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Challenges Facing Customer Patronage of Tourism Destinations in South-South Region of Nigeria

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Abstract

This study aimed at investigating the most significant challenge facing customer patronage of tourism destinations in South-South region of Nigeria. To achieve this purpose, the challenges facing tourism destinations as a whole were examined. In this study, the survey research design was adopted and the population of the study consisted of tourism destinations in South-South region of Nigeria. Although there are two categories of tourism destination - recreation/attractions and hospitality, this study focused on the recreation/attractions centres. Records available to the researchers from the Federal Ministry of Culture and Tourism, revealed a total of thirty-five (35) tourism

destinations (recreation / attraction centres) in South-South region of Nigeria. Our findings revealed the following challenges facing customer patronage of tourism destinations in South-South region of Nigeria - unqualified and untrained hospitality manpower, poor facility esthetics of the destination, poor consumer purchasing power, political instability and violence, high rate of crime against humanity, deplorable road network, poor supply of electricity, unsafe airspace, inefficient telecommunication and internet services, poor facility aesthetics of the destination, national insecurity, multiplicity of levies and taxes, and high operational costs. However, the most significant of these factors is lack of consumers' interest in recreation and leisure. It was therefore recommended that managers of tourism destinations should develop visual appeals of their destinations by exhibiting decent exterior painting and manicured landscape that would capture the attention of prospective customers. More so, the government should create an enabling environment for tourism destinations to thrive. This can be done by ensuring stability in the political environment, adequate protection of lives and property, safety of the airspace, provision of good road network; adequate supply of electricity, and other basic infrastructure, avoidance of multiple levies and taxes of operators in the hospitality market, and the maintenance of recreation and attraction centres in South-South region of Nigeria.

Key words: Challenges, customer patronage, tourism destinations, south-south region

Introduction

The story of Nigeria's tourism industry is one of unfulfilled potentials. According to Adeleke (2009) as cited by Honey and Gilpin (2009), Nigeria is tailor-made for tourism. Its over 370 ethnic groups give it a rich cultural heritage and it is blessed with natural wonders, unique wildlife and a very favourable climate. Yet very little effort has been undertaken to develop her tourism destinations. Tourism destination is the place of interest a tourist intends to visit for leisure and other purpose. Ernie and Wall (2002) classified tourism destination into two – attraction/recreation and hospitality. Attraction/recreation refers to sites designed for sightseeing, photo taking, game playing, and relaxation to have fun. They include zoo, museum, monuments, beach and amusement part. Hospitality encompasses organizations, which provide guests with food, drinks, and leisure facilities including accommodation. They include hotels and resorts. Swarbook and Horner (2007) affirmed that tourism destinations offer services that are inseparable from the provider; and their experiences and memories after consumption cannot easily be stored.

The image of the destination must be well represented and conveyed considering the available packages, accessibility, attraction, amenities, activities and ancillary services

in the destination. The lifestyle of the tourists must explicitly be related in attempting to sell the experiences and packages of the destination. However, there are certain problems that bedevil the marketing of tourism destinations in Nigeria thereby hampering customer patronage (Adora, 2010, World Trade Organisation, 2005). These problems according to Udabor (2013), Ashikodi (2011), Abang (2010) Olarewaju (2009), Ukabuilu, (2007), World Trade Organisation (2005) and Oluwole (2000) include – political instability, corruption, multiple taxation, inadequate infrastructure, poor standard of living, lack of transport and aviation safety, unskilled manpower, poor maintenance culture, development costs, financing costs, unofficial classification/grading, national insecurity, and lack of available statistics. But none of the prior studies have identified the factor with the most significant influence on customer patronage of tourism destinations in South-South region of Nigeria, hence the need for this study.

Literature Review

The early nineties were characterised by a recession in the hotel business, without doubt caused by reductions in multinationals travel budgets and the growing crisis in the Gulf. The Gulf War created a great insecurity for both individuals and businesses. Jang (2013) claimed that the boom in the hotel industry began in 1980, marked by more inventive marketing and the development of hotels increasingly adapted to a particular type of clientele. This trend prompted the construction of hotels near airports, hotels for conferences, health hotels, ski holiday hotels, holiday villages and marina hotels. The first Property Management Systems (Fidelio and Hogatex) appear in the tourism market.

According to Jang (2013), 1991 is considered to be the black year of the hotel trade. Hotel facilities are not anymore corresponding only to accommodation for travellers. Nowadays, architects, designers, developers, engineers, managers, more and more are conscious that taste of guests could be different, according to their wishes or needs. This, forced hoteliers to become more creative in finding ways of attracting guests (special programmes, offers for frequent travellers, high performance reservation systems) and thus emerge from the crisis with the minimum damage. Hotel specialists permanently analyse new trends, define better criteria, present modern standards in order to improve quality of life in hotels.

For the first time, the environment and energy conservation played an important role in the marketing activities of numerous chains (thanks in part to the green movement) and even helped to win the loyalty of numerous clients while safeguarding assets at the same time. Reservation systems became more efficient and offered the hotelier a new dimension in the creation of customer loyalty, the database. Swarbook and Horner (2007), affirmed that most tourism products are inseparable from the provider; and their

experiences and memories after consumption cannot easily be stored. Therefore, the image of the destination must be well represented and conveyed considering the available packages, accessibility, attraction, amenities, activities and ancillary services in the destination. The lifestyle of the consumers must explicitly be related in attempting to sell the experiences and packages of the destination.

According to Swarbook and Horner (2007), the front-line employees can be the most valuable sales team. This is because they establish the first contact with the customer. The front-line employees should be adequately trained and retrained to become knowledgeable about the destination and should promote other stores, attractions and amenities to visitors to keep them in the destination longer. However, to attract and keep visitors in the destination, there must be several ancillary services such as bank ATM machine, telecommunication services, and hospitals at close range from the destination. Tourism destinations must think creatively on how to convert negatives into positives. Intensive promotional techniques can be used by the destination to attract tourists and guests. For example, when an article in the Washington post labeled Battle Mountain, Nevada the “Armpit of America”, the town took a positive spin on that title by having an annual event sponsored by old spice drawing thousands of visitors. A destination must be worth the trip. A visitor must be able to differentiate the destination from the competition and must strive to be creative and set apart from others. Being unique will make a visitor travel the extra distance (Wahab, Crampo & Rothfield, 1996). Brook (2004) states that the farther the destination, the higher the expectation of visitors. People are willing to travel a distance if the destination can offer something that appeals to them. There should be enough for visitors to see and do in the destination. Story telling by tourism destinations of their successes and quality of services can keep visitors in the area longer, which means additional spending. Visitors also remember stories, and captivating stories are told and passed on to others. More people pick destinations by word of mouth than any other method. In general, every destination should be able to keep visitors busy four times longer than it took them to get there (Brook, 2004).

Nothing sells tourism products like great photography (Brook, 2004). Photographs used for tourism purposes should have a “wow” appeal in the viewer and should anxiety in the viewer to go to the place depicted. As mentioned earlier, since the destination is trying to sell an experience, therefore photos should evoke emotion in the viewer. Photography should be the key element in brochures, public relation efforts, and especially on the web. The image and value of the destination is a critical factor for success in tourism business. To achieve success, hospitality firms must brand their image and try not to be all things to all people (Brook, 2004). Implementing a professional public relations campaign can have several benefits in the marketing of hospitality products. According to Victorino and Verma (2006), studies have shown

that though both advertising and public relation are important in hospitality marketing, public relation tends to provide more benefits. It builds brand, improves the destination image, increases credibility and provides a greater return on investment than advertising. While Public relation is how one builds a brand, advertising is how one maintains the position. It has been reported that for every \$1 invested into a public relations campaign in the United States, one gets a \$3 return (Brook, 2004). The Internet is by far the number one resource for planning travel and vacations. The question is can a potential customer find a destination in a tourism related web site; for example, the Nigerian Tourism Development Corporation website? How does destination web site compare with the competition? A tourism destination should make the online experience interactive for the customer and remember to promote attractions, not just the place or the organization. Several thousands of dollars spent on web site development and maintenance is not a waste of money.

Most hospitality firms spend a significant amount of money on advertising and the primary “call to action” in advertising is to get the potential customer to call and get a brochure, or for them to visit the destination web site. If this is the case, the brochure and web site should be good enough to close the sale otherwise, the advertising effort is largely wasted. Paying attention to certain small details while advertising is equally important; for example, for brochures, the best colors to use as recommended by Swarbrooke and Horner (2007), are red and yellow as these colors get the viewers’ attention. Frequency is more important than variety in placing advertisement. Brook (2004) asserts that people viewing the advertisement should develop top of mind awareness (TOMA). For example, when tourism destination is mentioned in Nigeria, most people think of Obudu Cattle Ranch, Yankari Game Reserve, Olumu Rock, Tinapa Resort among others because they have created lasting impression in peoples’ mind.

According to Reich (2002), customer patronage is the unit of purchase made by a buyer and the volume of sales recorded by a business. Howard (2007) asserts that customer patronage is the act of negotiating for and purchasing a firm’s product on a regular basis. It is established through purchase and interaction on frequent occasions over a period of time. Without a strong track record of contact and repeat purchases, a buyer is not yet a customer (Griffen, 1995).

Customer is the life-wire of any business and he’s commonly described as the King of the business. This is because without customers there can be no business, hence, Drucker (1973) as cited by Ogwo and Igwe (2012) asserts that the purpose of every business is to create and maintain customers and therefore customer satisfaction is the socio-economic justification for a firm’s existence. This implies that customer satisfaction is the pathfinder to customer patronage. Therefore, in order to gain

customer patronage, customers' expectation of a product or service must at least be met.

According to Cow-Hou and Cheemy (2000), a customer might experience various degrees of satisfaction, if the product's performance falls short of expectations, the customer is dissatisfied. If performance matches expectations, the customer is satisfied. If performance exceeds expectations, the customer is highly satisfied and delighted. But the question that is normally asked is "how do customers form their expectations"? Kotler et al (1999) revealed that expectations are based on the customer's past purchase experiences, the opinions of friends and associates, and marketer and competitor information and promises. Marketers must be careful to set the right level of expectations. If they set expectations too low, they may satisfy those who buy, but fail to attract enough buyers. In contrast, if they raise expectations too high, buyers are likely to be disappointed. For example, Holiday Inn ran a campaign a few years ago, called "no surprises", which promised consistently trouble-free accommodation and service. However, Holiday Inn guest still encountered a host of problems and the expectations created by the campaign only made customers more dissatisfied. Holiday Inn had to withdraw the campaign.

Still, some of today's most successful companies are raising expectations and delivering performance to match. These companies embrace total customer satisfaction. In one consumer packaged-goods category, Kotler et al (1999) revealed that 44% of consumers reporting satisfaction later switched brands. In contrast customers who are highly satisfied are much less ready to switch. One study showed that 75% of Toyota buyers were highly satisfied and about 75% said that they intended to buy a Toyota again. Thus, customer delight creates an emotional affinity for a product or service, not just a rational preference, and this creates high customer loyalty (Green & Williams, 2006).

Customer satisfaction makes a firm have an advantage over competitors because as the customers become highly satisfied they are less sensitive to price, they buy additional products over time as the company introduces related products or improvements, they talk favourably to others about the product and the company, and eventually become loyal and pay little or no attention to competitors. Biong (2003) claimed that spending more to increase customer satisfaction might divert funds from increasing the satisfaction of other stakeholders such as employees, shareholders, suppliers, etc. Thus, the purpose of marketing is to generate customer value profitably. Ultimately, the company must deliver a high-level customer satisfaction, while at the same time delivering at least acceptable level of satisfaction to the firm's other stakeholders. This requires a very delicate balance. The firm must continue to generate more customer value and satisfaction.

According to Michael and Wiersema (2003) a company that aimed at customer satisfaction as its competitive posture for customer patronage must understand and practice the ten commandments of good business. These commandments are: the customer is the most important person in the business; we are depending on the customer, and not the customer dependent on the firm; a customer is not an interruption of our work rather he is the purpose of it; customer does us a favour when he calls; we are not doing him a favour by serving him; the customer is part of the business, not an outsider; the customer is not a cold statistic; he is a flesh and blood human being with feelings emotion like ours; the customer is not someone to argue or match wits with; the customer brings us his wants; it is our job to fill these wants; the customer is deserving of the most courteous and attentive treatment we can give him; the customer is the lifeblood of every business (Michael & Wiersema,2003).

Whilst the economic outlook of the Nigerian tourism industry is positive, there are serious challenges which, hinder customer patronage of tourism destinations and restrict growth in the industry. These problems centre on lack of enabling environment and structural deficiencies for the growth and development of tourism destinations in Nigeria. Even if the marketing effort is adequate, and the marketing strategy is properly designed, no destination can record reasonable success in a society that is prone to conflict, crimes, violence, instability and structural imbalances (Udabor, 2013). These problems include: political instability, corruption, multiple taxation, inadequate infrastructure, poor standard of living, lack of transport and aviation safety, unskilled manpower, poor maintenance culture, development costs, financing costs, unofficial classification/grading, national insecurity, and lack of available statistics (Oluwole, 2000; Ukabuilu, 2007; Adeleke, 2009; Olarewaju, 2009; Adora, 2010; Ashikodi, 2011, & Udabor, 2013).

Political instability creates security concerns and discourages travel and investment (Udabor, 2013). According to Oluwole (2000), the political image of Nigeria has been bastardized due to political instability and violence. Electioneering is already underway for the 2015 polls, which could mean several months of stagnation, with the focus on politics rather than on the economy. According to Adeleke (2009), corruption is a serious deterrent to hospitality marketing and the tourism development as it undermines government efficiency, deters potential investors in the industry, and scares away visitors. Corruption is endemic throughout the system, and the “poor quality” of government spending means that economic growth does not have as large an impact on per capita income as it should.

The Nigerian Tourism Policy clearly states the role of government in granting financial incentives to participants in the sector by giving tax relief and exemptions (FMI, 1999), but the industry stakeholders such as hotel operators face multiple taxation from the

Federal, State and Local government they operate in. An example of such taxation is the N500,000 hotel and lodging operation fees the Lagos State government passed in July 2010 as an Act mandating all hotels and lodging operators to pay a registration fees or risk a fine of and prison term of up to two years for the head of operation (LASG, 2010). The situation is that the hotel faces registration with the NTDC operated by the Federal Government and registration by the state government; it also pays tenement rate to the local government, value added tax to the Federal government and sales tax to the State government. The multiple taxation effect is such that new investors are discouraged from investing in the tourism industry especially the hospitality sector, whilst existing players might be driven out of business if the pass on cost discourages tourists (Adeleke, 2009).

Ashikodi (2011) noted that poor infrastructure is a very serious barrier to the growth of tourism destinations in Nigeria. Nigeria is a large country with a small and poorly maintained road networks. Tourists would struggle to travel between different regions. For example, the Niger-Delta region of the country is almost completely cut off as a result of the deplorable state of the East-West road. The Nigerian railway network has suffered from lack of significant development over the years. Poor seaports and airport facilities, lack of potable water etc. hinder the motivation to visit tourism destinations irrespective of the marketing effort expended (Leka, 2007). Poor infrastructure raises costs and makes Nigeria an expensive place to do business. The electricity supply is “epileptic”, and considerably below what is required to support the existing economy and its growth. As a result, operating costs are high (due to a reliance on alternate power supply, i.e. imported generators and diesel). Power outages and voltage fluctuations are common and can damage equipment. Hotels have to be self-sufficient not only in electricity, but also in water supply and waste water treatment.

The tourism destinations require skilled manpower in many areas of operation, such as the transport sector, hospitality (accommodation), and attraction sites management. Computerization requires skillfulness. Recreation requires skillful planning. There is the problem of trained personnel in the hospitality sector, especially the high-level manpower who are to manage the destinations of international standards (Olawajaju, 2009). As a result, tourism destinations need to expend considerable resources on staff training and development. In most cases, foreigners are hired to manage and offer consultancy services to Nigerian tourism destinations thereby increasing the personnel costs. Therefore, more educated and trained staff in the tourism sector will be required for improved customer patronage in the tourism industry. Even with trained personnel, because majority of Nigerians live below the poverty line, lack of purchasing power would hinder their need for tourism and hospitality products (Adora, 2010).

Ukabuilu (2009) reported that lack of maintenance of monumental sites is a major constraint to the development of tourism destinations in Nigeria. Most tourists to Nigeria that would need hospitality services want to visit historical and monumental sites, but most of these monuments are in a depleted state due to lack of maintenance. For example, the National Arts Theatre located at Iganmu in Lagos is the only of its type in Nigeria; it was commissioned in 1977 to host the Festival for Black Arts. The National Theatre was a monument worth admiring then with its large exhibition hall, art gallery, crafts centre, cinema halls and restaurants. But today the National Theatre is in depleted state, all the restaurants are no more functioning, the exhibition hall has been closed down, the car park is over grown by weeds, the resident National troupe no longer perform at the National Theatre, the toilets are not functioning and some parts of the theatre have been taken over by miscreants. Lack of maintenance and poor management has deprived the tourism sector of one of its greatest assets. The slave routes are also a strategic element in the cultural tourism product offer of Nigeria and the Badagry slave route point of no return needs development and good packaging because it is in a deplorable state. The Current deplorable state of these historic sites is a strategic competitive disadvantage, because it can lead to tourists seeking their experience in other countries thereby reducing the patronage of hospitality firms (Adeleke, 2009). More so, Oluwole (2000) claims that lack of aviation and transport safety constitutes a serious plaque to the growth of tourism destinations in Nigeria. The level of road accidents and plane crashes is high due to old age of air craft's, poorly trained pilots, deplorable runway, deplorable state of road network, etc. The case of Sosoliso, Virgin, Bell View and Daina plane crashes, still reflects in travellers' mind.

The protection of lives and property has always been an important prerequisite for the attraction of both international and domestic visitors to a destination. But the security concerns of the Niger-Delta region and the Northern part of the country serve as impediments to tourism destinations in Nigeria (Ukabuilu, 2009). Threat of conflicts and wars, growing levels of crime and terrorism, kidnapping, Boko Haram insurgency and many others often discourage travelers. For example, in 2010 the U.S. State Department warned U.S. citizens of the dangers of travelling to Nigeria. Even within the country, people in the southern part of Nigeria have advised themselves in recent times to avoid travelling to the North as a result of the Boko Haram insurgency.

The prevalence of armed muggings, kidnappings and carjacking, bomb blast, in recent times makes it difficult for people to patronage tourism destinations in Nigeria in spite of their marketing effort (Adora, 2010). Dambazau (2007) argues that there are three levels of security risk that Nigeria faces. The first level comes from the increased violent crimes, from simple robbery to armed robbery, carjacking and violent attacks, second is direct attack or blackmail, which include kidnapping for ransom and vandalizing of facilities, and the third is the incidence of inter-communal and religious

clashes. Plateau state is one of the 36 States in Nigeria and one of the major tourist attraction sites locations. Waterfalls, lakes, game reserves, wild-life park abound in Plateau State, that is why it is called the tourist haven of Nigeria. Unfortunately, ethnic and religious conflicts have turned the region into a state of unrest and killing thereby turning away tourists from the state (Dambazau, 2007).

Udabor (2013), confirmed that the local banking industry has limited long-term funds, and the interest rate on a local-currency loan can be above 20 per cent. Although dollar loans are available in certain circumstances, both from local banks and from foreign lenders, the country risk-premium means that the interest rate is likely to be very high. This hinders the ability of tourism destinations to commit reasonable financial resources in promoting their products and services. Adora (2010) affirms that an important factor in building up quality lodging facilities is the official classification and grading system of hotels. This is presently lacking in the Nigerian tourism industry and therefore there is no quality-measurement tool in force. More so, the Nigerian tourism industry lacks adequate statistics on tourism destination providers, their performance and growth rates within the sector. Lack of adequate statistics indicates poor policy making as there are no indicators on quality, quantity and existing products (Udabor, 2013).

The challenges facing the development of tourism destinations in Nigeria centred on lack of enabling environment and structural deficiencies of the industry. Even when the instruments for promoting the growth of tourism destinations are available and properly utilized, no tourism destination can record reasonable success in a society that is prone to conflict, crimes, violence, instability and structural imbalances. These challenges must be circumvented if customer patronage of the Nigerian tourism destinations must be enhanced and sustained.

Methodology

In this study, the survey research design was adopted and the population of this study consisted of tourism destinations in South-South region of Nigeria. There are two categories of tourism destination. One category is for recreation/attractions designed for relaxation, sightseeing, photo-taking, game playing (such as beach, zoo, museum, monument, amusement park); and the other category is for hospitality designed for lodging, catering, and conventions (hotels and motels). This study however focused on the recreation/attraction category of tourism destination. Records available to the researchers from the Federal Ministry of Culture and Tourism, revealed a total of thirty-five (35) tourism destinations in South-South region of Nigeria (See appendix 1). The managers of these destinations were considered as the unit of analysis.

Empirical Analysis

On the challenges facing customer patronage of tourism destinations in South-South region of Nigeria, the factors identified are presented in Table 1 below.

Table 1: Challenges Facing Customer Patronage of Tourism Destinations in South-South Region of Nigeria

S/N	Variable measures	Frequency	Percentages
1	Unqualified and untrained hospitality manpower	9	13.85
2	Political instability and violence	8	12.31
3	Poor consumer purchasing power	12	18.64
4	High rate of crime against humanity	2	3.08
5	Deplorable road network	1	1.54
6	Poor supply of electricity	2	3.08
7	Unsafe airspace	1	1.54
8	Inefficient telecommunication and internet services	2	3.08
9	Lack of consumers, interest in recreation and leisure	14	21.54
10	Poor facility aesthetics of the destination	3	4.62
11	National insecurity	5	7.69
12	Multiplicity of levies and taxes	2	3.08
13	High operational costs	4	6.15
	Total	65	100

Source: Field Work (2016)

The data presented in Table 1 show the challenges facing customer patronage of tourism destinations in South-South region of Nigeria. 9 (13.85%) of the respondents identified unqualified and untrained hospitality manpower as a factor; 8 (12.31%) indicated political instability and violence; 12 (18.64%) stated poor consumer purchasing power; 2 (3.08%) suggested high rate of crime against humanity; 1 (1.54%) revealed deplorable road network; 2 (3.08%) identified poor supply of electricity; 1 (1.54%) stated unsafe airspace; 2 (3.08%) suggested inefficient telecommunication and internet services; 14 (21.54%) indicated lack of consumers' interest in recreation and leisure; 3 (4.62%) revealed poor facility aesthetics of the destination; 5 (7.69%) identified national insecurity; 2 (3.08%) suggested multiplicity of taxes and levies; and 4 (6.15%) stated high operational costs. This implies that the most significant challenge facing customer patronage of tourism destinations in South-South region of Nigeria is lack of consumers' interest in recreation and leisure.

Conclusion and Recommendations

The poor customer patronage of tourism destinations in South-South region of Nigeria is a core factor responsible for the low growth rate of the tourism industry. In this study, the following challenges facing customer patronage of tourism destinations have been identified. These are unqualified and untrained hospitality manpower, poor facility esthetics of the destination, poor consumer purchasing power, political instability and violence, high rate of crime against humanity, deplorable road network, poor supply of electricity, unsafe airspace, inefficient telecommunication and internet services, poor facility aesthetics of the destination, national insecurity, multiplicity of levies and taxes, and high operational costs. The most significant of these factors is lack of consumers' interest in recreation and leisure.

It is therefore recommended that managers of tourism destinations should develop visual appeals of their destinations by exhibiting decent exterior painting and manicured landscape that would capture the attention of prospective customers. More so, the government should create an enabling environment for tourism destinations to thrive. This can be done by ensuring stability in the political environment, adequate protection of lives and property, safety of the airspace, provision of good road network; adequate supply of electricity, and other basic infrastructure, avoidance of multiple levies and taxes of operators in the hospitality market, and the development and maintenance of recreation and attraction centres in various parts of the country.

While this study identified the challenges facing tourism customer patronage of tourism destinations in South-South region of Nigeria and the most turbulent of the challenges, it is our suggestion that further studies be conducted to investigate the extent to which these challenges influence customer patronage of tourism destinations.

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Appendix

Tourist Recreation/Attractions Centres in Nigeria

States	Capitals	Attractions	Descriptions
Akwa Ibom	Uyo	Le Meriden & Golf Resort Ibena Sand Beach/Mobil Oil Treatment Oron Museum, Oron Mary Slessor House Tomb	Natural/Manmade Natural/Manmade Museum/Monument Monument
Bayelsa	Yenagoa	Oioibiri Oil museum/Monument State Transit Hall Ogidi Shrine Ox-Bow Lake	Museum/Monument Resort/Manmade Natural/Manmade
Cross River	Calabar	Kwa Falls Agliokim Falls Ikom LGA Obudu Cattle Ranch Coercopanshie close Calabar Drill Ranch, Calabar Cross River National Park Ekpo Masquerade National Museum Rock with Foot Print, Tinapa	Natural Natural Resort/Manmade Zoo Wildlife Cultural Cultural Natural Natural Culture
Delta	Asaba	Chief Nanas Palace Koko Port Escravo's Beach	Natural/manmade Natural/manmade Natural/Man-made
Edo	Benin	Fugar Caves Okomu Wildlife Sanctuary Igue Festival Benin IgunBroze Casting Benin Oba's Palace, Benin Ramat Park Sakpoba Holiday Resort Asoro Shrine Samorikat Hills	Physical Wildlife Cultural Souvenir/Cultural Cultural Monument Resort/Man-made Cultural/Traditional Physical
Rivers	Port Harcourt	Isaac Boro Park King Jaja of Opobo Monument Okrika Aquatic Stadium Ifoko Beach Tourist Beach, Port Harcourt	Man-made Monument Man-made Physical Physical

Source: Etim, V.J (2008) *Tourism- a catalyst for peace in Nigeria*; West Coast Yellow Pages