



E-ISSN: 2706-9591

P-ISSN: 2706-9583

www.tourismjournal.net

IJTHM 2025; 7(2): 22-28

Received: 03-05-2025

Accepted: 04-06-2025

Chinedu J Anyamele

Department of Geography and
Planning, University of Jos,
Nigeria

Bombom S Leonard

Department of Geography and
Planning, University of Jos,
Nigeria

Ojo A Folashade

Department of Geography and
Planning, University of Jos,
Nigeria

Iirmdo O Tina

Department of Geography and
Planning, University of Jos,
Nigeria

Daniel N Dabis

Department of Geography and
Planning, University of Jos,
Nigeria

Bot E Tok

Department of Geography and
Planning, University of Jos,
Nigeria

Corresponding Author:

Chinedu J Anyamele

Department of Geography and
Planning, University of Jos,
Nigeria

The role of socio-demographic characteristics of tourist in the choice of destinations in Plateau State

Chinedu J Anyamele, Bombom S Leonard, Ojo A Folashade, Iirmdo O Tina, Daniel N Dabis, and Bot E Tok

DOI: <https://www.doi.org/10.22271/27069583.2025.v7.i2a.159>

Abstract

The study aims at assessing the degree to which socio-demographic variables of age, gender, marital status, income and religion influence the tourist choice of destination. The study adopted convenience sampling approach to administer a total of 500 questionnaire sets to five (5) selected tourist destinations, 100 in each destination within the Jos Plateau. Findings from the study reveals that single respondents below the ages of 40years visit tourist destinations which offer active recreational tourist destinations, while married respondents above 40 years have preference for destinations that offer passive recreational services in an environments that are serene, quiet and of high standard. The ANOVA statistical tool was used to establish that there is no significant variation in the socio-demographic character of tourist visiting various destinations. Hence, it recommends that tourism destination planners should take cognizance of the socio-demographic characteristic of their customers in their design of products and destinations.

Keywords: Tourism, destination, Socio-demographic characteristic, recreational activities

Introduction

Individuals are always filled with choices related to consumption in their entire life. Some choices are frequent and rather simple to make, for instance the purchase of shoe at a shop. On the other hand, other choices are more infrequent and complex and they demand more effort in terms of information search and time of analysis of which choice will be based. The tourism sector is one that involves a complex array of choices with regards to destination choice. Tourism is a dynamic economic activity where tourist products play an important role and should be presented with special care to potential consumer tourist. Tourism comprises of activities of people travelling and staying in places away from their usual place of residence for the purpose of leisure, business and others for a limited time of not less than one night and not more than one consecutive year (WTO). Travel, as a major component of the tourism industry, is the pivot on which the tourism industry revolves (Echner and Richie 1999) ^[10]. The absence of which entails that the tourism industry will be stagnated, crippled, or cease to operate. The influence of socio-demographic characteristics on travel behavior is widely documented in tourism literature (Saayman and Saayman 2009, Chen and Tsai, 2014 ^[8], Wei, Meng and Ryan, 2014) ^[24] as these characteristics significantly influence travel preferences and behavior. Globally, tourism is a \$3 billion/day business that all destination countries at all levels of development can potentially benefit from (UNWTO, 2015; UNWTO, 2018) ^[37, 38]. Tourism contributes to the gross domestic product (GDP) and with the growth in the participation of developing countries, tourism has become a major contributor to national economies (UNWTO 2018) ^[38]. Tourism is a vehicle that has the potential to influence socio-economic changes using socio-cultural economic resources (Rogerson, 2007) ^[29]. Tourism continues to play an important role in the global economy *let alone* Nigeria and indeed Plateau state, and is said to be due to its strong economic multiplier effects, which embraces small and medium enterprises and so has been one of the largest sector in employment in most countries (Omitola, 2017) ^[27]. Tourism is not a new phenomenon, however, in recent years the market has become more sophisticated and there has been an increasing interest in tourism as a valuable vehicle for much needed diversification of the economy (European Commission, 2000) ^[12].

Motivation is accepted by many as the central concept in understanding tourist behavior and destination choice process Gontul *et al.*, 2019^[15], Uysal & Hagan 2003^[33], but the role of socio-demographic character of consumers of tourism product cannot be suppressed. Socio demographic variables not only reflect holiday behavior but also play a role in the customer complaint behavior and service quality perception as noted by Mohsin and Ryan 2004 and Okey and Ovat, 2003^[25]. Tourism industry in Plateau state is very diverse in terms of attractions sites and features. Plateau state is endowed with a variety of tourist attractions and destinations, they vary from scenic features, and wildlife protected areas, cultural diversity, hospitable people and clement weather. These posse a major problem in destination choice and tourism product choice among tourist consumers. With these wide range of tourism products and services, tourist are faced with a difficult choice of destination which often influenced by information/recommendations from friends and relatives, comprehensive online information, availability of special offers, popularity as renowned destination and closeness of the destination. These factors are integrated with the socio-demographic variables tourist in order to facilitate understanding, managing and promoting a tourist destination or facility. Hence, this study is an attempt to understand the role of socio-demographic variables in relation to the choice of destination by tourist in Plateau state.

Literature review

At its very core tourism is a spatial activity involving travel from the tourist place of origin to destinations and back (Leiper 1995^[21], Cecilia and Zandivuta 2018)^[7] Many studies stress the importance of 'place' to tourism development by emphasizing the significant natural and socio-cultural resources inherent within areas (Butler 1998^[6]; Beerli and Martin 2004^[3, 4]; Uysal and Hagan 2003^[33]; Li and Cai 2012; Getz and Page 2015^[14]; Shahana and Fernandes 2015; Buhalis 2000)^[5]. The natural resources of a place are the foundation of tourism (Kruger and Saayman 2014)^[20], which the tourist activities should be based on and be developed according to its capacity (Kotler and Fox, 2000)^[19] and this is the case of Plateau State. Another factor representing a place is socio-cultural resources, in which many aspects are involved. For example, residents can be seen as the most direct part of socio-cultural resources. The level of their hospitality, friendliness, and community atmosphere they create, could leave a lasting impression for tourists to visit their place again. These are seen as the nucleus of the tourism product (Javid and Roma 2016)^[18]. To achieve the goal of sustainable development, the balance between the environment and tourism development should be managed sensibly. Butler *et al.* (1998)^[6] stress the importance of identifying and recognizing the characteristics of the place in the planning process to arrange a suitable foundation for successful tourism development. For sustainability, tourism is required to be embedded in the fabric of a place, integrating countryside capital, the characteristics, and the specific context of a place (Echner and Richie 1999^[10]; Butler *et al.*, 1998^[6]; Li and Cai, 2012; Rogerson, 2007^[29]; Chen and Tsai, 2014)^[8]. Vijay *et al.* (2019)^[35] agrees with this integration concept of tourism, and suggest that to achieve sustainable development, the integration should include not only the natural or man-made resources but also the human ones. The spatial behavior of tourist is very diverse, that is from

the choice of tourist destinations and the attraction site, the different routes that might be taken for the journey to and fro the main tourist destination and attraction sites among tourist include entertainment value of the destination, uniqueness of attraction site, scenic attributes of the attraction site or destination accessibility, kinds of adventures in the destination in consideration (Hung and Petrick, 2011)^[16].

Tourism market is one of the most turbulent market environment today in Plateau state due to increased competition, change of the tourist destination (i.e introduction of new infrastructures and infrastructure advancement) and customer cognitive dissonance. Thus, it is of growing concern to look at a consumer buying decision process and cast light on the factors that finally determine consumer choices between different tourism destinations and attraction sites. This rest on a study of customers, basing on identifying what, why, how, when and where they buy. This entails the study of consumer behavior. This provides clues on product development such as tourist use of facilities at the destinations, attraction site features, travel options, uniqueness, accessibility, prices, as well as other marketing elements. Markets however, are comprised of heterogeneous groups of customers with different characteristics which in turn make them behave differently especially in the course of making purchase decision and the actual purchase of the whole package being the tourist destination and attraction site.

Tourism is a highly fragmented industry incorporating different product and services sectors. The tourism experience can be considered a hybrid of many different experiences with different products and services at different stages as the whole experience takes from pre-trip to post-trip (Owusu-Frimpong, 2013^[28]; Fadda and Sorensen 2017)^[13]. This makes it difficult for scholars and researchers to understand tourist overall perceptions towards a destination because the overall perception and choice of destination will be influenced by different attributes such as weather, general infrastructure like transport, tourism infrastructure, food and beverages, activities and attractions and political factors and also internal influences such as situations within the tourists' party which tourist could encounter during their tip (Beerli & Martin, 2004^[3, 4], Gontul *et al.* 2019)^[15]. Attractions and activities are considered the most important reason for leisure tourists to visit a destination because it is part of the recreational aspect of the tourist experience (Crompton, 1992^[9], Gontul *et al.*, 2019)^[15]. According to Said and Maryono (2018)^[31], unique and diverse attraction refer to the motivations and internal experience of visitor. The unique and diverse attraction play an important role in the tourists' sense of customer satisfaction. Over the years, Plateau has been widely known and acknowledge as a tourist having of both natural and cultural uniqueness and beauty. The state has been referred to as land of very beautiful, unique natural sceneries, rich and colorful cultural and historical heritages, clement weather as well as very hospitable and peace loving inhabitants. The state is therefore frequently described with phrases such as "tourist heaven," "the land of beauty," the temperate region," a miniature Nigeria" and a home of unity in diversity" among other sobriquets that describe her attractiveness all as her tourism brand names. For quite a long time, the image of the state had been positive and favourable. It was the preferred destination choice of many tourists, both national and international. For example, when Nigeria lunched its image-laundering efforts, "Good People, Great Nation", in the

early 2000s, the Assop Falls in Plateau graced the cover of its international presentations and the official website of the campaign. From all over the country, Jos capital city of Plateau, was a preferred venue for national and international conferences, seminars and workshops for both public and private sectors. And for quite a long time, Plateau state lived up to its self-proclaimed sobriquet as the “Home of Peace and Tourism.” Unfortunately, this positive and favourable has been dented by recent fatal communal crises and conflicts and have overtaken that “peaceful” nature that the state had come to be known for, and marred the tourist attractiveness that the state had been acclaimed. The attractiveness of a destination can be divided into natural and artificial elements; natural elements being all features of nature, heritage, geography and climate while artificial elements include infrastructure and supporting features enabling tourist to enjoy and navigate a tourism destination (Vincent and Thompson, 2002^[34]; Wambani *et al.* 2020)^[36]. It the responsibility of destination planners to make destinations attractive which will leave an impressive long lasting pleasurable memories that will motivate visitors to patronize it again and again. For this reason, attractiveness of a destination is the major motivation factor for visit to a destination and tourist destination choice (Wambani *et al.* 2020)^[36]. Competition among destinations is increasing. (Hung and Petrick, 2011^[16], Hendrik *et al.* 2017), and this forces destinations to have better knowledge of their potential tourists. In order to have such a good comprehension, there is a need to understand the socio-demographic attributes of the tourist that visit a tourism destination (Imoagene *et al.* 2021)^[17]. Thus, socio-demographic characteristics have been identified as critical in predicting tourist’s intentions to visit (Owusu-Frimpong *et al.* 2013)^[28]. Literature explaining causal relationship between socio-demographic attributes and travel motivation into three sections; first section captured the visitors’ socio-demographic characteristics, second section captured their travel motivation while the third section was on travel behavior. Variables measured were sex, age, education level, occupation, monthly income and behavior (Wambani *et al.* 2020)^[36]. While, Beerli and Martin 2004^[3, 4] found statistically significant differences between socio-demographic factors and factors of destination image. They concluded that there is a significant but moderate relationship between the effective and cognitive components of image and the socio demographic characteristics related to gender, age level of education and social class.

Similarly, Kotler and Fox 1984 argue that demographic variables are the most frequently used segmentation variables in destination choice for three reasons one consumer (tourist) wants, preferences and usage rates are often highly associated with demographic variables, two demographic variables easier to define and measure than are most other variables, three even when the target market is described in terms of other non- demographic variable, reaching desired target market depends on determining key demographic characteristics of the market that influence what media they use.

However, according to Moshin and Ryan 2004, a fundamental underlying premise for destination choice is that what may be appropriate for one tourist segment may not be appropriate for another. In other words, tourist in a particular segment will be more responsive to a product, programme, price, time schedules, distance and information available that meets their particular needs compared to the response of tourist in another segment. The individual

businesses and communities surrounding the place should be involved in the process of tourism development. In this respect, the development trend can be decided by local stakeholders. At the same time, problems caused by conflicting interests can be avoided. Studies have been conducted on tourist motivations to Plateau state (Gontul *et al.*, 2019)^[15], but so little is known on the role of socio-demographic character of tourist on their choice of destination and therefore serves as the focus of this study.

Methodology

The study was conducted at five purposively sampled tourist sites in which 500 tourist were sampled and interviewed. The researchers with the advice of a staff from the Plateau State Tourism Cooperation purposively identified and selected the most physically developed and patronized destinations for questionnaire administration. The five tourist destinations selected for the exercise included the Jos Wildlife Park, Rayfield Resort, Museum of Traditional Nigeria Architecture (MOTNA), Crest Hotel and Sharna Hotel. Convenience sampling that involves choosing respondents at their convenience was employed to select respondents whom questionnaire sets were administered to. A total of 500 questionnaire sets were used for the study, 100 in each tourist destination visited. The questionnaire for the study was constructed to include respondents identifying their sociodemographic attributes to assess the extent to which gender, marital status, income and level of education played a role in influencing the choice of destinations of respondents. The convenience sampling was helpful especially when it is difficult to draw a probabilistic sample due to lack of reliable data base as was the case here with the number and distribution of tourist in Plateau State over the years. The method also saves time and cost sustainability. Finally, the ANOVA inferential statistical tool was used to test the stated hypothesis.

Results and Discussions

Results on table 1 shows the Socio-Demographic Characteristics of Respondents. The findings on gender distribution of respondents as observed on table 1 shows that male gender are the more dominant especially those that fall within the age bracket of 20-39years, accounting for almost 70% of all sampled respondents. A closer examination of table 1 on age distribution of respondents indicates that the female respondents between the ages of 20-29 accounting for 20.3% of the total respondents, and almost half of the total female gender sampled are dominant. This is expected as this group of people are singles that are willing to mingle and explore tourist sites. Moshin and Ryan (2004) reported a contrary observation on the gender distribution of respondents as a factor in determining tourist choice of destination and attraction visited. The noted that, the male gender dominates most of the tourist attractions and sites visited. In terms of religion, 59.2% respondents are Christians, 40.8% are Muslims. Out of the 59.2% Christians, 35.8% are male, 23.4% are female while the Muslim respondents are composed of 27.0% male and 13.8% female. As noted by Oluwatobi *et al.* (2020)^[26], Christians visit more tourist sites as compared to Muslims based on their study of the degree and socio-demographic predictors of residents’ willingness to participate in mountain tourism: the case of Ado- Awaye Suspended Lake, Nigeria.

The marital status of sampled tourist shows that 43.9% are married, 36.7% are singles and less than 13% are divorced, while the occupational distribution of respondents revealed that 37.8% are traders, 28.0% are civil servants, 10.2% students and less than 8% politicians. A closer look at the table shows that out of the 10.2% students found in various tourist destinations, 6.7% are female. Ezebilo, 2014 ^[11] reported a contrary observation in terms of gender distribution of students to various tourist sites, where he noted that the male gender are the dominant students found visiting tourist destinations. The income distribution of

respondents at selected destinations shows that more than 68% of the respondents receive a monthly income of between, N 31,000-90,000. 16.4% receive a monthly income above N 90,000 and the least being those with a monthly income below N 30,000 accounting for only 15% of the sampled respondents. This implies that tourist in Jos and to Jos receive a higher income as compared to those from Taraba and Borno States reported by Wambani *et al* 2020 ^[36] where more than 22% of their respondents receive a monthly income below N 30,000.

Table 1: Socio-Demographic Characteristics of Respondents

Demographic indices	Gender		
Age	Male	Female	Total Percentage (%)
< 20	3.2	2.5	5.7
20-29	17.8	20.3	38.1
30-39	21.4	10.2	31.6
40-49	7.7	5.8	13.5
50+	6.3	4.8	11.1
Total	56.4 %	43.6 %	100 %
Religion			
Christianity	35.8	23.4	59.2
Islam	27.0	13.8	40.8
Total	62.8 %	37.2 %	100 %
Marital status			
Single	20.3	16.4	36.7
Married	25.7	18.2	43.9
Divorced	7.8	4.4	12.2
Others	3.8	3.4	7.2
Total	57.6 %	42.4 %	100%
Occupation			
Civil servants	18.4	9.6	28.0
Traders	22.3	15.5	37.8
Students	3.5	6.7	10.2
Politicians	5.4	2.3	7.7
Others	10.6	5.7	16.3
Total	60.2%	39.8%	100%
Income N (000)			
<30	10.3	4.4	14.7
31-60	22.4	10.3	32.7
61-90	23.5	12.7	36.2
90+	8.8	7.6	16.4
Total	65.0%	35.0%	100%
Level of Education			
Primary	10.2	7.4	17.6
Secondary	16.5	10.2	26.7
Tertiary	33.4	15.3	48.7
Informal	5.4	1.6	7.0
Total	65.5%	34.5%	100%

Source: Field Survey, 2024.

Finally, the result on level of education of respondents indicates that 48.7% have attended tertiary education, 26.7% secondary education, 17.6% primary education and only 7% have obtained informal education. This result is expected considering the strategic location of the study area and the

number of schools located within its environs. Namely: University of Jos, Plateau State University Boko, Federal College of Forestry, College of Accountancy, Plateau State Polytechnic among others. Hence the high level of literacy among the sampled respondents.

Table 2a: Tourist Destinations and Demographic Character of Visitors

Destinations	Socio-Demographic Characteristic of Visitors							
	Gender		Total %	Age (years)				
	Male %	Female %		< 20%	21-29%	30-39%	40-49%	50+%
Jos Wildlife Park	51	49	100	38	22	17	10	13
Rayfield Resort	55	45	100	21	24	28	12	15
Motna	53	47	100	7	21	30	22	20
Crest Hotel	57	43	100	3	17	30	28	22
Sharna Hotel	68	32	100	4	13	18	22	43

Source: Field Survey, 2024

Socio-demographic characteristics of respondents mainly gender and age distribution presented on table 2a, shows that 51% of the visitors to Jos wild life park were male, 49% were female. Visitors to Ray field resort shows 55% are male, 45% are female. That of MOTNA shows a similar gender distribution with male having 53%, female 47%, at Crest hotel maintained similar gender distribution with male having 57%, female 43%. Sharna hotel recorded 68% respondent male and only 32% female visitors. In general this study observed that the male gender are more touristic in nature compared to their female counterpart. Probably, because the male are the bread winners and these tourist destinations have facilities for meetings and seminars which serve as the main motivator for visit. This findings agrees with that of Wambani (2020) ^[36] but contradicts that of Okey and Ovat (2003) ^[25] who reported that the female gender visit tourism destinations more. The age distribution of respondents shows that 38% of the respondents that visited the Jos wild life park were below 20years of age, 22% are between the ages of 12-29 years 23% of the visitors are 40years and above. Rayfield resort recoded 21% visitors below 20 years, 24% between the age bracket of 21 and 29, 28% visitors are between 30and 39 years, 12% visitors are between 40and 49 years, the remaining 15% respondent are above 50years. At MOTNA, table 2a presents 7% below

20years, 21% are between the ages of 21and 29years, 30% between 30and 39years, 42% above 40years. At Crest hotel, 20% of the visitors are below 30years while the bulk accounting for 70% are above 30years. Finally at Sharna hotel, 17% of the respondents are below 29years, 40% are between the ages of 30 and 49 years, 43% of the visitors are above 49years. Based on this findings, it can be inferred that younger tourist are attracted to places like Jos wild life park, and Rayfield resort probably due to the nature of tourism facilities and services rendered mainly active recreational activities while the middle aged respondent are more attracted to MOTNA because of the educative opportunity it provides. However the older visitors to tourist destinations are more attracted to hotels because destinations are more conducive, organized, reserved and are able to provide services required by that age cohort mainly passive recreational activities. Saayman and Saayman (2009) ^[30] reported that age variation is a key factor influencing tourist choice of parks with children been the dominant visitors. Also Javid and Roma (2016) ^[18] noted that age have great influence on destination choice, they went further to observe that the aged prefer places of calmness, as compared to destinations with sport facilities that favors the younger generation.

Table 2b: Tourist destinations and demographic character of visitors

Destinations	Socio-Demographic Characteristic of Visitors							
	Religion			Marital Status				
	Christainity %	Islam %	Total %	Single%	Married%	Divorced%	Others%	Total %
Jos Wildlife Park	53	47	100	58	24	13	5	100
Rayfield Resort	62	38	100	50	28	12	10	100
MOTNA	72	28	100	45	40	10	5	100
Crest Hotel	60	40	100	17	58	15	10	100
Sharna Hotel	21	69	100	19	65	11	5	100

Source: Field Survey, 2024.

Results presented on table 2b reveals that, 53% visitors to Jos Wildlife Park are Christians, 47% Muslims, 62% of the visitors to Rayfield resort are Christians, 38% Muslims. For MOTNA, 72% of its visitors were Christians, 28% Muslims Crest hotel observed 60% Christians and 40% Muslims. The only tourist destination with higher Muslim visitors is Sharna Hotel, with 69% Muslims and only 21% Christians. This observation was necessary because the study area is somehow divided along religious lines and tourist feel more secured if the visit destinations located in areas that share same faith with them. In general, it is observed from this study that Christians have more interest in tourism visitations as compared to their Muslims counterparts, which agrees with the report of Fadda and Sorensen 2017 ^[13] and Gontul *et al* 2019 ^[15]. The empirical report on marital status as observed on table 2b clearly shows that Jos Wildlife Park had 58% single visitors, 24% married visitors, 13% divorced visitors and 5% others. Rayfield resort had 50% single visitors, 28% married visitors, 12% divorced visitors and 10% others. MOTNA had 45% single visitors, 40% married visitors, 10% divorced and 5% others. At Crest hotel, 17% of its visitors were single, 58% were married, 15% were divorced and 10% represented others. Finally, at Sharna hotel, 19% of its tourist were single, 65% married, 11% divorced and only 5% accounted for others. From the above distribution of marital status, it can be inferred that most single respondents have preference for tourist

destinations that offer active recreational services (Jos wildlife park, Rayfield resort and MOTNA) as compared to places that interest married tourist (Crest hotel and Shana hotel) that offer passive recreational services in a serene environment. The findings aligns with that of Audu, and Adejoh, (2015) ^[2] who reported the dominance of married respondents at Hill station hotel in Jos and that of Oluwatobi *et al* (2020) ^[26], who noted that young single tourist visit mountain destinations as compared to married or other marital status.

Table 3: ANOVA of tourist destinations against demographic profile

Summary				
Groups	Count	Sum	Average	Variance
Jos wildlife park	13	400	30.7692	361.026
Rayfield resort	13	400	30.7692	310.692
MOTNA	13	400	30.7692	391.859
Crest hotel	13	400	30.7692	369.526
Sharna hotel	13	390	30	560.333

Source: Researcher's Statistical Analysis 2024

Table 4: ANOVA

Source of Variation	SS	DF	MS	F	P-value	F CRIT
Between Groups	6.154	4	1.53846	0.00386	0.99997	2.52522
Within Groups	23921	60	398.687			
Total	23927	64				

Source: Researcher's Statistical Analysis 2024

In demonstrating the effects of tourist demographic profile against choice of destination, the ANOVA statistical tool was employed as seen in table 3 and 4., with a P-value of 0.99997, which is greater than 0.10, hence it indicates that there is no significant variation in the socio-demographic character of tourist against the destinations visited.

Conclusion

Destination competitiveness has become a significant part of tourism literature and tourism businesses. The study reveals the role of socio-demographic character in their choice of destination. Apart from destination image, attractions and level of satisfaction that influence tourist behavior and desire to re-visit or stay longer at a destination, the sociodemographic character also play a great role in tourist choice of destination. This study allowed the researchers to highlight the overriding socio-demographic factors that affects the choice of tourist destination and how these factors differently affects tourist behavior, choice and satisfaction derived at destinations. We adopted a quantitative study 500 sets of structured questionnaire, using stratified and convenience sampling approach, 100 question was administered to each of the 5 purposively selected destinations. Therefore, descriptive analysis were conducted to verify the role of each of the demographic variable on tourist choice of destination. The result showed that single young tourist have preference for destinations that offer wide range varieties of active recreational services while the older and married tourist prefer a serene quiet tourist destinations with passive recreational services. Hence the study recommends that tourist destination planners take into cognizance the socio-demographic character of their customers in designing a destination and in providing recreational services in order to optimize patronage and profit.

References

1. Anson M, Chow AS, Cheung LT, Lee MY. Impacts of Tourist Socio-demographic Characteristics on Travel Motivation and Satisfaction: A Case of Protected Areas in South China. *Journal of Sustainability*, 2018.
2. Adejoh AM, Audu AF. An Assessment of the Effect of Social Conflict on Tourism in Plateau State Nigeria (Case Study of Jos Crisis on Hill Station Hotel). *International Journal of Management Sciences*. 2015;2(3):74-78.
3. Beerli A, Martin JD. Tourists characteristics and the perceived image of tourist destination: A quantitative analysis. A case study of lanzarote spain. *Tourism Management*. 2004;25(5):623-636.
4. Beerli A, Martin JD. Factors influencing destination image. *Annals of Tourism Research*. 2004;31:657-636.
5. Buhalis D. Marketing the Competitive Destination of Future. *Tourism Management*. 2000;21:97-116.
6. Butler RW. The Concept of Tourist Area Cycle of Evolution; Implication of Management of Resources. *Geographer*. 1998;24:5-12.
7. Cecilia N, Zandivuta K. What Attracts Tourist to a Destination? Is it Attractions?. *African Journal of Hospitality Tourism and Leisure*. 2018;7(1).
8. Chen C, Tsai S. How Destination image and evaluative factors effecting behavioral intentions. *Tourism Management*. 2007;28(4):1115-1122.
9. Crompton JL. Structure of vacation destination choices sets. *Annals of Tourism Research*. 1992;19:420-434.
10. Echner CM, Richie JR. The Measurement of Destination Image. *An Empirical Assessment Journal of Travel Research*, 1999.
11. Ezebilo EE. Choosing ecotourism destinations for vocations. A decision-making process. *Asian Social Sciences*. 2014;10(2):10-17.
12. European Commission. Report on Travel Statistics. 2000.
13. Fadda N, Sorensen L. The importance of destination attractions and entrepreneurial orientation in explaining firm performance in the Sardinian accommodation sector. *International Journal of Hospitality and Management*. 2017;29(6):1684-1702.
14. Getz D, Page SJ. Progress and Prospects for Event Tourism. *Tourism Management*. 2015;52:593-631.
15. Gontul TK, Iirmdu TO, Gonap EG, Timchang NM, Anyamele CJ. An Assessment of tourists' motivations to Plateau State. *The Nigerian Geographical Journal*. 2019;1(1):122-132.
16. Hung K, Petrick JF. Why do you Cruise? Exploring the Motivations for Taking Cruise Holidays and the Construction of a Cruising Motivation Scale. *Tourism Management*. 2011;32:386-393.
17. Imoagene G, Oladeji SO, Adetola BO. Socio-demographic characteristics and customer's visitation pattern to selected ecolodges in cross river state Nigeria. *African Journal of Hospitality Tourism and Leisure*. 2021;10(4):1283-1301.
18. Javid S, Roma A. Factors influencing local tourists decision making on choosing a Destinatinon, 2016.
19. Kotler P, Fox R. *Direction De Marketing Madrid* Prentice-Hall, 2000.
20. Kruger M, Saayman M. The determinants of visitor's length of stay at the Kruger National Park. *Koedoe*. 2014;5(2):1-11.
21. Leiper N. *Tourism Management*. Melbourne Australia: TAFE Publications. 1995;103-118.
22. Li M, Cai LA. The Effects of Personal Values on Travel Motivation and Behavioral Intention. *Journal of Travel Research*. 2012;51:473-487.
23. Meng F, Uysal M. Effects of gender differences on perception of destination attributes motivations and travel values: An examination of a nature based resort destination. *Journal of Sustainable Tourism*. 2008;16(4):445-466.
24. Moshin A, Ryan C. Determinants of destination choice. The Role of Socio-demographic Variables. *Tourism and Recreation Research*. 2014;29(3):27-33.
25. Okey O, Ovat G. Tourism and Economic Development in Nigeria. An Empirical Investigation. *Global Journal of Social Science*. 2003;2(1).
26. Oluwatobi EO, Oluseun AA, Oluwafemi PA, Ajayi G, Babafemi GO. Degree and socio-demographic predictors of residents' willingness to participate in mountain tourism: A Case of Ado-Awaye Suspended Lake Nigeria. *African Journal of Hospitality Tourism and Leisure*. 2020;9(3):183-198.
27. Omitola A. Tourism and sustainable development in Nigeria. Attractions and limitations carnivals and festivals. *Journal of Sustainable Development in Africa*. 2017;1(2):122-132.

28. Owusu-Frimpong N, Nwankwo S, Blankson C, Tarmanidis T. The effects of service quality and destination attractiveness of Sub-Saharan African countries: The Case of Ghana. *Current Issues in Tourism*. 2013;16(7/8):627-646.
29. Rogerson CM. Restructuring the Geography of Domestic Tourism in South Africa. *Bulletin of Geography. Socio-Economic Sciences*, 2007.
30. Saayman A, Saayman M. Why Travel Motivation and Socio-demographics in Managing a National Park. *Koedoe*. 2009;51(1):1-9.
31. Said J, Maryono M. Motivation and Perception of Tourist as Push and Pull Factors to Visit National Parks. *Wed Conference*, 2018, p. 31.
32. Shahane R, Fernandes M. Socio-demographic characteristics of tourist from Maharashtra Visiting Goa Atithya. *A Journal of Hospitality*, 2015.
33. Uysal M, Hagan L. Motivation of Pleasure Travel and Tourism. In: Khan, Var, editors. *Encyclopedia of Hospitality and Tourism*. 2003;798-810.
34. Vincent VC, Thompson WT. Assessing community support and sustainability for ecotourism development. *Journal of Travel Research*. 2002;41:153-160.
35. Vijay P, Jeevan JG, Shabir H. Impact of travel motivation on tourist's attitude towards destination: Evidence of Mediating Effects of Destination Image. *Journal of Hospitality and Tourism Research*, 2019.
36. Wambani PP, Ogunjinmi AA, Oladeji SO. Socio-demographic Determinants of Travel Motivations and Behavior of Visitors in Nature-Based Destinations in Northern Nigeria. *Journal of Applied Sciences Environmental Management*, 2020, p. 24.
37. UNWTO-United Nations World Tourism Organization. Toolbox for crisis communications in tourism. [Online], 2015 [Cited 2020 Jun 24]. Available from: <https://www.e-unwto.org/doi/pdf/10.18111/9789284413652>.
38. UNWTO. Affiliate Members global report-Volume Nine. Global report on adventure tourism. UNWTO: Madrid. [Online], 2018 [cited 2020 Jun 25]. Available from: <https://www.e-unwto.org/doi/pdf/10.18111/9789284416622>.