

    _____

    _____

32. What did you really enjoy about your experience in Jos?

    _____

    _____

33. What did you dislike about your experience in Jos?

    _____

    _____

34. What would you recommend/suggest for improving tourism experience in Jos?

    _____

    _____

Thank You