



Determinants of Tourist Visitation of Tourist Sites in Lagos, Nigeria

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Abstract

This study determines the determinants of tourists' patronage in Lagos, Nigeria, for productivity and development. The patronage of tourist destinations varies according to a destination's uniqueness. Therefore, it is imperative to address tourists' expectations and satisfaction. The multi-stage technique was adopted to select the sample from the study area, which was categorized into six destinations. Five of the destinations were selected based on their high level of patronage, while 10% of the tourist population was drawn to arrive at a sampling size of 165 using a descriptive survey. Tables and frequencies were used for data presentation. Up to 52.7% of the respondents visit tourist destinations for relaxation. Sightseeing, photo-taking, and game-playing were also primary reasons for tourists visiting these destinations. 45.5% of the respondents viewed service as excellent, indicating that quality services are still experienced in various destinations across Lagos (Adeleke, 2019). Also, the safety and cleanliness of the destination are the most important factors, while the quality of service and hourly operation are other critical factors tourists consider in Lagos. The study recommends that owners and managers of tourism destinations in the study area should prioritize physical ambiance and tourist security if tourist visitation is to be assured.

Keywords: Leisure, tourism development, tourist destination, tourist product, sustainable tourism.

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Introduction

In the tourism world today, growing competition for tourists has prompted numerous destinations to specialize in advances that would give an edge over various competitors. One method of increasing competition is to devise strategies for marketing a specific vacation spot. The Government of Lagos State has identified tourism as a key economic potential Adeleke (2009). Lagos has human resources, ecosystems, tourist spots, and cultural landmarks. (Akinyemi & Oduntan, 2014), Lagos State is home to many artificial and natural attractions for visitors, including an extensive beachfront, a historic slave quarter, a jetty, the National Arts Theatre, the Lekki Conservation Centre, Tafawa Balewa Square, the City Mall, and Tafawa Balewa Park. Ikporukpo (2015) remarked that the country's cultural diversity makes it

an ideal place to grow tourist infrastructure centered on preserving historical artifacts. Ikporukpo argues that despite Lagos's enormous potential for tourism, the city's tourism infrastructure has gotten insufficient attention in determining the level of visitation despite some evidence suggesting declination in the number of tourist visits. It has diminished the state's role in international discussions about tourism support, causing it to miss out on the benefits enjoyed by other areas that have given tourism more attention and resources.

Therefore, the tourism industry relies heavily on accurate customer data (Sirakay, 2003). The goal behind concentrating on tourist traffic will make destination managers concentrate on the quality and sustainability of the destinations. (Morrison,2012). The importance of repeat patronage from tourists

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means there will be more development in the hospitality and tourism industry (Gursoy et al., 2017). Tourists with suitable experiences will likely return to the destination, spend more money there, and tell their friends about it (Kozak & Rimmington, 2000). Therefore, a tourist destination's competitive edge relies heavily on tourist feedback about how it might be improved. That is why it is vital for businesses catering to tourists to frequently survey the visitors to get a sense of how they felt about the products they purchased. To ensure the tourism industry's long-term viability, local residents must be given opportunities to participate in the sector, and the Government must make low-interest loans available to individuals and private business organizations for tourism development (Okpoko, 2006). Even though Nigeria is benefiting from the world's fastest-growing tourism industry, it has a negligible impact on its GDP (Yusuf & Akinde, 2015), especially at the regional level. The level of tourist inflow in most of these potential sites identified by the Government still needs to be more encouraging (Aniah, 2006). Despite the laudable tourism potential in some states and the diverse destinations in Lagos, it is vital to understand the patterns and preferences of tourist visits; also, it is imperative to ascertain the expectations and perceptions among tourists to respond to their preferences. Nonetheless, the relationship between these factors and their significance will improve tourists' experiences in Lagos. So that destination owners and managers can effectively prioritize essential elements to ensure the continuous influx of tourists and the overall development of these sites. The major objective of this study is to determine factors that influence visitor patronage of tourist sites in the study area. The specific objectives are to: identify factors that influence respondents' patronage of tourist sites in Lagos state, ascertain the frequency of respondents' patronage of tourist sites in Lagos State and determine respondent's perception of the tourism industry in Lagos State

One of the significant challenges facing the tourism industry in developing countries is educating the

public about the location and richness of tourist sites. (Ogunbodede, 2012). There are many places worth visiting because of what people want to see or do once they get there. Due to the attractions' wide range and dispersed ownership, this segment of the tourism business has historically received little attention. (Akinyemi & Oduntan, 2015). Better training for attraction staff, more technological involvement in creating a diverse array of exciting new types of attractions, and a new emphasis on the professional management of megaevents, quickly becoming an essential subset of attractions. In tandem with this shift toward more enlightened management practices, Ndume says the attractions business is organizing into professional associations better to represent its interests within the more significant tourism industry. Morrison (2012) argued that the ideas of "destination mix" and "product" were interchangeable. There are four main parts to any travel destination's package. Attractions, facilities, transportation, and infrastructure are all examples of such tangibles. The attractions are significant in attracting visitors. Safe and pleasurable travel within the destination requires adequate infrastructure (such as reliable power supplies, sewage systems, telephone networks, etc.). While the tourism business in Lagos, Nigeria, is projected to increase, these hotspots must invest heavily in their employees' professional growth and development. Therefore, the tourism business needs more educated and skilled workers to attract and keep more customers. Most Nigerians live below the poverty line, so they could not afford the tourist and hospitality items they needed even if they had skilled staff. (Adora, 2010).

Methodology

This study employed a descriptive survey approach. According to descriptive research model this is allowed since it is an empirical approach that will accurately describe the event by collecting all necessary first-hand data and ensuring that no visual aspects are altered (Smith, 2020)—one hundred sixty-five questionnaires of 10% of each segment's population. Systematic observations were made of the samplings. Customers were given questionnaires at

30-minute intervals to lessen the likelihood that the same group of visitors to receive the same survey, lowering the likelihood of bias and data duplication.

3. Gardens and Conservation centers
4. Shopping Malls and Plaza
5. Museum and Cultural & religious centers

Based on the above data, customers visiting different destinations are categorized according to the segments of the most visited places in Lagos, like:

Table 1 showed the selected destinations among each segment, with average patronage per day.

1. Private and Public Beaches
2. Entertainment & Parks

Table 1: Most Visited by Categories

Tourist Attraction	Patronage average per day	Sample size
National Museum, Onikan	212	21
Elegushi Beach	590	59
Lekki Conservation Centre	420	42
Freedom Park	204	20
The Palms Mall, Oniru	233	23
Total	1,659	165

Analysis and Discussion

Section A: Determinants of Patronage to Tourism Destination

According to Table 2, 51.5% of respondents portray scenery and attractiveness in various tourist destinations as excellent, and 44.2% believe they are

perfect. Indicating that most destinations in Lagos state are moderately attractive, in agreement with (Bitrus. 2020) stating that attractiveness is the most significant determinant of tourism patronage.

Table 2: Scenery and attractiveness Determinant

		Frequency	Percent	Valid Percent
Valid	Poor	2	1.2	1.2
	Average/neutral	5	3.0	3.0
	Very good	73	44.2	44.2
	Excellent	85	51.5	51.5
	Total	165	100.0	100.0

The table 3 indicates cleanliness at various destinations. The respondents' views of various destinations are excellent, with 53.3%, 26.7%, and very good, respectively. More than 80% agree that

various destinations visited are clean; this is in support (Mugbil. 2019). Cleanliness is the silent value of continuous patronage of various destinations.

Table 3: Cleanliness Determinant

		Frequency	Percent	Valid Percent
Valid	Very poor	3	1.8	1.8
	Poor	5	3.0	3.0
	Average/neutral	25	15.2	15.2
	Very Good	44	26.7	26.7
	Excellent	87	53.3	53.3
	Total	165	100.0	100.0

From Table 4, viewed respondents take about safety at various tourist destinations across Lagos State, 42.4% of respondents believe various destinations are safe, and 35.8% agree they are very good. This means

various destinations are safe to visit; this is in line with (Ajake et al., 2016), when safety is natural, patronage will increase across various destinations.

Table 4: Safety Determinant

		Frequency	Percent	Valid Percent
Valid	Very poor	2	1.2	1.2
	Poor	8	4.8	4.8
	Average/neutral	26	15.8	15.8
	Very Good	59	35.8	35.8
	Excellent	70	42.4	42.4
	Total	165	100.0	100.0

Table 5 reveals respondents' perception of respondents to quality service to quality services at various destinations. Indicating 45.5% of respondents viewed service as excellent, and 26.7% indicated they are very good. Indicating that quality services are still

experienced in various destinations across Lagos State. This is in support of Adeleke (2019). Quality of service is an excellent benefit to the turnover of customers and increases patronage.

Table 5: Quality service Determinant

		Frequency	Percent	Valid Percent
Valid	very poor	6	3.6	3.6
	Poor	5	3.0	3.0
	Average/neutral	35	21.2	21.2
	very good	44	26.7	26.7
	Excellent	75	45.5	45.5
	Total	165	100.0	100.0

Section B: Patronage Characteristics

Table 6 implies the purpose of visiting various destinations across Lagos state. 52,7% of total respondents claimed to visit for relaxation. This study

justifies Adora (2010). Who ascertained that patronage is mainly for relaxation, entertainment, sightseeing, and academic purpose.

Table 6: Purpose visit

		Frequency	Percent	Valid Percent
Valid	sight seeing	45	27.3	27.3
	business related	33	20.0	20.0
	Relaxation	87	52.7	52.7
	Total	165	100.0	100.0

Table 7 indicates the period or interval between respondents' patronization. Showing that 35.7% are frequently patronizing various destinations while 50.4% of respondents are persistent in patronizing

various destinations across Lagos State. The study ascertains that tourists frequently patronize various destinations on different occasions.

Table 7: Patronization interval

		Frequency	Percent	Valid Percent
Valid	Average	23	13.9	13.9
	Frequent	59	35.7	35.7
	very frequent	83	50.4	50.4
	Total	165	100.0	100.0

Section C: Customers Patronage and Tourist Opinion

The table 8 reveals that 42.4% agree with very good hour of operation while 34.5% perceived hour of

operation to be excellent. This study shows hour of operation great determinants of patronage, a favourable hour of operation will attract visitations and high patronage.

Table 8: Hour of operation

		Frequency	Percent	Valid Percent
Valid	very poor	4	2.4	2.4
	Poor	8	4.8	4.8
	Average/neutral	26	15.8	15.8
	very good	70	42.4	42.4
	Excellent	57	34.5	34.5
	Total	165	100.0	100.0

The table 9 shows that 32.7% thought it was very good, while 44.8% perceived recreational facilities as excellent. When there are recreational facilities, it will bring much development to the patronage of various

destinations. This study justifies Gursoye et al. (2011) recreational facilities a resources and a essential factor to building the facilities that calls for rapid development.

Table 9: Recreational facilities

		Frequency	Percent	Valid Percent
Valid	very poor	3	1.8	1.8
	Poor	10	6.1	6.1
	Average/neutral	24	14.5	14.5
	very good	54	32.7	32.7
	Excellent	74	44.8	44.8
	Total	165	100.0	100.0

Discussion

Similar to the conclusion of Eja et al. (2019) agree that various destinations visited are clean and safe, cleanliness and safety is the silent value of continuous patronage of various destinations.

It was discovered that the level of patronage changed due to the adverse effect of the pandemic, but patronage is gradually returning to normal. The study asserted that most customers tourists at various destinations in Lagos visit for sightseeing and relaxation. Furthermore, security, quality services, food, good roads, funding, and cleanliness have encouraged most tourists to continue their patronage.

More the study Indicates that quality services are still experienced in various destinations across Lagos. This is in support of Adeleke (2019). Quality of service is an excellent benefit to the turnover of customers and increases patronage. Also, the study justifies Dwyer and Kim (2019) recreational facilities are resources and a vital factor in building the attractiveness for the development of infrastructures, the creation of facilities, and the promotion of tourist activities. Hours of operation are significant patronage determinants, attracting visitations and high patronage.

Conclusion

Understanding why people travel and what factors influence their behavioural intention of choosing a travel destination is beneficial to tourism planning and marketing. The customer patronage of tourism destinations in the Lagos State of Nigeria is a core factor responsible for the growth rate of the tourism

industry. One popular typology for understanding the level of patronage is the concept of the satisfaction model. Travel motivation is a push factor that impels an individual to make a trip. Tourists are pushed by their motivations toward the places where they expect their needs to be satisfied.

The more satisfied the customers are, the more likely they are to repurchase the product/service and encourage others to become customers. In order to retain customers, tourist destinations must seek to satisfy them and make them loyal. This study has observed several factors influencing customer patronage of Lagos States tourism destinations. These factors include the safety and security of the destination, destination amenities and facilities, an hour of operation, and more, the destination's image, physical ambiance, social interactions, motives for travel, family, peer influence, and tourist lifestyle. Of all these factors, the safety and cleanliness of the destination are the most factors. At the same time, the quality of service is another essential factor tourists in Lagos state consider in their choice of destination. It is evident that patronage of tourist destinations exists mainly among adults; the reasons for this patronage are sightseeing and relaxation. Also, patronage was declining after the pandemic but going back to normalcy.

Recommendations

The study recommended that owners and managers of Lagos States tourism destinations should prioritize the physical ambiance and security of the destination if



customer patronage is assured. For all tourism stakeholders, it is recommended to ensure:

Employees use their work leave or break to explore various destinations in Lagos state. Lagos state government encouraged private firms and workers to explore endowments; grant leaves to civil servants to invest more in tourism, good road networks, and infrastructural development. Tourism sensitization and awareness should be conducted across Lagos State, stating the benefits of tourism. Lastly, quality and first-class hospitality services are needed at various tour destinations to ensure consistent patronage.

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