

CHINEDUM OGECHI UWAJUBOGU

**DESTINATION IMAGE, TOURIST SATISFACTION AND
DESTINATION LOYALTY: A CASE OF CROSS RIVER
STATE, NIGERIA**



UNIVERSITY OF ALGARVE

FACULTY OF ECONOMICS

2022

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STATE, NIGERIA**

Masters in Management

Dissertation made under the supervision of:

PROFESSORA DOUTORA DORA AGAPITO

PROFESSORA DOUTORA MARIA MANUELA GUERREIRO



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Work Authorship Declaration

I declare to be the author of this work, which is unique and unprecedented. Authors and works consulted are properly cited in the text and are included in the listing of references.

(Chinedum Ogechi Uwajubogu)

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DEDICATED TO

God Almighty

My beloved parents and darling sister

My future family

Love you all forever!

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ABSTRACT

In a contemporary context, tourists are confronted with a complex choice of tourist destinations for holidays due to the available multiple options. The number of destinations keeps growing yearly and the level of competition for attracting tourists strengthens. Located in the Southern part of Nigeria, Cross River State has been a major tourism centre and the destination is considered a nation's paradise, presenting diverse tourism activities to tourists. Cross River received several outstanding tourism achievements over the years and embraces a relevant potential for tourism development. However, few studies approach destination image, tourist satisfaction and destination loyalty altogether in the southern part of Nigeria, Cross River. Some studies focused mainly on tourists' satisfaction with festival tourism of Cross River, while others mainly centred on the Obudu Mountain Resort and assessed the level of tourist's patronage to the resort. Thus, the present study aims to examine the destination image, tourist satisfaction and destination loyalty in the context of Cross River State. A questionnaire instrument with closed and open-ended questions was employed as the means for the data collection. This quantitative-based study used 209 valid questionnaires collected onsite. In general, the findings revealed positive perceptions about the destination image of Cross River. There is a positive correlation between destination global image, tourists' global satisfaction, and tourists' loyalty towards the destination. The findings of the study contribute to strategic marketing decisions for destination managers and marketers in Cross River.

Keywords: Destination image, tourist satisfaction, destination loyalty, tourism destination, Cross River

RESUMO

Atualmente, os turistas são confrontados com uma ampla oferta de locais paradisíacos e variadas oportunidades onde podem usufruir de experiências únicas e memoráveis durante períodos de férias e lazer. Neste contexto, a competitividade dos destinos tende a ser cada vez mais intensa com o propósito de atrair, não apenas mais turísticas, mas sobretudo os segmentos mais atrativos.

A imagem dos destinos turísticos é um tema que tem merecido grande atenção por parte da academia e é reconhecido como crítico por parte dos gestores, públicos e privados, que atuam nos lugares turísticos. A sua influência no processo de tomada de decisão quanto à escolha do local de férias, nas intenções de recomendar o lugar a amigos e familiares ou na satisfação com a experiência. Informação sobre as percepções que os turistas têm dos destinos é crucial para definir estratégias de posicionamento e de comunicação da marca dos lugares turísticos.

Localizada no sul da Nigéria, a região de Cross River State tem-se destacada como um destino turístico considerado um paraíso no país. Com uma oferta turística diversificada, Cross River recebeu vários prêmios no âmbito do turismo e é reconhecida como tendo potencial para um desenvolvimento crescente do setor. Ainda assim, raros são os estudos dedicados à imagem do destino, nomeadamente no que se refere à sua relação com a satisfação do turista e a lealdade nesta região do sul da Nigéria. Alguns estudos focaram-se na compreensão da satisfação dos visitantes com a sua experiência num popular festival turístico em Cross River e outros avaliaram o nível de suporte do turista ao empreendimento Resort Obudu Mountain.

Assim, esta pesquisa tem como objetivo examinar a imagem, a satisfação dos turistas e a lealdade ao destino no caso no contexto de Cross River State. A estratégia metodológica contempla o recurso a fontes secundárias e primárias. Por um lado, uma revisão de literatura nos domínios do turismo e do marketing turístico foi realizada com o propósito de caracterizar o estado da arte no que concerne às principais variáveis objeto de estudo – imagem do destino, satisfação do turista e lealdade –, caracterizar o cenário onde decorre o estudo empírico e identificar escalas relevantes. Por outro lado, a recolha de dados primários decorreu através de inquérito por questionário, constituído por perguntas de respostas abertas e fechadas. Foram validados 209 questionários administrados

presencialmente em Cross River. Os resultados revelaram um predomínio de percepções positivas sobre Cross River e uma correlação positiva entre a imagem global do destino, a satisfação global dos turistas e a sua lealdade em relação ao lugar enquanto destino turístico. Este estudo contribui, assim, para suportar a tomada de decisão por parte dos gestores do destino Cross River.

Palavras-chave: Imagem do destino, satisfação do turista, fidelidade ao destino, destino turístico, Cross River

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ABBREVIATIONS LIST

AFDB	African Development Bank
ATTA	Africa Travel and Tourism Association
DMOs	Destination Management Organization(s)
GDP	Gross Domestic Product
ICAO	International Civil Aviation Organization
NTDC	Nigerian Tourism Development Corporation
PWC	Price Water House Coopers
TDI	Tourism Destination Image
SPSS	Statistical Package for the Social Sciences
UNWTO	World Tourism Organization
WOM	Word of Mouth

CHAPTER 1

INTRODUCTION

Tourism is defined by Goeldner and Ritchie (2006) as the process, activities and outcomes arising from the relationships and the interactions among tourists, tourist suppliers, host government, host communities and surrounding environment that are involved in the attracting and hosting of visitors. Tourism is a cultural, social and economic phenomenon that involves the movement of people to places or countries outside their normal location for individual or professional reasons. They are called tourists (which may be either excursionist, visitors, non - residents, residents) and tourism has to do with activities, experience, some of which also involve tourism expenditure (UNWTO, 2008).

Tourism is seen as a set of activities, services and organizations that deliver an experience: means of transportation to different to tourist sites, entertainment, hotels, restaurants, shops, activity facilities and other hospitality services available for families or individuals who travel away from their home. It encompasses all other components that including promotion, serves the need and wants of travellers (Goeldner and Ritchie, 2006).

One of the most important and fastest growing sectors within the world is the tourism industry with an economic progress of 4.6% in 2017 outperforming that of the total economy of 3% for the seventh year in a row, including all major industrial sectors. This means that travel and tourism Gross Domestic Product growth was 50% on top of the world's economy. It also employed 313 million people in the same year across the world, equivalent in 1 in 10 jobs which generated 10.4% of the world domestic product (ICAO, 2018). There have been 1.322 billion international tourist arrivals in 2017, that a rise of 7% when compared to previous year, the strongest rate for seven years and it is also estimated that there would be 1.8 billion international tourist arrivals by 2030, which indicates a mean of 5million people moving across international borders every single day (ICAO, 2018). The competition among tourist destinations has increased significantly and positioning a destination is a major key in tourism marketing, hence it is vital to know the different sources of information that tourists perceived regarding a destination to effectively position the destination (Gurung & Goswami, 2017).

Tourism is seen as one of the foremost vital sectors in Africa and contributed 8.5% (\$194.2bn) of the continent's GDP in 2018. In Africa's tourism industry, domestic tourism contributed 56% while international tourism contributed 44% (ATTA, 2019). Africa held a 5% share in global tourism arrivals, also a 3.0% of global tourism receipts in 2016 (AFDB, 2018). Destinations in Africa with the strongest growth in international arrivals compared to 2015 includes: Sierra Leone with a 126% increase, Nigeria (50.5%), Burundi (42.7%), Eritrea (24.6%), Togo (23.8%), Madagascar (20%) (AFDB, 2018). Tourism for inclusive growth aims to grow a more sustainable, resilient and innovative tourism sector that generate jobs, promote low carbon growth with all three dimensions of sustainable development, placing the people, the planet and prosperity at its core (UNWTO, 2019).

In 2020, travel and tourism contributed 2.8 percent to Nigeria's GDP which was equal to 11 billion U.S. dollars (Statista, 2022). As of 2016, the value for international tourism, number of arrivals in Nigeria was 1,889,000, this indicates that over the last 21 years (as seen in appendix 6) the indicator reached in 2016 a maximum value of 1,889,000 in 2016 and in 2012 a minimum value of 486,000 (Index mundi, 2019). Cross River has been a major hub in the country with tourists trooping in yearly.

Destinations must design and implement marketing initiatives and appropriate strategies to position themselves in their target market (Hawkes & Kwortnik, 2006; San Martin et al 2004). Destination should be able to increase their aptitude to attract new tourists, distinguish themselves from their competitors and give more importance to maintaining and cultivating the loyalty of tourists who have visited the destination previously (Alegre & Cladera, 2006). Such differentiation has to be perceived by tourists since the behavior of consumer is the result of their perceptions (Molina et al., 2012). One of the fundamental elements of successful destination marketing is tourist satisfaction which influences the choice of which destination and the desire to return (Yoon & Uysal, 2005). Tourism destinations should always remain innovative in their marketing strategies that would attract tourists by providing excellent services to tourists and observing tourists' experiences or those factors that make tourists loyal to the destination (Ezeuduji & Mhlongo, 2019).

1.1 BACKGROUND OF THE STUDY

A tourist destination can also be seen as an economic offer, proposed by public or private entities rooted in a geographically, historically, cultural area perceived by the demand as a unitary product, consisting of a package of tangible factors, e.g., crafts products, agro-food products and intangibles such as services, culture, information, knowledge, history or traditions (Peira et al., 2018). Tourism destinations maintains the core of the broader tourism system that shows an amalgam of tourism product that jointly offers a destination experience to visitors. The destination is mainly the motivating factor behind tourist's decision and expectation. Personal and environmental factors influence traveler's choice of destination. The attraction of a touristic destination significantly lies on its natural resources and climatic conditions of the geographical place where it is located. The factors of the environment are perceived by the tourist and help them form a certain image is a fundamental element in the overall decision taken. (Baloglu & Mangaloglu, 2001; Pike, 2002).

Image is a valuable concept for understanding the process of destination selection done by tourists according to previous studies (Baloglu and McCleary, 1999; Gallarza et al., 2002; Pike, 2002). Therefore, in order to promote tourism destination, the image is seen as a fundamental element, since what differentiates two destinations from each other's key to its success (Carballo et al., 2015). The importance of image as a driving force has been explored in different perspectives (e.g., Alcocer & Ruiz, 2020; Deng & Li, 2014). In behavioral sciences and marketing, image is a construct that is widely applied to represent people's perceptions of products, objects and events driven by feelings, beliefs and impressions. (Baloglu & Brinberg, 1997). Image can be defined as a set of ideas, expressions, expectation and emotional thoughts an individual has of a specific place (Assaker, 2014; Beerlin & Martin 2004). The image a tourist may have about a place can be personal which depends on each tourist's individual perceptions of the destination (Smith et al., 2015). The choice of destinations available to consumers drastically expands as the number of areas developed for tourism increases. Destination should be differentiated from her competitors and positively positioned in the minds of the consumers in order to successfully encourage tourism in the target market (Ekinici & Hosany, 2006). Destinations should be well positioned in the minds of the tourists because their behaviors and attitudes are molded on the basis of tourists' derived image

which cannot be easily eroded or changed unless by the introduction of a new experience, idea or information (Esu, 2015).

There happen to be positive and negative relations with a destination, its products, society which are somewhat hard to be changed (Prayag, 2008). Destination images affect tourists travel decisions and attitudes towards that destination as well as the level of satisfaction and tourism experience (Naidoo et al., 2010). Therefore, perceived images of the destination (O’Leary & Deegan, 2005) are pivotal in the understanding and prediction of tourism demand and its effects on local tourism destination. Thus, for more efficient and effective future strategic planning and decision making, the understanding of destination image and consumers’ perception are paramount. Destinations with strong, positive images are selected more in making travel decisions (Heung, Qu & Chu, 2000). Therefore, destination image has a critical role in various travel models of making travelling decisions (Yoon & Uysal, 2005). Tourists’ satisfaction depends upon appraisal of expectations on preceding images and the actual reality that the destination depicts (Prayag, 2008).

It is relevant to address the destination not as a single product but rather a complex product consisting of different attributes provided by multiple organizations with different aims (Kozak, 2003). Such is the case for trips to Cross River State in Nigeria which has breath taking natural and man-made endowment providing a bundle of attractions for its tourists both local and international. Therefore, since destination images can foresee visitors’ behavior it can be seen that images are a determinant factor that influences customer loyalty (Prayag et al., 2013). Customer satisfaction evaluates how well the tourists’ expectations are met and customer loyalty measures how likely the tourists will return to the destination and broadcast positive words to family and friends (Banki et al., 2014).

1.2 TOURISM GROWTH IN NIGERIA

Nigeria is the most populous country in Africa and have an approximate of 192 million inhabitants. The country is seen as a multinational state as it has over 500 ethnic groupings, of which Hausa, Igbo and Yoruba are the main ethnic groups. Tourism in Nigeria depends largely on events, due to the country’s vast ethnic groups and comprises of rain forests, waterfalls, savannah and other natural attractions (NTDC, 2021)

Nigeria's tourism scenery is enormously stunning and rich for universal tourist attraction: the vegetation, climate, quality airspace, elements, sunlight. Rich cultural diversity, beautiful scenery, rocks, captivating beaches, falls, historical relics wildlife and friendly people are Nigeria's tourism assets, which makes Nigeria a leading tourism paradise in Africa (Eneji et al., 2016).

According to Mukolo (2019), he reported that the Secretary-General of the United Nations World Tourism Organization (UNWTO) Zurab Pololikashvili said, in June 2018 that Nigeria has the potential to be one of the most ranked tourist destinations in the world with right policies put in place. Ukpe (2020) reports that the Nigerian Minister of Information and Culture, Lai Mohammed, stated that the development of the tourism sector is the capacity building for players in the sector. In Nigeria, Hospitality, Tourism and other related services have over 1 million personal institutions which hired over 9.8million in the 36 states of the confederation. The industry of hospitality, in Nigeria, contributed 4.8% to the entire GDP and applied about 1.6% Nigerians in the year 2016.

The hospitality report by Price water house Cooper in 2019, forecasted that the hospitality industry is expected to grow by 12% yearly till 2023, which makes it one of the fastest budding markets before the arrival of Covid -19 (PwC, 2019). As reported by Ukpe (2020), the federal government has helped the Tourism sector fight the side effects of the pandemic through a survival fund of NGN 75 billion to different enterprises whether micro, small and medium. Amongst of Covid – 19 pandemics, the operatives in the hospitality industry of Nigerian created occasions for themselves, in order to redefine value propositions and keep their head over the water. Some of the hotels came up with initiatives like drive- in-events, guests' engagements, group conference events, outdoor events and promotions (Ukpe, 2020).

Irrespective of the challenges in Nigeria, many Nigerians prefer to travel within the country to spend their vacations at outstanding tourist destination (Oyebade, 2018, Emma, 2017). Jumia Travel (2017), reported that 97% of tourist's spending's in Nigeria in 2016 were generated from domestic tourism evaluated at NGN 2.7 billion which indicates a 4.9% increase over 3.2% as recovered in 2015. Leisure and business travel where the main reasons for travelling, both grew at 2.7 and 2.8% adding NGN 1.98 billion and NGN 1.92 billion respectively to Nigeria earnings. In 2017, tourism in Nigeria contributed NGN 3.63 billion to the nation's GDP (Oyebade, 2018). Proshare (2017) reports that local

travel expenditure produced 93.2% of direct travel and tourism in GDP in 2016 when equated to 6.8% of visitor's exports (that is international tourism receipts or foreign visitor spending). Over 600,000 Nigerians were employed in the year 2016, through tourism (Jumai, 2017).

Cross River State is one of Nigeria's captivating tourism destination boasts of many tourist attractions. Lovely touristic sites include; the plateaus of the mountain tops, rain Forest of waterfalls of Kwa, Calabar river, which has a beautiful sight to behold and images of the Tinapa, Calabar Residency Museum, Calabar Marina and the Slave Park Calabar. Furthermore, tourist pleasing charms are the Obudu Mountain Resort, Kwa Falls, the Mary Slessor Tomb, Calabar Drill Monkey, Sanctuary Cross River National Park, Afi Mountain Walkway canopy, Agbokim waterfalls, Ikom Monoliths, Tinapa Business Resort and the yearly Calabar Carnival. It is endowed with a few cultural festivals, which includes: Marina water and sports, new yam festival, Obudu Mountain race, Calabar carnival and Leboku festival (Ukpe, 2020).

Tourists that will be visiting Cross River will gain visions to a glorious past, promising future and natural beauty of this diverse state. Cross River State offers a notable range of physical ambiance in the land and hospitality showed by the people, ready to be enjoyed by the tourist who choose this land as their travel destinations. Cross Rivers State has variety of tourist attractions such as stretched and roomy river and ocean beaches perfect for swimming and various water sports, other attractions include rich and varied handicrafts, local customs, colorful products showcasing native arts and lifestyle of the population (Anazia, 2018).

1.3 RESEARCH PROBLEM

Previous studies shows that destination image can influence tourist satisfaction and their behaviors' such as the choice of a destination, the evaluations and future behavioral intentions. A favorable image result in a positive evaluation of the destination and increase the possibility to revisit (Abuamoud et al., 2018; Alococer & Ruiz, 2020; Artigas et al., 2015; Banki et al., 2014; Bigne et al., 2001; Chon, 1990; Court & Lypton, 1997; Herle, 2018; Ozdemir et al., 2012; Prayag & Ryan, 2011; Shafiee et al., 2016; Stylidis et al., 2017; Stylos et al., 2016).

Ezeuduji and Mhlongo (2019) studies indicate that the visitors to KwaZulu - Natal were highly satisfied with their visit and many of the returned indicated loyalty to the

destination which were based on its cultural offerings and unique nature, The researchers argued that domestic tourists were more loyal to the destination than international visitors.

Also, Chiliya et al., (2019) and Chuchu et al., (2019) argued that satisfactory experiences influence to willing recommend the destination of Swatini, Swaziland to others as a great destination. It was also revealed that satisfaction positively influences trust of tourists and their attitudes towards the destination.

Most research studies carried out in Nigeria and predominantly in Cross River were mainly focused on the development and management of tourism destination image (Abdulrahman et al., 2014; Anionwu & Nkamnebe, 2019; Anionwu, 2018; Christie et al., 2014; Enoh et al., 2020; Esu, 2015; Matiza & Oni, 2014; Nyong & Inyang, 2018; Okonkwo & Odey, 2017; Ukabuili & Igbojekwe, 2015; Ukwai et al., 2012; Umukoro et al., 2020).

However, there exists few research studies about destination image, tourist satisfaction or even destination loyalty which has been carried out individually in the southern part of Nigeria, Cross River. Some authors focused mainly on tourists' satisfaction with festival tourism of Cross River (Amalu & Ajake, 2012; Esu & Arrey, 2009; Njar, 2012), while the rest of the researchers mainly centered on a Obudu Mountain Resort and assessing the level of tourist's patronage to the resort (Amalu et al 2012; Banki et al., 2014; Bello & Bello, 2019). These studies were limited to the cultural aspect of the destination, a particular tourist site and also looked at destination image, satisfaction and loyalty individually.

Therefore, this study aims to comprehensively investigate the connection between destination image, tourist satisfaction and loyalty to Cross River State. This study is therefore relevant as the findings will support all marketing efforts by the marketing organization and Local Destination Management to appeal and retain valued tourists. The destination managers would have a comprehensive understanding on how Cross River State is perceived by the tourists as a tourism destination. Also, marketing efforts will be employed to improve their offerings and strengthen their positive perception. This research will also contribute immensely to literature that will support the destination marketing strategies of similar sub-Saharan African or international destinations.

1.4 RESEARCH OBJECTIVES

General Objective

This study aims to examine the destination image, tourist satisfaction and tourists' loyalty in the context of Cross River State, Nigeria. This is expected to provide Cross River State tourism planners and marketers with relevant insights for their strategic marketing decisions.

Specific Objectives

- To identify and measure the destination image both cognitive and affective dimensions;
- To examine the attributes of tourists' satisfaction with Cross River's attributes;
- To identify the determinants of tourists' loyalty towards Cross River as a tourism destination
- To explore the correlations between destination image, tourist satisfaction and tourists' loyalty in the context of Cross River.

1.5 STRUCTURE OF THE THESIS

The current research study will be divided into six chapters. Each of the chapter has its own importance and content in research study.

The first chapter of introduction to the study explains the background of the study, research problem, significance of the current research study, together with the objectives of the study.

Chapter 2 reflects the previous research studies conducted by the various researchers on destination image, tourist satisfaction and destination loyalty. It also presents vital literature review about the connection between destination image, tourist satisfaction and destination loyalty.

Chapter 3 indicates the detailed discussion of various stages employed through which the research study has been carried. It contains the steps taken for data collection, sample selection, addressing complete research design, and instruments used in the analysis.

Chapter 4 displays results of the study. Data that will be obtained from the field will be analysed using the Statistical Package for the Social Sciences. Predominantly, descriptive statistical techniques will be used to present the data.

Chapter 5 aims to discuss the results in detail and measure the tourist's loyalty with the destination and links between destination image, tourist satisfaction and destination loyalty.

Chapter 6, this is the last chapter presents the conclusions of the study. It also presents the limitation of the research, significant findings for Cross River State and recommendations for further research. Also, it offers practical implications for destination managers worldwide especially in Cross River State to optimize their marketing strategies towards strengthening the destination image.

CHAPTER 2

LITERATURE REVIEW

In an effort to establish and have quality grasp of recent knowledge and understanding of the research, a systematic review of literature of earlier contributors to the study was embraced. An indispensable step for any successful research is as a result of a systematic overview of related literatures.

2.1 TOURISM DESTINATION

In the field of travel and tourism, a simple and clear definition of tourism is a geographical area which can be a country, city, region etc., that tourists are attracted to (Medlik, 2012). It can also be defined as where people travel to and decide to stay for a certain period of time (Leiper, 1995; Kiral'ova and Pavlicecka, 2015). Tourism destination can be defined as a physical space where the tourist makes up his mind to spend at least a night there (UNWTO, 2008). The geographical location that has the vital components to attract tourists and meet their expectations should be called a tourist destination (Djurica & Djurica, 2010; Pearce, 1992). Destination can also be considered as a perceptual concept which can be experienced by tourists. According to Buhalis (2000:97), destination can be seen as an “amalgams of tourism products, offering an integrated experience to consumers [...] also a perceptual concept, which can be interpreted subjectively by consumers, depending on their travel itinerary, cultural background, purpose of visit, educational level and past experience”. More than just a set of features or characteristics that inform a mix of touristic products, a destination is a combination of all services and experiences in it.

A destination can be seen as emphasis of services and facilities designed to meet the expectations of the tourists (Buhallis, 2000). The elements in a destination are mix and interdependent because all elements have to be combined for a tourist to have a memorable vacation experience (Mill & Morrison, 1992). Cooper et al (2005) refers to as the 4A's namely, attractions, amenities, access and ancillary services. Destinations should adhere to the essential travel needs of customers which includes cost, timeliness, convenience, security, in order to attract the tourists (Kotler et al., 2004). The demand for tourism and so the expedition to expand several economies has intensified the momentum of the expansion paradigm in many destination (Kolawole et al., 2016). It comprises both

tangible and intangible components. The tangible component is made up of natural attractions as mountains, beaches, historical cultural heritage whereas the intangible components refer to culture, customs and history of that destination. It is also referring to a system with many different elements which includes touristic attractions, transport, accommodations, infrastructures, and other services (Lynch & Tinsley, 2001).

When referring to the physical space (UNWTO, 2008), destination usually has organizational and physical borders when trying to define its management, imagery and perceptions regarding its market competitiveness (Cocean et al, 2014). In this scenario, tourism destinations need to (re)consider their unique selling proposition when compared to other competitors to enable them to prepare adequately for both short term and long-term demand. All tourist destinations should be positioned as real experiences (Richards, 2001) and a series of rational and emotional factors to back it up (Kiral'ova and Pavlicecka, 2015).

2.2 TOURISM DESTINATION IMAGE

It is very vital to know the meaning of the word “image” before we examine the meaning of tourism destination image. In general, the image results from a set of interactions, experiences, impressions, beliefs, feelings and knowledge. Hunt in 1975 defined destination image as the impressions that a person value about a place in which they do not reside. It is a mental construct based on some impressions selected from a broader set (Martin, H. S. e I. A. Rodríguez del Bosque, 2008). Images can be viewed as a person’s view, perception, impression regarding an object, a combination of all experience from different channels Lai, K., & Li, R. (2015).

Destination image is defined as an expression of images, ideas, emotional thoughts a tourist has about a particular place (Lawson & Baud Bovy, 1997). The image a tourist may have about a place can be personal which depends on each tourist’s individual perceptions of the destination (San Martin & Rodriguez, 2008). The opinions of the tourists are highly subjective since they can form views based on different antecedents which depends on their personal emotions and thoughts. Table 2.1 summarizes relevant definitions of destination image in the literature.

Table 2.1: Definitions of Destination Image used by known researchers

RESEARCHERS	DEFINITIONS
REYNOLDS (1965)	A selective and complex mental procedure carried out by individuals from a flood of particular impressions
HUNT (1975)	Perceptions thought by potential tourists about an area.
CROMPTON (1979)	Totality of belief, concepts and impressions that a person has of a destination
CALANTONE et al. (1989)	Perceptions of potential visitors' destinations.
FONT (1997)	Set of ideas, belief, and impressions that the public embraces of the named product, and to an extent it is part of the product
MURPHY et al. (2000)	A summation of pieces of information and associations connected to a destination, which includes numerous components of the destination and individual perception
BIGNÉ et al. (2001)	The subjective understanding of authenticity made by the tourist.
KIM/RICHARDSON (2003)	A totality of impressions, ideas, beliefs, prospects, and feelings gathered toward a place over time
ESU (2015)	As a composite of mental impressions an actual or potential tourist gets from the evaluation of the psychological or functional attributes of a destination and also the psychological and functional imagery or holistic of the environment of a destination.

Source: Adapted from Matos (2012); Martin/Bosque (2008) & Esu (2015).

Image is very essential in the way a consumer selects a destination (Baloglu & McCleary, 1999; Stephenkwa & Morrison, 2006). It is recognized that that images impact on the travel behavior Beerli & Martin, 2004b; Kim, Styliadis, & Oh, 2019; Guerreiro, Mendes, Fortuna & Pinto, 2020) as it portrays the destination in the mind of visitors (current and potential) and gives a pre-taste of the destination (pre-travel image) (Yusuf, Yildirim, İçigen, Ekin & Utku, 2009; Iordanova & Styliadis, 2019). It influences tourist preferences

in the process of choice of a vacation destination and by extension the purchase behavior. It is well-known that behaviors and attitudes are molded on the basis of tourists' derived image which cannot be easily eroded or changed unless by the introduction of a new experience, idea or information (Esu, 2015).

Destination image has been a major area of tourism research among tourism research (Svetlana & Juline, 2010). Some researchers evaluated the relationship between destination image and the behavioral intentions of the tourist (Chen & Tsai, 2007; Lai, Griffin & Babin, 2009; Leon et al., 2015), particularly revisit intentions (Jang & Feng, 2007; Chon, 2006), tourist satisfaction and the effects of motivation and loyalty to the destination (Yoon & Uysal, 2005). This means that tourism destination should always remain alert in marketing their destination in a manner that attracts tourists by providing excellent services to tourists and observing tourists' experiences or those factors that make tourists loyal to the destination (Ezeuduji & Mhlongo, 2019).

There are a lot of competitions going on among destinations due to the images people perceive about the destination (Baloglu & Mangalolu, 2001). To position a destination is a major key in tourism marketing. It is vital to know the different sources of information that tourists perceived regarding a destination to effectively position the destination (Gurung & Goswami, 2017).

2.2.1 COMPONENTS OF DESTINATION IMAGE

Considered a multidimensional and an attitudinal construct (Kislali, Kavartzis & Saren, 2016; Balogu & McCleary, 1999; Stepchenkova & Morrison 2006; Lin et al., 2007; Martin & Bosque 2008) some studies investigate the nature of Destination Image which comprises three interrelated components: cognitive, affective and behavioural components (Gartner, 1993). Baloglu and McCleary (1999b) do not recognize cognitive component and include the global image. Regarded as a mental representation of knowledge, feeling and global impression about a destination (Baloglu & McCleary, 1999), the cognitive image refers to beliefs and knowledge regarding the destination and it is related to assessments of the perception of destination attributes.

The affective image refers to emotions or feelings towards the place (Smith et al., 2015; Beerli & Martin, 2004). In this vein, all in one, destination image is seen as a combination

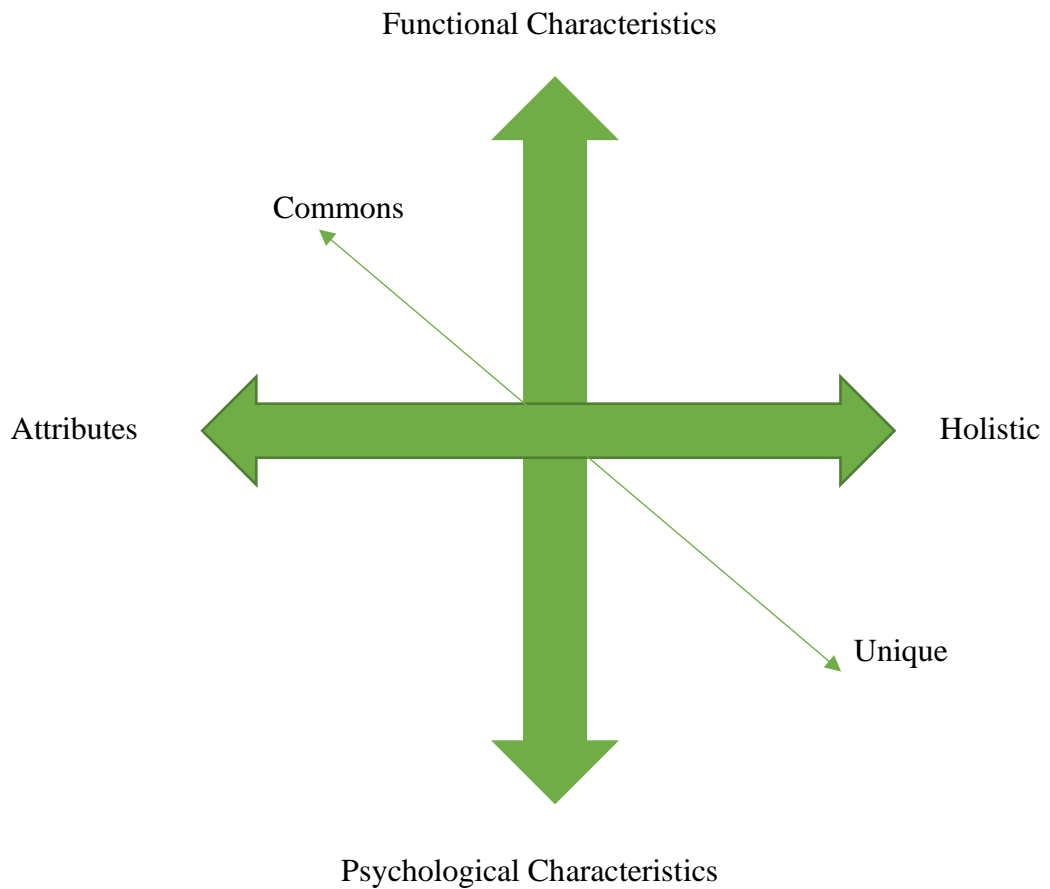
of complex total feelings and mental impressions that a place or tourism destination holds in the tourists' eyes (Farias et al., 2013). The cognitive component refers to behaviour since it concerns to the behaviour of tourists in relation to the destination. The overall or global image is related to how a tourist perceives the place according to the prior components (Pike & Ryan, 2004).

The cognitive components of the destination image have a strong influence on the affective component (Stern & Krakover, 1993; Lin et al., 2007; Ryan & Cove, 2007). The cognitive and affective evaluation of the overall image is greatly influenced by the social-demographic characteristics of the tourists (Beerli & Martin, 2004)

A common fact among researchers points to the fact that affective components depend on cognitive components while the responses from affective are developed as a function of the cognitive components of image which has a significant influence on the affective component (Holdbrook, 1978; Russell & Pratt, 1980; Anand et al., 1988; Stern & Krakover 1993; Lin et al., 2007; Ryan & Cove 2007). If the tourist takes into account both dimensions of the image, it will enable the general assessment of the destination, which is due to prior knowledge and beliefs about the place and the feelings towards the destination (Alcocer & Ruiz, 2020). Global image results from the cognitive and affective components and affects the conative component (Baloglu and McCleary, 1999; Stern and Krakover, 1993).

The destination image is also conceptualized as a three-dimensional framework (Echtner and Ritchie, 1991, 1993) made up three continuums: (1) individual attributes (accommodation, transportation and visitor attractions) to holistic impressions (general feelings), (2) functional characteristics (weather and landscapes) to psychological characteristics (atmosphere, safety and friendliness of locals), (3) common image attributes (weather, landscapes and public transport) to unique image attributes (exclusive to a specific destination). Figure 2.1 introduces the destination image components.

Figure 2.1: The components of destination image



(Source: Echtner/Ritchie 1991)

Kyalo and Katuse (2013) investigated the perceptions of Kenya as a premier destination in Africa by potential visitors. It was concluded that Kenya overall image was favorable as a premiere tourist destination and the image before the actual visit to the destination is positive.

2.2.2 DESTINATION IMAGE FORMATION

The formation of destination image is not an easy procedure, whereby tourists try to build a mental picture based on impressions (Echtner & Ritchie, 2003). The destination image formation is a complex process that results from a personal process of selection among an intense flow of information that have different sources (Echtner & Ritchie, 2003). Gunn (1972) introduced one of the most explanatory frameworks in the topic. According to the author, destination-induced image derives from formal sources like advertising,

travel magazines, guidebooks, television, among others. Destination-organic image is described as uncontrollable forces that result from past experiences, tourists' word of mouth (Gunn, 1972). The social media are very instrumental sources of information for potential tourists, enabling the potential tourists to scrutinize the image of the destination (Govers & Go, 2005). All in one, the formation of both induced and organic images helps the tourists to build their images about places (Tran, 2015).

Later on, the author investigated the image change and identified seven stages along which it happens (Gunn, 1988). Gunn's seven-stage model includes (1) the accumulation of mental images about vacation experiences (i.e., organic image), (2) the modification of those images by further information (i.e., induced image), (3) the decision to take a vacation trip, (4) travel to the destination, (5) participation at the destination, (6) return home, and (7) modification of image based on vacation experience (first-hand experience *in situ*).

A model of destination image formation was also investigated by Baloglu and McCleary (1999) to whom stimulus factors (external and physical objects and previous experiences) and personal factors (education, age, psychological factors) are forces that influences the image formation of a touristic destination. Psychological factors such as the motivation of the tourist and culture are very instrumental in the formation of destination image even before visiting the place (Martin & Rodriguez, 2008).

Tourist prefer to retain their overall understanding of a travel destination which is referred to the destination image. The destination image comprises of knowledge, beliefs, emotions and understandings of a destination such as a direct information gotten by travelling to the destination and indirect information obtained from reference groups, social media, internet, tourism channel (Shafiee et al., 2016).

2.3 TOURIST SATISFACTION

San Martin (2008) defines satisfaction as the response of the tourists to a cognitive process where the experience consumed is compared with expectations. Tourist satisfaction was defined as a post usage evaluation that the alternative chosen meets or exceeds the tourist's expectations. Other studies consider the satisfaction of the tourist as a feeling that is derived from all experiences during travelling (Nicolau & Mas, 2008). Customer's satisfaction is a post-purchase behavior acquired through a psychological or cognitive comparison of the quality of the product and service that is expected to be

received by the customer through an exchange (Kolter, 2000). Satisfaction is a feeling of pleasure or disappointment a person may have as a result from comparing his expectations and the product and services. According to Kotler (2000) satisfaction represents an individual emotional state of preference or discontent ensuing from linking a product performance in relation to its prospects.

The tourist market is a highly competitive one and attention should be paid to the tourist satisfaction as many authors sustained that it is influential. In line with this, satisfaction is considered a central concept in tourism (Chen, 2007; Prayag 2009) since it has power over the tourist choice of destination, consumption of goods and services and future behavioral intentions, decision to revisit (Baker & Crompton 2000; Petrick 2004; Kim et al., 2003; Kozak & Rimmington, 2000; Yoon and Uysal, 2005).

Rajesh (2013) studied how the impact of tourist perceptions, destination image and visitor satisfaction can influence destination allegiance. The researcher investigates mechanisms attributes, issues prompting the destination image and scrutinize tourist satisfaction and elements of destination loyalty. This attempts at assessing current pragmatic on image of a destination, tourist satisfaction and destination loyalty. The study outcomes disclose that the tourists' perceptions of the destination and tourists' satisfaction unswervingly impacts loyalty to a destination. The conclusions of the study have significant decision-making implications for destination marketing managers.

Banki et al., (2014) stated that there is a direct and positive relationship between cognitive image and tourist satisfaction. Tourist satisfaction can effectively determine future visiting behavior in tourism destinations. Esu and Arrey (2009) investigated the relationship between tourists' overall satisfaction and cultural festival attributes. They argued that festival attributes have significant and positive effect on overall tourists' satisfaction. Destination image is viewed as a direct antecedent of satisfaction (Chen & Phou, 2013; Lee et al., 2014).

2.3.1 APPROACHES TO MEASURING SATISFACTION IN TOURISM

Regarding tourist's satisfaction, it was claimed that it is measured upon the destination's attributes and the way they met the expectations of the tourists (Kipkorir, 2015). These attributes are represented by cultural and natural attractions, accommodation, accessibility, safety, comfort facilities, local community, infrastructure etc. and all of them have an impact on tourist satisfaction (Celeste & Vieira, 2011). The cognitive

approach was used by previous researchers to understand the concept of tourist satisfaction (Beerli & Martin, 2004). Satisfaction is also based on good emotions that enable the tourists to envisage the gorgeous experience gotten at the destination (Ryan & Cove, 2007). Delight, fantasies, sensory pleasures help good emotions to be viewed (Nicolau & Mas, 2008).

To measure customer satisfaction diverse methods have been used to measure tourist satisfaction. Congruity model (Sirgy, 1984), Expectation perception model – SERVQUAL (Parasuraman et al., 1985) and Expectancy Disconfirmation theory (Oliver, 1981) are among the most consensual. One of the most applied approaches used for studying tourist's satisfaction is the Expectancy-Disconfirmation theory (Oliver, 1981). The central notion of this theory is that tourists build expectations about the product or service before consuming it and later have a comparison between the actual performance and expectations. The tourist will have a positive disconfirmation, if the performance exceeds expectations which means that they are satisfied and have the intention to revisit. However, the consumer will have a negative disconfirmation if the performance is worse than expectations and these shows that they are not satisfied and results to them looking for an alternative destination in the future (Tran, 2015).

One of the prime objectives of this study is to identify the destination attributes that influence the satisfaction of tourists in Cross River State. Based on the perspective of behavioural models in the context of tourism, author hypothesizes that satisfaction of the consumer is a function of the expectation of the attributes of the destination and the performance of the evaluation of the effectiveness of these attributes. Measurement of the customer satisfaction is actually a post-purchase evaluation that has to do with more than one standard of contrast.

Tourism researchers used different destination attributes and ask the respondent to evaluate them by using a scale. Scales range from delighted to terrible (Kozak & Rimmington, 2000) or very satisfied to unsatisfied (Fuchs and Weiermar, 2003). Fuchs and Weiermar (2003) reveals that models where attributes of the destination are correlated or maybe regressed to an element which measures the overall satisfaction with the destination have more effective managerial implications than models that exploits one attribute of the destination.

Abuamoud et al., (2018) study the measurement of tourist satisfaction in services and conclude that most respondents reported being unsatisfied with the entire experience of on-site services.

Assessment of the entire satisfaction through the features that tourism offer has several shortcomings. Firstly, the tourists are not able to evaluate adequately the crucial facts of the product or service and in the process decides to add their own connotations which is inadequate (Beerli & Martin, 2004). Furthermore, consumers do not add up their evaluation of each feature and do not make available adequate assessment of every feature, as acknowledged by cumulative scale that is always adopted in such viewpoint (White, 2004). Also, if customers' satisfaction is acceded with the attributes of a destination. So, the selection of the attributes that are included in the instrument used in measuring is critical (Fuchs & Weiermar, 2003).

Hunag and Sarigollu (2008) propose that there are primary and secondary attributes of a destination which affects tourist satisfaction in Latin America. The primary attributes include ecotourism, outdoor adventure, fun and sun, entertainment and sea sport, whereas the secondary attributes include services safety, infrastructure, cost and convenience.

2.4 DESTINATION LOYALTY

Loyalty can be assured on four coordinates: consumer's behavior, consumer's satisfaction, intentions of recommendation and repurchasing intentions. Loyalty is not limited to repeated purchases (Moiseseu, 2014).

A person who is interested in repeating purchase from the same service provider and that practice word-of-mouth recommendations can be considered as a loyal customer (Liu et al., 2012). According to Oliver (1999) loyalty has a deeply value commitment to re-patronize or re-buy a particular product or service continuously in the future, which causes a repetition of same brand despite competitors' marketing efforts to cause switching of behaviors.

Kozak et al., (2004) empirically studied satisfaction and destination loyalty. The main resolution of this research is to explore how tourists' previous experience with a tourist destination influences on the satisfaction evaluation, destination loyalty and destination appeal. An empirical study is carried out among 806 tourists who visited Calpe, a Spanish tourism destination during the summer of 2000. Research discoveries show that the level

of satisfaction and the number of past visits considerably influence on tourists' purposes to repeat visits.

Loyal customers are one of the most valuable factors to achieve the goals of a business with a low sensitivity towards the price and a positive recommendation about the service provider which is extremely paramount for companies (Yang & Peterson, 2004). Tourist loyalty has been evaluated as one of the main aspects in terms of the competitiveness of a destination since it is a very important promotional tool without any costs. Yoon and Uysal (2005) expounded that the tourism destinations can be seen as a product that can be revisited and recommended to potential tourists which can be potential tourists. Behavioral factors that measure tourist's loyalty to a destination are the repeat purchase, intention to return and recommend the destination (Pritchard & Howard, 1997; Oppermann, 2000; Kim & Crompton 2002; Yoon & Uysal, 2005; Castro et al., 2007; Chi & Qu, 2008). It is postulated from former researchers that the determinants of customer loyalty include value, customer experience and satisfaction, product superiority, quality and performance, price, brand name, social bonding, demographics, among others (Tran, 2015).

Satisfaction paves way to loyalty and tourist satisfaction to a destination which greatly influences destination loyalty (Zeithaml et al., 1996; Heitmann et al., 2007; Frangos et al., 2014). Satisfaction towards controlled variables of the occasion within the scene's boundaries, such as cuisine, animation, and craft, inspires tourists' general satisfaction. Also, they make known a direct affiliation between total satisfaction and loyalty (Valle et al., 2014)

Tourists are likely to visit the destination again and recommend to friends and family members when they are satisfied with the destination (Yoon & Uysal, 2005). The dependability of individuals towards the information shared by other tourists (organic image), in comparison to the promotions done by other shareholders of destination (induced image), indicates the fast acceptance of User Generated Destination Image over Conventional Destination Image. Positive remarks or appraisals regarding the destination has optimistic outcome on the image of the destination (Gurung & Goswami, 2017). Valle, Silva, Mendes and Guerreiro (2006) explore the relationship between tourist satisfaction and destination loyalty expressed through behavioral intentions. Using 486 tourists visiting a destination area in the major tourism destination – Algarve, south of

Portugal - the research was conducted and using Structural equation modelling (SEM) the results highlight the importance of tourism satisfaction as a determinant of destination loyalty. Categorical principal component analysis (CATPCA) was used by the researchers to provide a detailed insight of the cause-effect relationship which showed that a higher level of satisfaction results in increased chance for future revisit and an ardent willingness to recommend a visit to others.

There is great competitiveness facing destinations which signals to all marketing managers to learn the reasons behind tourist's faithfulness to a destination and what prompts their loyalty. The acquisition of new customers is more expensive compared to retaining and maintaining existing customers (Reichheld, 1996; Zhang, 2014). Therefore, it is of strategic importance for any destination to manage customer relationship and increasing customer loyalty. Esu (2015) argued that the dimensions that predict future intentions are critical in the planning and development of destination products and marketing. Gaining the consumers' loyalty has not only the benefit of increasing awareness of the destination but also improving the existing associations and perceptions in the minds of consumers (Moisescus, 2011).

Destination loyalty directly reflects the behavior of tourists and is used as a yardstick used to assess the success of marketing strategies and to promote competition (Lai, Griffin & Babin, 2009). Managers and marketers have put lots of energies to enhance a positive destination image, with an emphasis on inspiring tourists revisit, other features also contribute to visitors decision-making processes with regard to revisiting destinations. Moreover, recommendation from family and friends are the most sincere and dependable basis of information in the process of selecting a holiday destination, becoming relevant that studies on loyalty of a destination concentrate on this variable (Agapito, Valle & Mendes, 2011). Positive experiences gotten by the visitors has a huge influence on their intention to revisit and recommend positively to family and friends (Kipkorir, 2015). According to Malhotra (2004) brand loyalty was linked to the self-image of the consumers and the brand image. Their study shows that tourists' destination image has a positive influence on destination loyalty. In addition, the overall destination image comprises of cognitive and affective dimensions whereas loyalty exhibits behavioral and attitudinal aspects. Destination's loyalty relies on the tourists' perception concerning the place and the information given to potential tourists by those who have previously visited is also

influential (Yoon & Uysal, 2005). Thus, destination image should build positive perceptions in the minds of tourists for destination loyalty to be effective.

2.5 THE CONNECTIONS BETWEEN DESTINATION IMAGE, TOURIST SATISFACTION AND DESTINATION LOYALTY.

There are strong interdependences between Destination image, Tourist Satisfaction and Destination loyalty, which have been addressed by several models and theories but mostly analyzed separately.

In selection of tourists' perception regarding a destination the great influence is on the destination image. Destination selection process of tourists, post- selection evaluation of destination and their intention to revisit the destination is affected by the image (Chi & Qu, 2008). Tourists' behavioral intentions is impacted by destination image (Prayag, 2008). According, to Fuchs & Weiermair (2003) postulated that a positive destination image influences the satisfaction of the tourist and behavioral intentions of the tourists. Yoon & Uysal (2005), examined that the attitude of consumers is greatly influenced by the destination image which establishes the destination loyalty. Kotler et al., (1996) investigates the relationship between image and satisfaction with the term quality in the middle. It has the following pattern: Image – Quality – Satisfaction. This model shows how image affects the quality perceives by the customer, that a higher image leads to a greater perceived quality. Satisfaction is the result of the tourist's assessment of the perceived quality because it determines the satisfaction of the consumer (Fornell et al., 1996; Kozak & Rimmington, 2000).

Regarding the relationship between destination images, tourist satisfaction and loyalty some researchers sustained that there is a direct link between the destination image and visiting decisions of the tourists given that satisfaction or dissatisfaction felt as a result of tourism consumption depends on consumptions expectation (reflecting the destination image in the tourist mind) and any discrepancies between them and the actual experience (Hassan et al., 2010).

Tourism scholars such as (Chon 1990; Bigne et al., 2001; Bigne et al., 2005; Castro et al., 2007; Hernamdez et al., 2006; Chi & Qu 2008; Prayag 2009; Xia et al., 2009; Wang & Hsu 2010; Prayag & Ryan 2011) shows that the image of a destination has a positive

impact on the overall tourist satisfaction and (O’Leary & Deegan 2005, Cai et al., 2003, Castro et al., 2007) shows that image is a prime factor to influence tourism satisfaction. Furthermore, some tourism studies confirms that a positive assessment of the image of the destination would lead to a higher level of loyalty shown by the tourists (Bosque & Martin 2008; Chi & Qu 2008; Lee 2009; Zhang et al., 2014).

The relationship between destination images and intention to revisit indicates that cognitive and affective images have a direct and positive effect on tourists’ intentions to revisit a destination (Chew & Jahari, 2014; Stylos et al., 2016). Banki et al., (2014) argues that there is a significant and positive relationship between cognitive image and affective image and that cognitive image is an antecedent of affective image. There exists a direct and positive relationship between the construct which indicates that when the tourists have a positive feeling towards a destination there is every probability that it will form an intention to revisit and spread positive words to family and friends (Banki et al., 2014).

Therefore, since destination images can predict visitors’ behavior it can be seen that images are a determinant factor that influences customer loyalty. In order to influence satisfaction levels, destination marketers must integrate the relevant image dimensions effectively in all promotions. Destination image, overall image and overall satisfaction are antecedents of visitors’ loyalty (Prayag et al., 2013). Satisfaction is closely related to the overall assessment of image attributes after the visit, this can be argued that a positive relationship exists between them and a favorable overall image is likely to result in a higher satisfaction and loyalty levels (Prayag et al., 2013).

CHAPTER THREE

RESEARCH METHODOLOGY

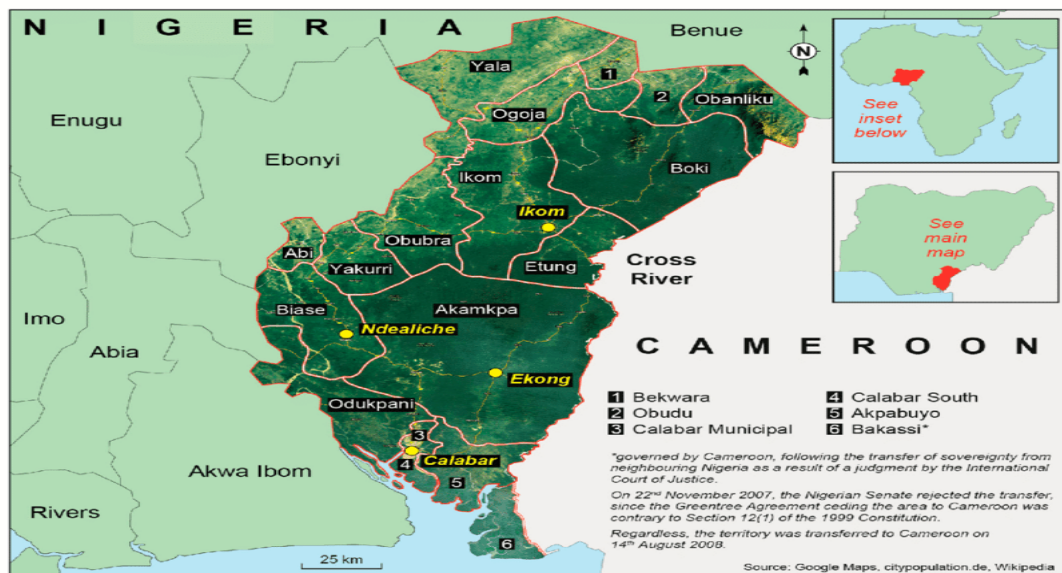
3.1 INTRODUCTION

This chapter explains the techniques and methods that were used in the study, the data collection and process of the survey design including the data analysis procedures. The research approach and research strategy used by the researcher are discussed. The data analysis methods and the various statistical procedures applied on the data are also addressed.

3.1.1 PROFILE OF THE STUDY AREA

Cross River is a state which is located in the South – South part of Nigeria. The State was created on the 27th May 1967, the State was renamed Cross River in Feb 1979. Its borders Benue State to the North, Abia and Enugu to the West and Cameroon Republic to the East and Akwa Ibom and the Atlantic Ocean to the South (figure 3.1)

Figure 3.1: The location of Cross River



(Source: Asiyambi, et al., 2016)

Cross River State got its name from the Cross River which passes through the state. As a coastal state it is situated in the Niger Delta region and occupies 20,156 square kilometers with about 4,325 722 population. There are 18 Local government Area (LGA) in the state

which includes, Abi, Ikom, Yarkur, Odukpani, Odukpani, Akpabuyo, Akankpa, Biase, Bakasi, Etung, Bekwara, Odubara, Ogoja, Boki, Obudu, Yala, Obanliku, Calabar South and Calabar Municipality. Efik, Ejagham and Bekwara are three major language groups in Cross River State The different groups in the state bear striking similar cultures. The inner feelings of the people are expressed through each rhythm and dance which relate to particular events, festivals and their way of life. Ekpe, Nkwa, Obon, Udiang, Achabor monitim, Abang, Udoiminyang, Ayita, Onat Ekertedi and the various dances in Cross River State (Agbolade, 2010).

Figure 3.2: The logo of Cross River



(Source: Trendy Africa, 2014)

Tourist attractions attracts universal attention that surpasses from not only establishing a physical structure but also personifies constructions or places of physical and natural worth. They showcase outstanding beauty and historical significance capable of amusing and awing the public. Cross River State is one of Nigeria's captivating tourism destination boasts of many tourist attractions. Lovely touristic sites include; the plateaus of the mountain tops which is in Obanliku, moving further to the Rain Forest of Afi, having a view of the Waterfalls of Kwa and Agbokim and stopping at the Spiraling ox-bow, getting to the Calabar River which has a beautiful sight to behold and images of the Tinapa Business Resort, Calabar Residency Museum, Calabar Marina and the Slave Park Calabar, the State has lots of thrilling adventures for all tourists visiting Cross Rivers State. Additional tourist pleasing charms are the Obudu Mountain Resort, Kwa Falls, the

Mary Slessor Tomb, Calabar Drill Monkey, Sanctuary Cross River National Park, Afi Mountain Walkway canopy, Agbokim waterfalls, Ikom Monoliths, Tinapa Business Resort and the yearly Calabar Carnival. It is endowed with a few cultural festivals, which includes: Marina water and sports, new yam festival, Obudu Mountain race, Calabar carnival etc (Ukpe, 2020)

These are destinations in Cross Rivers State that awaits both international and local tourists:

Obudu Mountain Resort: This was formerly called Obudu cattle ranch, which is located in the Obudu Plateau. There has been an influx of both local and international tourists due to the development of tourist facilities by the government which has transformed the cattle ranch into a well-known tourist resort center in Nigeria. To get to this natural magical place, one can either drive the famous winding 11km road from the bottom of the hill or take the Cable car, the swimming pools at the bottom of the hills, taking the cable car would be the best as it would be an amazing ride. The resort is a place to withdraw from the boisterous noise of city life and relax, it comprises of few outdoor activities like hiking, horse riding and swimming every night to relaxing in front of the fireplace at main lounges. The resort is a place where the wonderful work of nature is appreciated (figure 3.3).

Figure 3.3: Obudu Resort



Source: Come to Nigeria (www.cometonigeria.com/tag/calabar-tourist-attractions)

Agbokim Waterfalls: this waterfall is made up of seven streams that is why it called the seven-faced wonder, with breathtaking cascade of fresh water diving down the high cliff into the beautiful tropical rainforest. This has been a center of attraction for tourists as it

also surrounded by lush greenery, steep hills. The source of the water is from the remains of plants, which helps to increase volume of the water thereby encouraging afforestation.

Tinapa Business & Leisure Resort: this forms a catalytic role in establishing Calabar as a trade and distribution hub in West Africa, and simultaneously providing a unique tourism experience to encourage the rapid growth of the tourism sector of Cross River State. Its entertainment strip contains a mini-amphitheater, casino, an eight-screen cinema, children's arcade, movie studio. This resort includes an open exhibition area for trade exhibitions various events.

Afi Mountain Wildlife Sanctuary: This was established to provide protection of populations of several endangered species such as the drill, the grey-necked rock fowl, Nigeria-Cameroon Chimpanzee and Cross River Gorilla. This mountain serves as a nice stop for tourists enjoying the echoing sound of drill chimpanzees and monkeys chanting in the forest.

Kwa Falls: this is a waterfall that is spectacular and flows into a canopy of the mangrove forest and tropical rainforest which is very rich in spruce trees, Ebony, Mahogany with a fascinating landscape (figure 3.4).

Figure 3.4: Kwa falls



Source: Come to Nigeria (www.cometonigeria.com/tag/calabar-tourist-attractions)

National Museum Calabar: This was previously the Government house during the Expatriate rule which is said to have been constructed in Britain and then dispatched in bits to Calabar in the late 1800s. The National Museum Calabar which is made of ancient

Scandinavian pine has stood for eras conserving old relics typically credentials, furnishings, and artefacts used throughout the Colonial Government

Calabar Carnival: this carnival attracts more than 200,000 customed revelers and over a million spectators both local and international. Thirty-two days of consisting of exciting events, colorful activities and extraordinary participation of about one million people from over the world. This festival showcases the tradition and culture of the Yakur, people of Cross River State. The festival is a three-week compendium of activities that culminate in a trendy grand finale featuring traditional processions of the chiefs and maidens dressed in colorful attires (figure 3.5).

Figure 3.5: Calabar carnival



Source: Ou Travel and Tour, (<https://outravelandtour.com/calabar-carnival-2017/>)

Mary Slessor's House: Mary Slessor efficaciously stopped the killing of twins in Cross Rivers State after so many impediments. She spent her years in Cross River evangelizing the gospel of Jesus Christ, was the rescuer of infanticide killings in Calabar arrived in 1876 she had a two-bedroom mud house and a veranda built for her with the help of the villages and the chieftains. The house was known as "Fine pass all" by the residents who continually saw it as a pleasure to visit her. Subsequently after her death, the Odukpani Local Government Council changed her house into a health center and mission house. Mary Slessor's house is presently a significant tourist site where one can go down history lane and appreciate the viewpoint of the missionaries and tribes back in the years.

3.2 RESEARCH METHODS AND TECHNIQUES

This study is predominantly quantitative by using a questionnaire to collect data based on previous research. Nevertheless, it considers that examining destination image can be measured both through open-ended and closed questions, such as suggested by Echtner and Ritchie (1993, 2003).

3.3 POPULATION OF THE STUDY

The study comprised of all tourists that visited the tourist sites; National Museum, Obudu Mountain Resort, Tinapa Leisure Resort and Afi Mountain Wild life conservation center. The total number of tourists who visited was not provided to the researcher.

3.4 SAMPLE SIZE AND SAMPLING TECHNIQUE

Due to the difficulty to get the sampling frame (number of all tourists who have visited Cross River), non-probability sampling (purposive – convenient) was used. A total of 246 questionnaires were collected on-site with tourist during a period of 3 months from June - August, 2021. Conducting research often requires more time, organization and resources to achieve the desired results. These are expensive, time consuming and likely to be beyond the researcher's affordability. Using a convenience sample allowed to collect 246 questionnaires, of which 209 were useable for data analysis.

3.5 DATA SOURCES

The researcher used secondary and primary data sources in obtaining information for the study.

3.5.1 Secondary Data Collection

Following literature review, brochures, magazines, and statistical reports from government organization, tourist organization, tourist information centers were used to have a general knowledge about tourism in Cross River State.

3.5.2 Primary Data Collection

Primary data is essential to gather relevant information and compliment the deficiency of the secondary data. Several authors support the use of questionnaire to collect data from

respondents (Veal, 2001; Ezeuduji, 2013; Tummons & Duckworth, 2013). Therefore, the study utilized a survey as the main source of data collection followed previous research procedures.

3.5.3 Questionnaire Design

The questionnaire was divided into two main sections to measure the destination image and tourist satisfaction of Cross River. According to Echtner & Ritchie's (2003) approach, the use of three open-ended questions were used to ask tourists in order to get the functional, psychological and unique components of the tourism destination image. When measuring the destination image, it must not be exclusively made by structured methodologies but should be unstructured, having open-ended image questions, as long as certain components of the destination would be captured which includes holistic and psychological features of the destination.

After the open-ended questions suggested by Echtner and Ritchie (2003), tourists were asked the number of times they have visited Cross River to evaluate their familiarity with the destination (Ezeuduji, 2019; Chuchu & Chilya, 2019; Oppermann, 2000).

Then, tourists were asked to assess their perceptual image regarding the attributes of Cross River (Table 3.1.).

Tourists were asked to assess their perceptual image of the attributes of Cross River

Table 3.1: Attributes and author referenced

Please indicate the extent to which you agree that the following items relate to Cross River image as a tourism destination.
Beautiful natural landscape, Good weather, Variety of historic attractions, Adequate accommodation, Good beaches, Attractive Restaurants, Good local cuisines, Interesting Cultural Festivals, Clean destination, Good Shopping opportunities, Friendly and hospitable residents, Good nightlife, Safe destination, Easily accessible transport, Peaceful city, Excellent service quality, Good opportunities for sports activities, Relaxing destination, Good name and reputation and Good value for money.
Source: Agapito et al., (2010), Baloglu & Mangaloglu (2001), Baloglu & McCleary (1999), Banki et al., (2014), Beerli and Martin (2004), Bello & Bello (2019), Bigné et al., (2009), Ezeuduji & Mhlongo (2019), Styliadis et al., (2017), Stylos et al., (2016),

The tourists were asked to rate Cross River on each of the 20 attributes based on a 5-point Likert scale ranging from “Strongly Disagree” to “Strongly Agree”. Also, measuring the overall tourism destination image (TDI) was based on a 5-point Likert scale ranging from “Strongly Negative” to “Strongly Positive” (Agapito et al., (2010); Baloglu & McCleary, 1999; Banki et al., 2014; Beerli & Martín, 2004).

The evaluation of the affective image was measured on a 7-point scale which involves two bipolar scales: “Unpleasant” to “Pleasant” and “Sleepy” to “Arousing”. Also, tourist’s satisfaction regarding all the attributes was also measured using a 5-point Likert scale ranging from “Very Dissatisfied” to “Very Satisfied”. The conative component was evaluated asking the tourists regarding their intention to revisit the destination and recommending it. In the final part of the questionnaire, the demographic profile of the tourists was collected (Baloglu & McCleary, 1999; Banki et al., 2014; Beerli & Martín, 2004; Bello & Bello, 2019; Chen & Tsai, 2007; Ezeuduji & Mhlongo, 2019; Manhas & Ramjit, 2013; Oppermann, 2000). The complete questionnaire can be consulted in Appendix 1.

3.6 DATA COLLECTION PROCEDURE

Therefore, the questionnaire survey was conducted offline for a period of 3 months from June – August, 2021. Since it was difficult gathering all tourists at a time the researcher assistants stood at strategic entrances and exits from the sites and administered the questionnaire to the tourists after consent was gotten from the respondents.

3.7 VALIDATION OF RESEARCH INSTRUMENT

The instrument used for data collection was pretested to ensure its content validity. Therefore, 20 pre-members from Nimn were selected for pretesting the questionnaire; observations were noted and collected. Cronbach’s reliability test was used to measure the reliability of the scales used to measure the constructs. Face validity was ascertained by confirming that the items on the instruments used in the study contained statements that measures the various attributes needed to be measured. The content validity was assuring through literature review. Furthermore, the content validity was strengthened by consulting two academics in tourism.

3.8 DATA ANALYSIS

Statistical Package for Social Sciences (SPSS) version 26 and excel software were used for data analysis (descriptive analysis and Spearman correlations). Also, NVivo software was used to create the word clouds used for examining the open-ended questions.

3.9 ETHICAL CONSIDERATION

One of the most important things to be done in every research is the ethical consideration in conducting the entire research process. The study was conducted in conformity to ethical codes in social science research. Ethical considerations included ensuring informed consent, confidentiality, voluntary participation, anonymity and privacy of the interviewee's data. For instance, the researcher ensured that the confidentiality of the respondents was observed. The researcher also ensured that no respondent was forced to respond to the research questionnaire as the consent of the respondent was sought before engaging with each of them. Furthermore, the researcher also ensured that the information provided by the respondent was used only for research purposes as well as the fact that no one's information was made open to another respondent. The purpose of the research was also made known to the respondents, which was to be used solely for academic purposes.

CHAPTER FOUR

ANALYSIS AND RESULTS

4.1 INTRODUCTION

This chapter focuses on the displaying of the results of the study by analysing data from the questionnaire. Tables, graphs and word-clouds were incorporated into this Chapter for the presentation and clarity of the data

4.1.1 Reliability Test

All variables were found to be reliable, with the Cronbach's Alpha values of destination image (0.92), as seen in appendix 2, Attributes- satisfaction 0.94 (appendix 3) and destination loyalty 0.77 (appendix 4), which shows that they are reliable and meeting the acceptability condition of alpha value of 0.7 (Hair et al., 2006).

4.2 Study sample

This section of the chapter, describes respondents' profile that is the socio demographic characteristics of the participants which includes their gender, age marital status, level of education, occupation and nationality. This analysis can be seen below in Table 4.1.

Table 4.1: Demographic Characteristics of the respondents

Variables	Category	Frequency(n)	Percentage%
Gender	Male	123	58.9
	Female	86	41.1
	Total	209	100
Age	16 - 25	39	18.7
	26 - 35	37	17.7
	36 - 45	94	44.9
	46 - 55	27	12.9
	56 - 65	10	4.8
	66+	2	1
	Total	209	100
Marital Status	Single	46	22
	Married	140	67
	Divorced	14	6.7
	Widowed	9	4.3
	Total	209	100
Level of Education	Primary	4	1.9
	Secondary	42	20.1
	Bachelor	90	43.1
	Masters	57	27.3
	PhD	16	7.7
	Total	209	100
Occupation	Employed	81	38.8
	Self employed	74	35.4
	Unemployed	8	3.8
	Retired	8	3.8
	Student	38	18.2
	Total	209	100
Nationality	Gabon	19	9.1
	Cameroonian	40	19.1
	Nigerian	67	32.1
	Beninese	35	16.7
	South African	24	11.5
	Gambian	21	10
	Lebanese	3	1.4
	Total	209	100

Source: Author

Gender distribution

The profile of the respondents shown in the table above described the gender distribution between the male and the female respondents. 123 respondents, representing 58.9% of the overall sample are males while 86 respondents, representing 41.1% of the total samples were females.

Age Distribution

The ages distribution of the respondents shows that 94 respondents were within the age cohort of 36 – 45, representing 44.9% of the total sample, followed by 39 respondents, aged within 16 – 25, which represented 18.7%, while 37 respondents within 26-35 age cohort represented 17.7% of the total sample. Also, 27 respondents within 46 – 55 years old accounted for 12.9%, while 10 respondents between 56 – 65 years old represented 4.8% of the sample. Lastly, 2 respondents from 66 plus years old represented 1.0% of the sample. The mean of the age is 36.9, mode 40 with a standard deviation of 11.7 years.

Marital Status

Regarding marital status, 67.0% of the overall sample are married, while 22.0% of the total sample of respondents are single. 14 respondents (6.7%) are divorced and 9 participants, representing 4.3% of the total sample, are widowed.

Education Distribution

The educational level for the study shows that 90 visitors who acquired Bachelor degree has the highest percentage of 43.1% followed by 57 respondents who have Master degree with 27.3%, then 42 with secondary education representing 20.1% of the total sample and 16 respondents with PhD representing 7.7% and lowest is 4 respondents with Primary education representing 1.9% of the total sample.

Professional Occupation Distribution

Regarding work occupation, 81 respondents were found to be Employed (38.8%), 74 respondents were Self-employed (35.4%), 38 respondents were students 18.2%. The remaining participants were Unemployed or Retired.

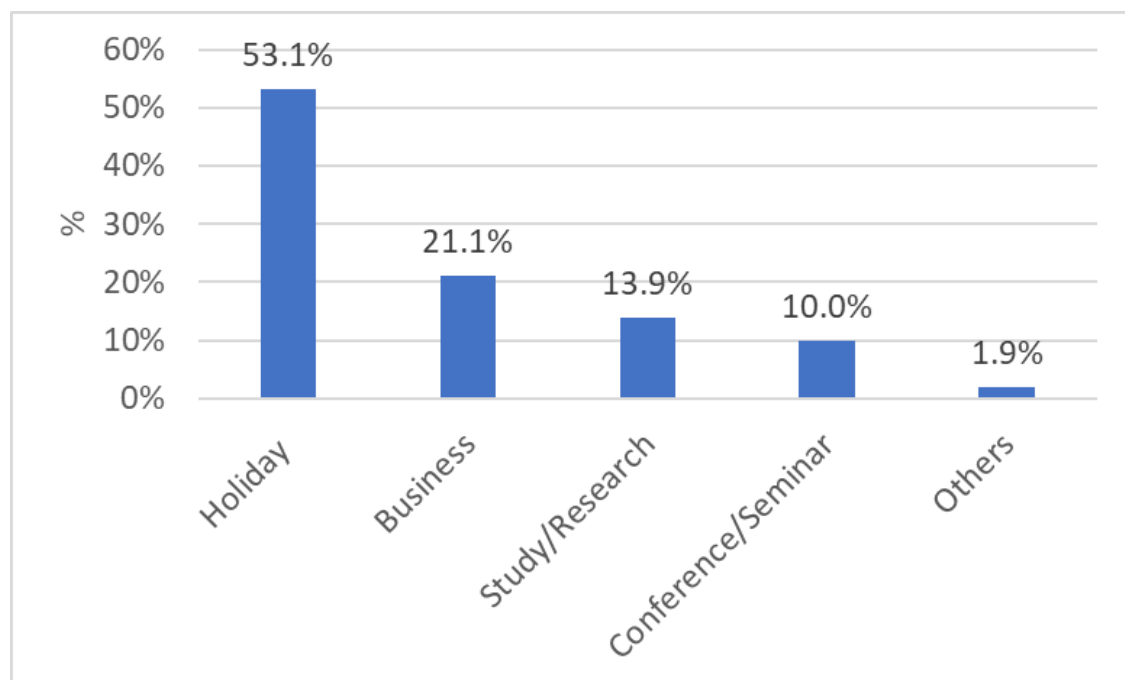
Nationality

Nigerian visitors account for the highest respondents with 32.1%, then the Cameroonian with 19.1%, followed by Beninese with 16.7%, then South African with 11.5%, Gambian with 10.0%, Gabon with 9.1%, and Lebanese with 1.4%.

Purpose of visit

Respondents were asked their purpose for visiting the tourist destination. Participants who visited for the purpose of Holidays account for 53.1%. Those who visited for Business purpose represent 21.1% of the sample. The remaining respondents visited the destination for other reasons as can be observed in Figure 4.1. This result indicates that the destination of Cross River is mostly known as a holiday destination and product and service offerings are perceived favorably by the tourists.

Figure 4.1: Purpose of visit to Cross River state



4.3 Open-ended questions

Functional attributes of Cross River

The first open-ended question as Table 4.2 shows, tourists were asked to identify “In three words, the images that comes to mind when thinking of Cross River as a destination for

holiday?”. This refers to the terms which are vital for the visitors when selecting a holiday destination. The overall terms stated were 523. The terms respectively which were mentioned more than five times by the participants are presented in the table 4.2 and in the word–cloud below (figure 4.2). The terms mentioned more frequently are presented in the word-cloud in larger characters. For instance, the terms “good weather” represents 9.4% of the entire number of terms and is therefore illustrated in a bigger font than “culture”, which represented 6.7% of the overall number. The most important terms for the participants, that is terms which represented more than 5% of the overall number of terms are: good weather, culture, gastronomy, peaceful, nature, landscape, sights.

Table 4.2: Functional Attributes

Word	Weighted Percentage (%)	Word	Weighted Percentage (%)
Good weather	9.4%	Beach	2.5%
Culture	6.7%	Mountains	2.3%
Gastronomy	6.1%	Cleanliness	2.1%
Peaceful	5.7%	Experience	2.1%
Nature	5.4%	Sport facilities	2.1%
Landscape	5.2%	Accommodation	1.7%
Sights	5.0%	Shopping	1.7%
Surroundings	3.8%	Recreation	1.5%
River	3.6%	Award	1.5%
People	3.3%	Accessibility	1.3%
Vegetation	3.3%	Entertainment	1.1%
Resort	2.9%	Excursions	1.1%
Safety	2.7%	Infrastructure	1.0%

4.4 Cognitive Component of the Tourism Destination Image (TDI)

This section intends to assess the cognitive TDI of the tourism destination of Cross River. Twenty attributes of the destination were measured using a 5-point Likert scale which range from “strongly disagree” to “strongly agree”. The table 4.5 below sums the respondents’ level of agreement “agree” plus “strongly agree” regarding Cross River’s TDI attributes found in the exploratory study and literature review.

Since all attributes had a level of agreement (“agree” + “strongly agree”) above 50% as table 4.5 indicates, we perceive that all attributes were perceived as positive. Considering the Likert scale level 5, table 4.5 shows respondents’ consensus to agree with almost all TD attributes. Cultural festivals (61.2%), which was the highest rated considering the level of response “strongly agree”, followed by Weather (57.4%), Landscape (51.0%) and Historic attractions (50.7%) can be grouped as the ones accounting for the highest level of agreement (agree + strongly agree).

Tables 4.5: Agreement level of the TDI Attributes

TDI Attributes	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Level of Agreement (Agree + Strongly Agree)
Variety of historic attractions	0.00%	1.00%	3.80%	44.50%	50.70%	95.20%
Interesting cultural festivals	0.00%	0.50%	5.30%	33.00%	61.20%	94.20%
Good weather	0.50%	2.90%	2.90%	36.40%	57.40%	93.80%
Beautiful natural landscape	0.00%	1.00%	5.70%	40.50%	51.00%	91.50%
Good local cuisines	0.70%	3.80%	6.20%	46.80%	42.50%	89.30%
Relaxing destination	1.00%	2.40%	8.60%	46.40%	41.60%	88.00%
Peaceful city	1.40%	2.60%	8.10%	46.90%	41.00%	87.90%
Safe destination	1.00%	2.40%	9.10%	45.00%	42.60%	87.60%
Clean destination	0.50%	2.40%	11.00%	45.00%	41.10%	86.10%
Friendly and hospitable residents	0.50%	3.30%	11.00%	45.90%	39.20%	85.10%
Good name and reputation	1.00%	5.00%	9.7%	41.13%	43.17%	84.30%
Attractive restaurants	1.00%	3.80%	11.00%	46.90%	37.30%	84.20%
Excellent service quality	1.00%	6.20%	9.60%	43.50%	39.70%	83.20%
Good value for money	0.00%	6.20%	11.00%	47.80%	34.90%	82.70%
Good beaches	1.50%	5.70%	11.50%	44.90%	36.40%	81.30%
Easily accessible transport	2.40%	6.70%	12.90%	41.60%	36.40%	78.00%
Adequate accommodations	1.00%	5.30%	17.90%	48.20%	27.60%	77.00%
Good shopping opportunities	1.00%	7.20%	15.70%	44.50%	31.60%	76.10%
Good opportunities for sport activities	1.90%	5.30%	19.10%	42.10%	31.60%	73.70%
Good nightlife	2.70%	9.20%	21.20%	41.80%	25.10%	66.90%

Source: Field Data 2021

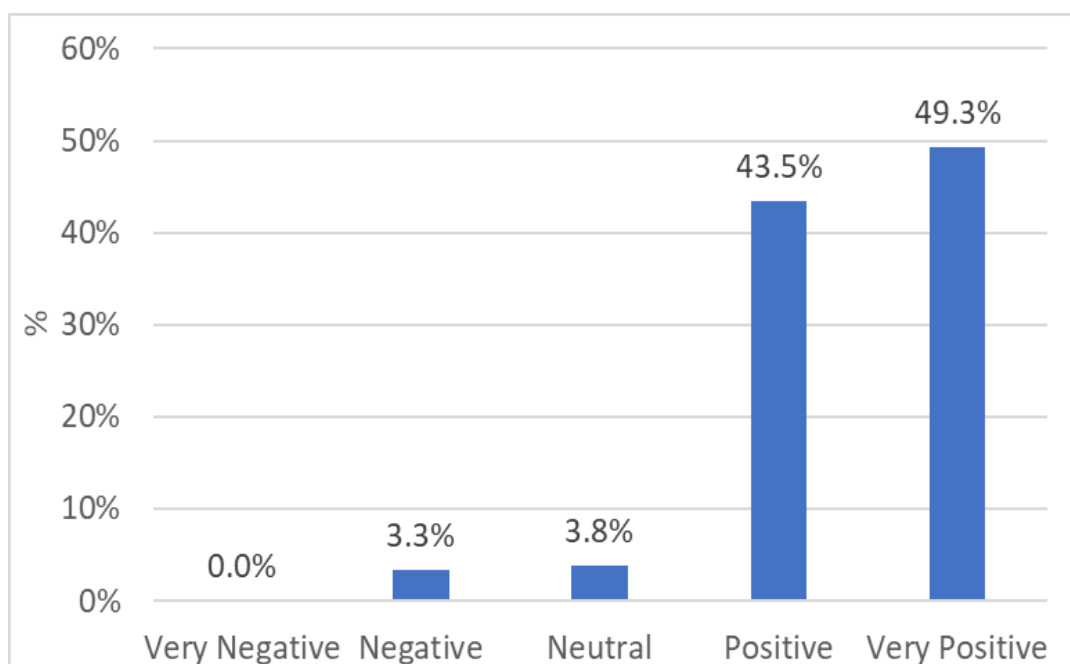
In general, the sum of the respondents' "level of agreement", revealed the strongest attributes to be Historic attractions (95.2%), Cultural festivals (94.2%), Good weather (93.8%), Landscape (91.5%), and Cuisines (89.3%).

Regarding the attributes gathering a lower level of agreement (agree + strongly agree) are related to Cross river nightlife (66.9%), sport activities (73.7%), shopping opportunities (76.1%) and adequate accommodation (77%). Therefore, some of the respondents disagreed with some attributes being accrued as a cognitive attribute of the destination. However, such figures were less visible compared to the level of agreement of the attributes which were positive.

4.5 The Global Image of Cross River

A 5-point Likert scale was used to measure the global image of the tourist destination ranging from very negative to very positive. The figure below shows the perception of the respondents about the Cross River global image as very positive with 49.3%. However, some respondents representing 43.5%. their overall image of the destination was positive. Very few participants had no opinion or unfavorable (3.8% and 3.8%) global image. Greater number of respondents perceived the global image of the destination very positive and positive (Figure 4.5).

Figure 4.5: Cross River Global Image

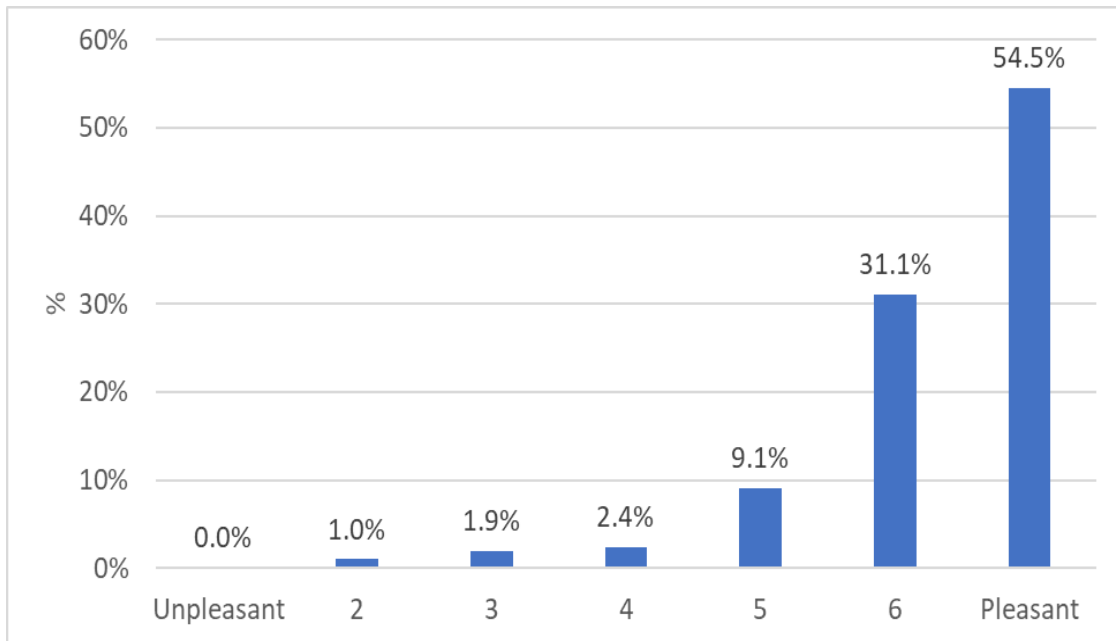


4.6 Affective Component of Cross River

The affective component of the tourist destination was measured using a semantic scale (Figure 4.6). The participants were asked to rate their feeling towards Cross River on a two seven-point semantic scales from “*Unpleasant – Pleasant*” and “*Sleepy – Arousing*”. For most of the respondents considered Cross River to be totally pleasant representing 54.5%. Then 31,1% of the respondent placed Cross River in point 6 of the scale. Only 14.4% of the respondents rated their affective image (level of “pleasantness”) as 5 or lower.

Therefore, the sample indicated that points 6 and 7 represent 85.6% of the respondents’ agreement that Cross River is pleasant (Figure 4.6).

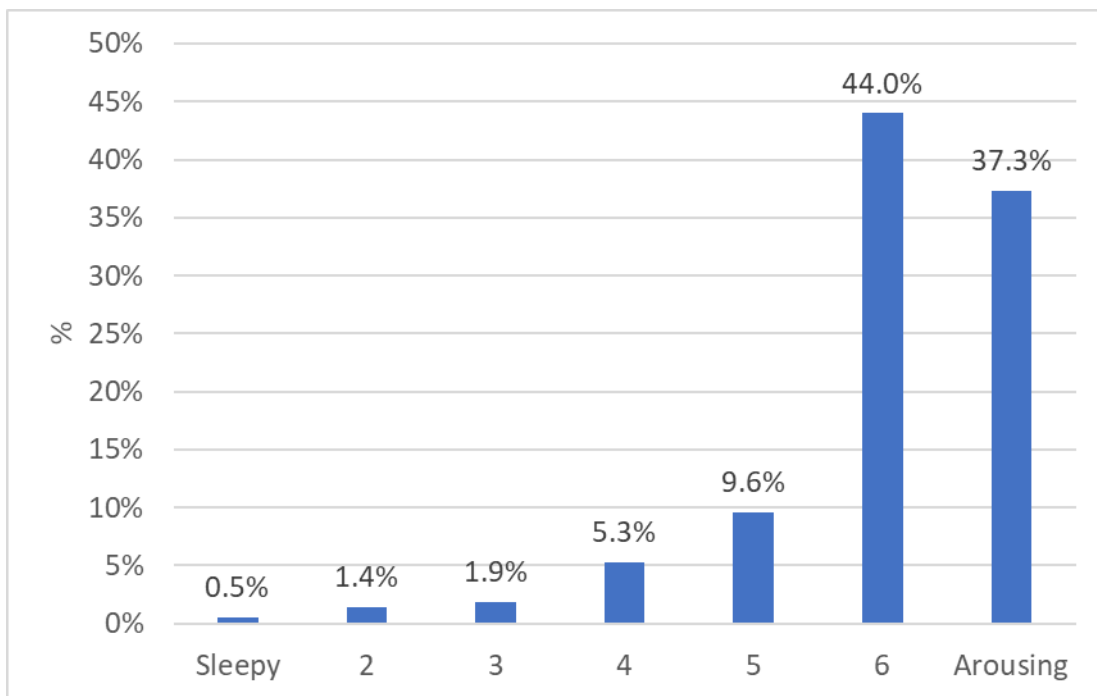
Figure 4.6: Cross River's Perception Unpleasant to Pleasant



Regarding the Sleepy to Arousing, which can be seen in the figure 4.7, it shows most respondents (44%) placed Cross River in point 6 and 37.3% respondents considered the destination as totally arousing. Of the total of participants, 18.7% considered the destination as a little bit quieter by rating 5 or lower, considering the level of “excitement”.

Therefore, the analysis shows that points 6 and 7 are a representative of 81.3% of the respondent’s agreement that the destination of Cross River is arousing (Figure 4.7).

Figure 4.7: Cross River's Perception Sleepy to Arousing



4.7 Attribute Satisfaction of the Tourism Destination Image

This section intends to assess the level of satisfaction of attributes of the destination of Cross River. Twenty attributes of the destination were measured using a 5-point Likert scale which range from “very dissatisfied” to “very satisfied”. The table 4.6 below sums the respondents’ level of agreement (“satisfied” + “very satisfied”) regarding Cross River’s TDI attributes.

Tables 4.6: Agreement level of Satisfaction with the TDI Attributes

TDI Attributes	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Level of Agreement Sum (Satisfied+ Very Satisfied)
Beautiful natural landscape	0.00%	0.50%	4.80%	34.00%	60.80%	94.80%
Variety of historic attractions	0.50%	1.90%	4.80%	35.90%	56.90%	92.80%
Interesting cultural festivals	0.00%	1.90%	6.20%	33.00%	58.90%	91.90%
Good weather	0.00%	2.90%	5.40%	35.30%	56.50%	91.80%
Relaxing destination	0.00%	1.40%	7.20%	43.80%	47.60%	91.40%
Good local cuisines	0.50%	5.30%	3.30%	42.10%	48.80%	90.90%
Peaceful city	0.00%	2.50%	8.20%	49.20%	40.10%	89.30%
Attractive restaurants	1.00%	5.30%	4.80%	48.70%	41.10%	88.90%
Safe destination	1.00%	3.10%	7.70%	48.70%	39.50%	88.20%
Excellent service quality	1.40%	6.20%	6.00%	48.40%	38.00%	86.40%
Clean destination	0.00%	5.20%	9.10%	47.90%	37.80%	85.70%
Friendly and hospitable residents	0.50%	4.30%	10.70%	43.70%	40.80%	84.50%
Good name and reputation	1.00%	5.00%	10.10%	49.30%	34.60%	83.90%
Good value for money	0.50%	6.80%	9.20%	46.00%	37.50%	83.50%
Good beaches	1.00%	7.00%	9.20%	45.40%	37.40%	82.80%
Easily accessible transport	1.40%	5.70%	11.50%	45.50%	35.90%	81.40%
Good shopping opportunities	1.90%	6.10%	13.70%	44.80%	33.50%	78.30%
Adequate accommodations	1.40%	5.70%	15.30%	47.60%	30.00%	77.60%
Good nightlife	1.90%	7.30%	17.80%	43.60%	29.40%	73.00%
Good opportunities for sport activities	2.20%	6.80%	19.20%	41.00%	30.80%	71.80%

Source: Field Data 2021

Overall, the sum of the respondents' "level of agreement", revealed the strongest satisfied attributes which were Landscape (94.8%), historic attractions (92.8%), Cultural festivals (91.9%), Good weather (91.8%), Relaxing destination (91.4%) and Cuisines (90.9%), the least satisfied attributes were sport activities (71.8%), nightlife (73%) accommodations (77.6%) and shopping opportunities (78.3%).

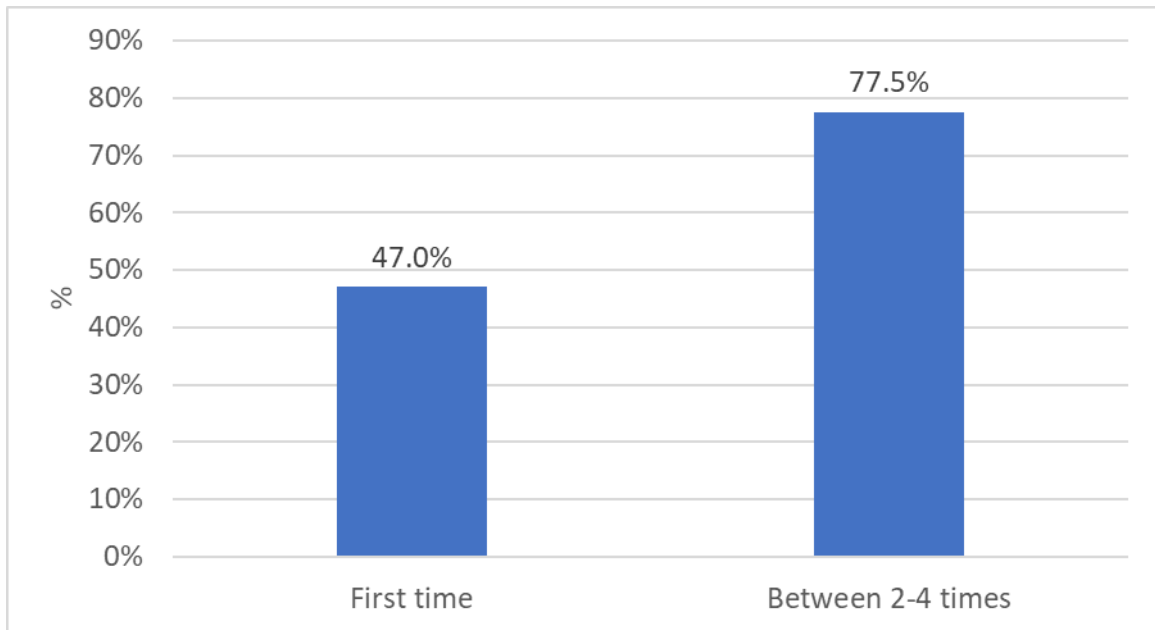
In general, when we look at the level of agreement, we could see that majority of the respondents were very satisfied (point 5 of Likert scale) with the attributes of Cross River's TDI composed of Landscape (60.8%), cultural festivals (58.9%), historic attractions (56.9%) and weather (56.5%). It can be seen that the tourists were very satisfied with the same attributes classified as the strongest attributes of Cross River in table 4.5, but in a different order.

For some of the participants, their satisfactory opinion about Cross river sport activities (19.2%), nightlife (17.8%), accommodations (15.3%) and shopping opportunities (13.7%) was neutral or showed little interest since their level of agreement was "neither agree nor disagree". Some of the respondents were dissatisfied with some attributes of the destination. However, such figures were less significant compared to the level of agreement of the attributes satisfaction which were positive.

4.8 Previous experience

The respondents were asked "how many times they have visited Cross River"? Figure 4.8, indicates that 47 respondents representing 22.5% visited the destination for the first time also, and have no previous experience with the destination. 162 respondents, which represents 77.5% of total sample, have visited the tourist destination between 2- 5 times and had previous experience with the destination (Figure 4.8).

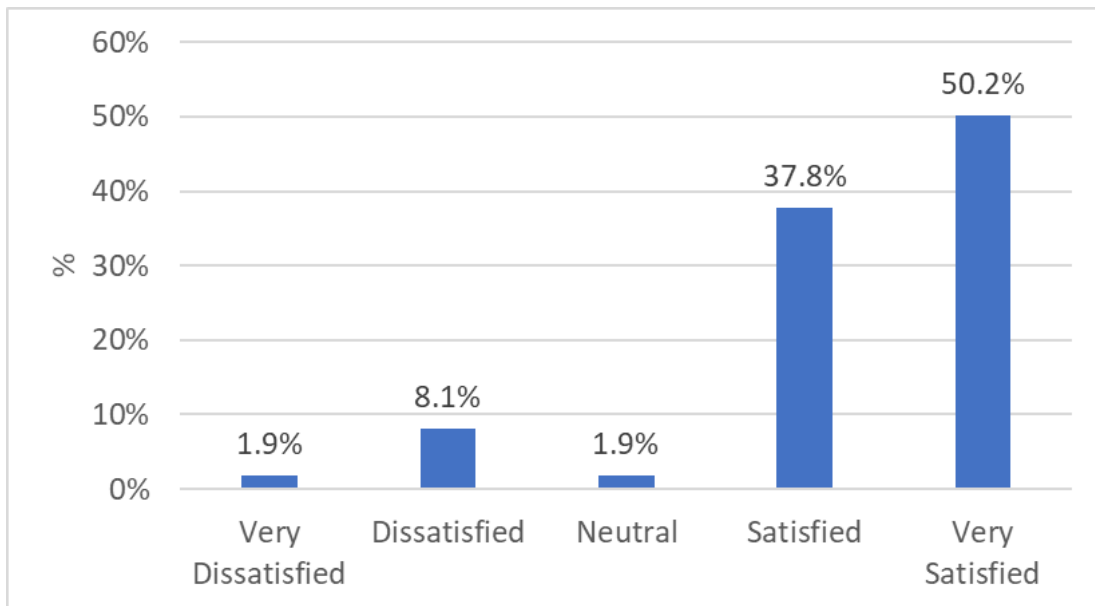
Figure 4.8: Number of visits to Cross River



4.9 Overall Satisfaction

A 5-point Likert scale was used to measure the overall satisfaction of the tourist destination ranging from very dissatisfied to very satisfied. The figure below shows the perception of the respondents about the overall satisfaction of Cross River as very satisfied with 50.2%. Some respondents (37.8%) stated that their overall satisfaction of the destination was satisfied. 1.9% each were neutral or considered it very dissatisfying, while 8.1% were dissatisfied. Overall, the majority of the respondents were satisfied and very satisfied with the destination (Figure 4.9).

Figure 4.9: Tourists' Satisfaction

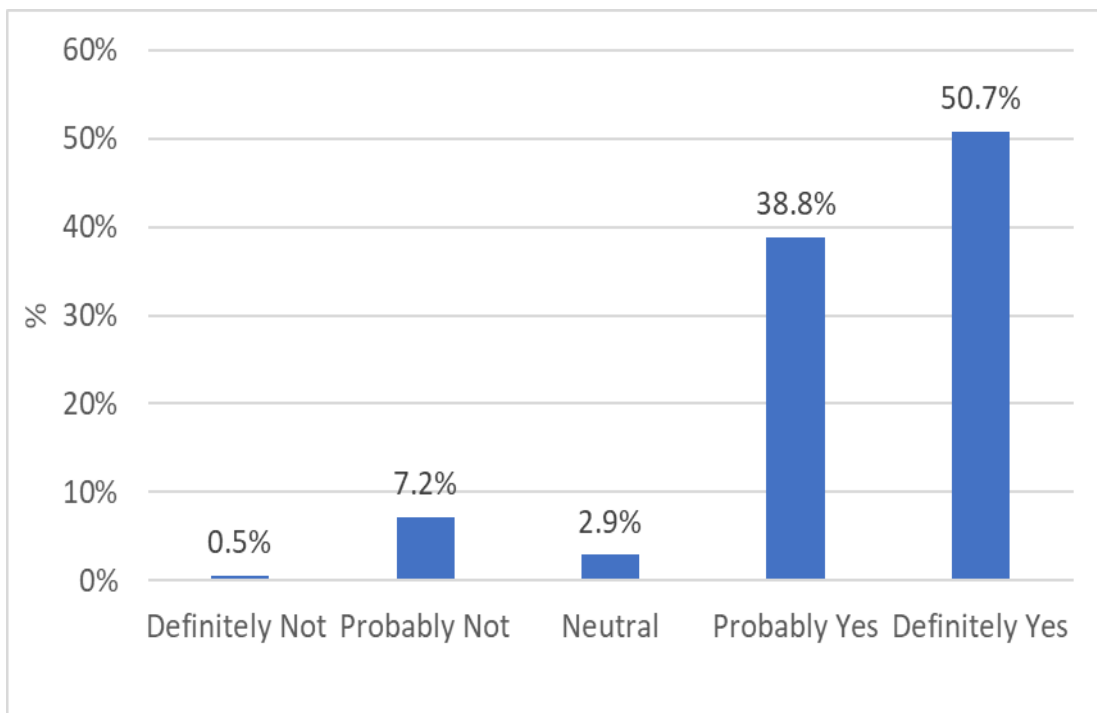


4.10 Conative Component of TDI

In order to analyze the revisit intention and the willingness to recommend Cross River to family, friends, colleagues, the tourists were asked to rank their opinion on a five – point Likert scales ranging from “Definitely Not” to “Definitely Yes”. As seen in the figure below the respondents were asked about their future intentions to revisit the destination again.

The majority of respondents (50%) stated that they would definitely return to Cross River in the near future, while 38.8% were not certain if they would return. 2.9% of the respondents were neutral, and 7.2% and 0.5% of the respondents showed no interest in returning to the destination (Figure 4.10).

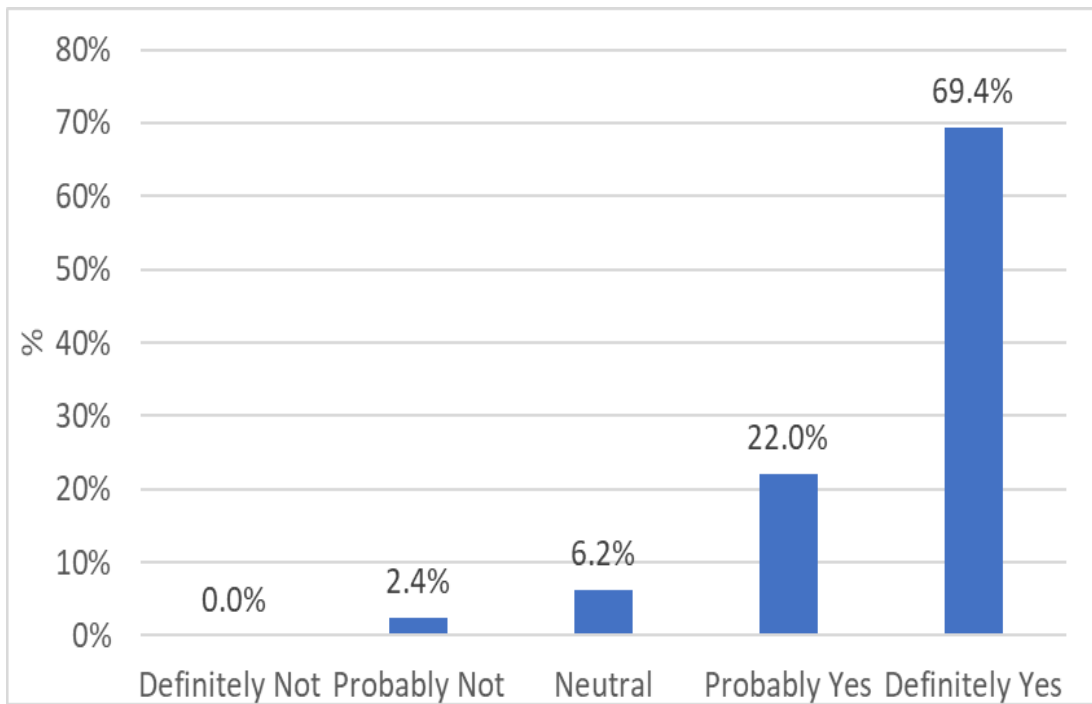
Figure 4.10: Return Intention



Remarkable feedback can also be seen in the figure below, regarding the tourists intention to recommend the destination to friends, family, colleagues via WOM or through other means of communication in the future. 69.4% mentioning “definitely yes”, and 22% stating “probably yes”. 6.2% of other respondents were neutral, and 2.4% indicated no interest in recommending Cross River to others (Figure 4.11.).

Overall, participants’s return intention was high, with 89.5% of the tourists emphasizing they would probably or definitely come back to Cross River and recommend it to others.

Figure 4.11: Recommendation Intention



4.11 Correlation between Destination Image, Tourist Satisfaction and Destination Loyalty

This section of the chapter presents the correlations between the destination global image, tourist global satisfaction, intentions to revisit the destination, and intentions to recommend the destination to others. The later variables represent destination loyalty in this study.

This subsection presents the Spearman correlations (adequate for categorical variables) in Table 4.7, which shows the level of correlation between the variables under study. The correlation among variables does not show a negative value, this indicates having a significant and positive correlation in the same direction (Tables, 4.7, 4.8 and 4.9).

Table 4.7: Correlation between destination image, tourist satisfaction

			What is your personal opinion of the general image of Cross Rivers State?	Overall, how satisfied are you with your visit to Cross Rivers State?
Spearman's rho	What is your personal opinion of the general image of Cross Rivers State?	Correlation Coefficient	1.000	.499**
		Sig. (2-tailed)	.	.000
		N	209	209
	Overall, how satisfied are you with your visit to Cross Rivers State?	Correlation Coefficient	.499**	1.000
		Sig. (2-tailed)	.000	.
		N	209	209

** . Correlation is significant at the 0.01 level (2-tailed).

Therefore, Spearman correlation between destination image and tourist satisfaction was found to be positive and statistically significant ($r = .499, p < .001$). The same result was obtained to the correlations between tourist satisfaction and intentions to revisit the destination ($r = .415, p < .001$), and between tourist satisfaction and intentions to recommend the destination to others ($r = .488, p < .001$). Therefore, is the level of agreement with attributes of the destination increase, it is likely that the tourists' level of satisfaction increases. The same rationale can be applied between satisfaction and loyalty.

Table 4.8: Correlation between tourist satisfaction and intention to return to the destination.

			Overall, how satisfied are you with your visit to Cross Rivers State?	Would you want to visit Cross River State again in the future?
Spearman's rho	Overall, how satisfied are you with your visit to Cross Rivers State?	Correlation Coefficient	1.000	.415**
		Sig. (2-tailed)	.	.000
		N	209	209
	Would you want to visit Cross River State again in the future?	Correlation Coefficient	.415**	1.000
		Sig. (2-tailed)	.000	.
		N	209	209

** . Correlation is significant at the 0.01 level (2-tailed).

Table 4.9: Correlation between tourist satisfaction and intention to recommend the destination to others

			Overall, how satisfied are you with your visit to Cross Rivers State?	Will you recommend Cross River State to others as a good destination?
Spearman's rho	Overall, how satisfied are you with your visit to Cross Rivers State?	Correlation Coefficient	1.000	.488**
		Sig. (2-tailed)	.	.000
		N	209	209
	Will you recommend Cross River State to others as a good destination?	Correlation Coefficient	.488**	1.000
		Sig. (2-tailed)	.000	.
		N	209	209

** . Correlation is significant at the 0.01 level (2-tailed).

CHAPTER 5

DISCUSSIONS

5.1. Introduction

This chapter presents the discussion of the research results based on the analysis of the data. The aim of the study is to the present study aims to examine the destination image, tourist satisfaction and destination loyalty in the context of Cross River State.

5.2. Discussion of results

Destinations must be favorably differentiated from its competitors and positioned positively in the minds of the tourists to gain a competitive advantage. Hence, making a destination distinctive, appealing, visible to the tourists is very vital and an urgent assignment for destination marketers to ensure that building an appealing and distinctive destination is top priority.

According to Echtner and Ritchie's (1993) approach (open ended-questions) we could see the Cross River's functional and psychological characteristics which resulted from the exploratory study. For the tourists, the main functional characteristics of the destination were good weather, culture, gastronomy, nature, landscape

From the holistic and psychological view, tourists felt relaxed (*peaceful, calm, relaxation*), and experienced the friendliness of the residents of the destination (*lovely people, friendly, nice people*), and during the holiday experienced happy feelings (*joy, happiness, happy*). In regard to the five most unique traits of the destination, such as attractions that the participants considered important, these include: weather, landscape, festival, vegetation, gastronomy and resort.

When we compare the results with the frequently mentioned expressions and terms of the first and third open-ended questions we can observe quite of consistency. The respondents associate 13 terms with the destinations in both questions can be crucial in their decision-making process.

Tourists were asked the number of times they have visited Cross River to evaluate their familiarity with the destination, this was aim to find out the extent the respondents have previous experience with the destination (Ezeuduji, 2019). Also, vital information can be

gotten regarding the revisit intention and the willingness to give a recommendation can be achieved through identifying the people which has already travelled to Cross River and therefore the conative component of the destination can be analyzed. Notably, 77.5% of the respondents wish to return to the destination. The level of satisfaction is very high as 88% tourists were either satisfied or very satisfied about their visit to Cross River. According to several authors (Alegre & Garau, 2010; Gunn, 1988). Indeed, overall satisfaction might be affected by the influence of the destination image on the destination loyalty. Overall satisfaction is the main component determining the destination loyalty of tourists.

Furthermore, tourists were asked to assess their perceptual image of the attributes of Cross River. The destination image of Cross River was measured based on 20 attributes which were evaluated base on a scale and results seen in previous chapter. Accordingly, it can be seen that the attributes are significantly viable to the tourists and considered as attributes to the destination of Cross River since all attributes had a level of agreement above 60%. However, some attributes were seen as most significant to the destination of Cross River by the tourists which include: historic attractions, cultural festivals, good weather, landscape, cuisines, relaxation destination. These attributes are vital to the tourists' decision on choosing Cross River as their destination and influences tourist preferences in the process of choice of a vacation destination and by extension the purchase behavior. It is well-known that behaviors and attitudes are molded on the basis of tourists' derived image which cannot be easily eroded or changed unless by the introduction of a new experience, idea or information. (Baloglu & Mangaloglu, 2001; Baloglu & McCleary, 1999; Banki et al., 2014; Beerli and Martin, 2004; Bello & Bello, 2019; Bigné et al., 2009; Esu, 2015; Ezeuduji & Mhlongo, 2019; Styliadis et al., 2017; Stylos et al., 2016)

The cognitive attributes of the tourism destination image, proved to be very vital to influence the global image of the TDI. We can see consistency in the finding with several authors (Echtner & Ritchie, 2003; Baloglu & McCleary, 1999a) that suggest the TDI to be an entire mental picture which consists of feelings, knowledge and global impressions about the destination. Also, the results since the attributes cognitive of the destination are seen as significantly positive by the respondents this reveals that the affective image is influence by the cognitive image ((Baloglu & McCleary, 1999b; Gartner, 1993; Stern & Krakover, 1993; Lin, Duarte, Kerstetter & Hou, 2007)

Generally, tourists' perceptions of the global image of Cross River are very positive and positive as seen in previous chapter with an agreement of 92.8%. This is extremely vital, because the tourists make their decisions based on the "benefit package" (Ahmed et al., 2006; Alhemoud & Armstrong, 1996; Baloglu & Brinberg, 1997; Baloglu & McCleary, 1999b; Beerli & Martín, 2004; Alcañiz et al., 2009; Chen, 2001; Gallarza et al., 2002; Govers & Go, 2005; Hong, Kim, Jang, & Lee, 2006; Schneider & Sonmez, 1999). The findings also advise that an enhancement in overall images enhances tourists' intention to return to the destination and to recommend Cross River to others in the future. It also intensifies their tendency to ensure a positive valuation of their visit (Bigne et al., 2001; Chi and Qu 2008). Hence, overall evaluations of image and satisfaction seems to be an adequate measure in order to understand the relationship between image, satisfaction and loyalty.

Regarding the respondents' feelings toward the destination of Cross River, majority of the tourists (85.6%) considered it very pleasant destination and 81.3% of the respondent's agreement that the destination of Cross River is arousing. However, when we consider the perception about the dynamic nature of Cross River, that despite being regarded as a pleasant destination, it was still not exciting for some who regarded it as sleepy. This indicates in the TD offering a gap in creating an affective bond with tourists, which is very crucial and should not be ignore (Gartner, 1993; Baloglu & McCleary, 1999b; Han & Petterson, 2007).

Also, it is very important for tourists' destinations to investigate the satisfaction level of the tourists regarding the destination to assess the level of performance of the destination. However, dissatisfaction with the destination may occur if any of the destination attributes performs poorly. Hence, it is paramount to identify and measure satisfaction of the tourists with each attribute of the destination. The findings from the survey in this study reveals the level of tourists' satisfaction on the destination of Cross River. The investigation reveals comprehensive view of current satisfaction regarding the tourist's satisfaction towards Cross River in general and towards each of the single attributes. Regarding tourist's satisfaction, it was claimed that it is measured upon the destination's attributes and the way they met the expectations of the tourists (Kipkorir, 2015). These attributes are represented by cultural and natural attractions, accommodation, accessibility, safety, comfort facilities, local community, infrastructure etc. and all of them have an impact on tourist satisfaction (Celeste & Vieira, 2011).

All 20 attributes received a positive level of satisfaction, which is not surprising because the attributes are the most highlight offers of Cross River. In which, five attributes are of high level of satisfaction, namely: natural landscape, cultural festival, good weather, relaxing destination, local cuisines. Since the level of agreement of all attributes were all above 70%, this can be concluded that the attributes of Cross River are significantly satisfactory to the tourists. The results of the satisfactory level of attributes enables us to discover a new understanding about the tourist's expectation differs from any assumption.

The tourist market is a highly competitive one and attention should be paid to the tourist satisfaction as many authors sustained that it is influential. In line with this, satisfaction is considered a central concept in tourism (Chen, 2007; Prayag 2009) since it has power over the tourist choice of destination, consumption of goods and services and future behavioral intentions, decision to revisit (Baker & Crompton 2000; Petrick 2004; Kim et al, 2003; Kozak & Rimmington, 2000; Yoon and Uysal, 2005).

The main aim of each destination is to attain a high "loyalty level" among their visitors. The intention to return a destination and the recommendation of the destination to friends, families, colleagues are both indicators of destination loyalty (Bigné et al., 2001, Cai et al., 2003, and Petrick, 2004)

In this study, findings reveal that their return intention was significantly high, with 89.5% of the tourists emphasizing they would probably or definitely come back to Cross River and recommend it to others. Overall, tourists' evaluation generally of their experience at the tourist destination was very positive. The low risk and long familiarity associated (Fakeye & Crompton, 1992) and the general satisfaction (Woodside & Lysonski, 1989; Laws, 1995) coming from previous visitation (Ezeuduji, 2019; Chuchu & Chiliya, 2019; Oppermann, 2000) to Cross River explains the strong returning intention and recommendation. For tourist future buying behaviour, this component is key (Banki et al., 2014; Bigné et al., 2001,2009; Bosque & Martín, 2008; Chi & Qu, 2008; Pike & Ryan, 2004).

Literature stresses that the positive destination images and the high level of satisfaction enhances tourists' loyalty to the destination in a loop way. Hence, pre-visit decisions are not only influenced by destination image but also the after-visit behaviors conditions. Tourists returning and recommendation of the destination is facilitated by the building or improvement of the destination image, thus leading to a successful tourism destination

development (Chen and Tsai 2007). Furthermore, the performance of the attributes of the destination as perceived by the tourists determines their level of loyalty to the destination (Kozak 2003) also in order to develop a lasting relationship beneficial to both parties' satisfaction must be handled proactively (Chi and Qu 2008). Indeed, although a structural equation modelling approach was not the research objective, in our study, we could observe a correlation between these variables.

Finally, these discussions derived from the results would help destination managers plan, strategize and communicate attributes addressing the tourists' perceptions to enhance their satisfaction and patronage.

CHAPTER 6

CONCLUSIONS AND RECOMMENDATIONS

6.1 Introduction

This chapter concludes by recapitulating main results, presenting main limitations of the study and recommendations for further research.

6.2 Main Conclusion of the Study

This study aims at managing a successful destination image of Cross River. The objective was to examine the destination image, tourist satisfaction and destination loyalty within the context of Cross River State, Nigeria

These findings of the study provide tourism managers and marketers in Cross River with some insights that might be relevant for strategic marketing at the destination. Our results suggest that if Cross River promotes well its tourism image, and improves the quality of tourism services and offers, the tourist satisfaction will likely be increased and hence the destination loyalty could be improved.

Regarding the destination image, the results indicate that Cross River possess many of attractions and is well-known as a destination rich of unique cultural and historical heritages, with diversity of nature, favorable weather, and assorted local cuisines. In addition, Cross River's atmosphere is seen as very relaxing, peaceful and safe, with friendly and hospitable local residents. Generally, tourists' perceptions of the global image of Cross River are very positive as seen in in the results with an agreement of 92.8%. This is vital, because the tourists make their decisions based on the "benefit package".

Furthermore, when a destination is perceived as positive this will have an impact on the probability of revisiting the destination or recommending it to others and as a result of these characteristics, customer loyalty will emerge. An advantage of loyal customers are the increased profits gotten from repeated visits. Loyal customers are instrumental in the preference of a destination by potential tourists by spreading word of mouth considered as a positive advertising channel. An important determinant of the attitude a tourist has towards a destination is when they decide to return to that destination and to recommend others to the destination. If tourists are satisfied with a destination, they become attached

and loyal to the destination. According to the findings, most of the respondents in this study are returning tourists, thus this indicates that they have a positive attitude towards the destination. Cross River's rich cultural, natural, historical heritages still remains a key anchor for its tourism sector and tourists are satisfied and loyal to the destination. Indeed, tourists perceived global image of Cross River is correlated with tourists' global satisfaction, and the latter is correlated with the items measuring destination loyalty (intentions to revisit and recommend the destination to others).

When a tourist is highly satisfied with the destination loyalty is inevitable which result to a positive WOM and it is the most driving force for the purchasing decision of potential tourists. When a tourist is satisfied, the tourist tends to talk positively about their satisfaction towards the destination about its offers and services and would convincingly inform others about their positive experiences encountered at the destination (Kotler et al., 2010). Hence, the destination should learn carefully about their visitors and understands what satisfies and dissatisfies the tourists. The study finds that there are a number of attributes that might have an impact on the tourists' satisfaction and loyalty towards the destination of Cross River such as: landscape, historic attractions, cultural festivals, weather, relaxing, peaceful and safe destination, local cuisines, service quality, friendly residents. However, there should be an improvement in sports activities, nightlife, accommodation, shopping opportunities and means of transportation of Cross River by the DMO's and state government. These are the items with the lower rankings. This improvement may increase tourists' satisfaction and contribute to make Cross River more competitive over other destinations.

6.3 Recommendations

The following recommendations for the State Government and DMO's below were drawn from the findings made earlier in this study.

A good tourism destination should be accessible either by road, air or water. The government of Cross River must partner with investors to build more roads and rail networks for easy navigation to tourist sites to boost tourism. Government and private enterprises should invest more on amenities such as electrical system (traffic lights and streetlights) and rehabilitation of the Ranch airstrip to encourage local flights to the area while constantly maintain the roads. Furthermore, Federal government of Nigeria and the government of Cross River should partner and formulate a feasible plan to improve the

accommodation, transportation infrastructure of the state. Also, the Federal government involvement in the rehabilitation of the Calabar international airport will be an added advantage to the image of Cross River.

Recreational facilities and sports activities should be provided and encouraged for the comfort of the tourists and entertainment of the tourists. Also, more shopping centers should be built in addition to the Tinapa resort. Continual sustenance of clean and aesthetically attractive accommodation and other auxiliary services will contribute to the uniqueness of the destination.

The government of the state should budget more towards the development of the tourism sector as great financial power will help this sector of the economy. Incentives should be given by the government to operators of tourism business and also ensuring the ease of doing business is greatly sustained. Hence, promoting affordability of tourists' products and services in the destination.

Marketing and advertising of a destination is very vital, government policy of rebranding should endeavor to create opportunities that will lure investors and customers alike. The government should be in partnership with the major investors to boost tourism. Various media of advertisement will help to create more awareness about the various attributes of destination of Cross River (Okonkwo & Odey, 2017).

Also, through the state tourism board the government of Cross River should inspect all stakeholders who run a private hotel and recreational business to ensure they are maintained and upgraded with set standards both in services and facilities. Also is very essential for the government to use qualified personnel in the tourism industry because they are knowledgeable in terms of managing resources of infrastructure and finance. They will ensure the sustainability of tourism sites, maintaining them in their natural state or with minimal adjustment to enable future generations use the same resources.

The local DMO still have some work to be done, since the TDI's assist DMO's managers to increase the value of experience perceived by the tourists about the destination and to build a better tourism product. The findings from the study will help stakeholders, managers to receive updated and vital information regarding; behavior of tourists about the attributes of Cross River to enable them increase the appeal of both natural and man-made resources, by using the appropriate marketing promotion strategies and tools; increase of the destination competitiveness through the use of experiences and satisfaction derived from the attribute as a pivot factor to appeal, engage emotionally and physically tourists; and to offer the tourists authentic and new experiences (Ritchie &

Crouch, 2000). Also, the findings of the study will help DMO's create a distinctive and unique positioning for the tourism destination (Echtner & Ritchie, 2003).

This study results will definitely help the destination managers in Cross River to optimize their marketing strategies towards strengthening and improving the cultural, natural, historical heritages and other offerings of the destination to suit the needs and wants of the actual and potential tourist. This can be achieved through improvements in quality, diversity, authenticity of products and service offerings.

6.4 Limitations and Suggestions for Further Research

Despite the results achieved, the study still has some limitations.

One of the limitations, is the study only focused on tourists visiting Cross Rivers State, thus, did not consider tourists visiting other destination sites in other States across Nigeria. Future research should study and compare other destinations across the federation of Nigeria, as this will provide an in-depth insight into various destinations.

Also, changes in the perception of the destination image that occurs before, during and after the visit should be investigated into, in future research.

Due to pandemic, there were limited influx of international tourists due to travel restrictions when the survey was conducted, future studies can also be carried out again with a larger population to get more insight about the study. In addition, we used a convenience type sample.

Finally, for future studies it is also recommended that influence of age, gender, nationality and other socio-demographic characteristics be assess on importance and satisfaction of various image attributes in determining post-experience evaluations.

By taking the above suggestions under consideration, the author believes that the findings from further research would even be more comprehensive and more concentrated, which in conjunction with this study would also contribute useful scientific justifications for the government and local tourism authority in developing a successful tourism marketing strategy that may surely promote effectively the destination image of Cross River and enhance the tourists' satisfaction and loyalty to the destination of Cross River.

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Appendix 1

Questionnaire

Dear Sir/Madam,

You are warmly welcome to Cross River State. This survey is to be used for my MSc Dissertation on Tourism Management at the University of Algarve, Portugal. The data obtained in this survey would be strictly used confidentially and analyzed under the scope of my academic programme. Therefore, I will appreciate your co-operation and would like to thank you in advance for your time and valuable support. The objective is to examine the image of Cross River State as a tourism destination, tourists' satisfaction and behavioural attitudes towards the destination.

Destination Image

- 1) In three words, what images comes to your mind when thinking of Cross River as a destination for holiday?

- 2) In three words how would you describe the mood or ambiance that you would expect to experience while visiting Cross River?

- 3) Which are the most three images or unique attractions of Cross Rivers State to you?

- 4) How many times have you visited Cross Rivers State before?

(a) First time (b) _____ times before

—————Please indicate the extent to which you agree that the following items relate to Cross River image as a tourism destination. Kindly mark X per row.

Attributes	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Beautiful natural landscape	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Good weather	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Variety of historic attractions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Adequate accommodation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Good beaches	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attractive Restaurants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Good local cuisines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interesting Cultural Festivals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clean destination	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Good Shopping opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Friendly and hospitable residents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Good nightlife	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safe destination	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Easily accessible transport	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Peaceful city	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Excellent service quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Good opportunities for sports activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Relaxing destination	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Good name and reputation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Good value for money	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

What is your personal opinion of the general image of Cross Rivers State?
 Kindly mark your opinion with an X.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Very Negative	Negative	Neutral	Positive	Very Positive

6) Tick the box which most describes your perception of Cross River as a tourism destination.

Unpleasant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Pleasant
Sleepy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Arousing

Satisfaction

7) Please rate how satisfied you were with the following attributes of Cross Rivers.
Kindly mark only one X per row.

Attributes	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
Beautiful natural landscape	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Good weather	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Variety of historic attractions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Adequate accommodation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Good beaches	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attractive Restaurants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Good local cuisines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interesting Cultural Festivals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clean destination	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Good Shopping opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Friendly and hospitable residents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Good nightlife	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safe destination	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Easily accessible transport	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Peaceful city	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Excellent service quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Good opportunities for sports activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Relaxing destination	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Good name and reputation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Good value for money	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8) Overall, how satisfied are you with your visit to Cross Rivers State?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
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9) Would you want to visit Cross Rivers State again in the future?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Definitely Not	Probably Not	Neutral	Probably Yes	Definitely Yes

10) Will you recommend Cross Rivers State to others as a good destination?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Definitely Not	Probably Not	Neutral	Probably Yes	Definitely Yes

If you have any recommendations/remarks please specify

Respondent's profile

11) Gender Male Female

12) Age _____ years old.

13) Marital Status Single Married Divorced Widowed

15) Highest level of education:

Primary education Secondary Education Bachelor degree Master's Degree PhD Degree

16) Occupation:

Employed Self Employed Unemployed Retired Student

17) Nationality _____

18) What is the main objective of visiting Cross Rivers State?

Holiday Business? Study/Research Conference/ Seminar Others -----

THANK YOU!!!

Appendix 2: Cronbach's alpha for Destination Image

The overall Cronbach's alpha = **0.92**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Beautiful natural Landscape	79.6842	103.592	0.201	0.212	0.923
Good weather	79.5885	97.984	0.557	0.397	0.917
Variety of historic attractions	79.6124	101.306	0.395	0.298	0.92
Adequate accommodation	80.0766	97.1	0.512	0.456	0.918
Good beaches	79.9426	94.391	0.687	0.547	0.914
Attractive Restaurants	79.9043	94.866	0.678	0.604	0.914
Good local cuisines	79.7799	95.778	0.677	0.581	0.914
Interesting Cultural festivals	79.512	100.713	0.444	0.334	0.919
Clean Destination	79.823	96.762	0.604	0.452	0.916
Good Shopping Opportunities	80.0383	96.71	0.544	0.385	0.917
Friendly and hospitable residents	79.8612	98.13	0.494	0.332	0.918
Good nightlife	80.1722	93.903	0.64	0.497	0.915
Safe destination	79.8038	97.235	0.557	0.414	0.917
Easily accessible transport	80.0335	93.484	0.635	0.475	0.915
Peaceful City	79.7656	94.68	0.695	0.527	0.914
Excellent Service Quality	79.9139	92.416	0.774	0.643	0.912
Good Opportunities for Sports activities	80.1005	94.139	0.632	0.468	0.915
Relaxing Destination	79.7799	99.471	0.46	0.277	0.919
Good name and reputation	79.8421	94.48	0.662	0.507	0.915
Good value for money	79.9474	95.358	0.647	0.521	0.915

Appendix 3: Cronbach's alpha of Attributes Satisfaction

The overall Cronbach's alpha = **0.94**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Beautiful natural landscape	81.0526	129.906	0.404	0.263	0.945
Good Weather	81.1483	125.252	0.622	0.46	0.942
Variety of historic attractions	81.134	126.136	0.571	0.397	0.943
Adequate accommodation	81.555	121.969	0.621	0.566	0.942
Good beaches	81.3636	122.425	0.679	0.593	0.941
Attractive Restaurants	81.3732	121.754	0.725	0.593	0.941
Good local Cuisines	81.2871	129.408	0.397	0.277	0.945
Interesting Cultural Festivals	81.1148	127.227	0.518	0.383	0.944
Clean Destination	81.3541	122.634	0.707	0.638	0.941
Good Shopping Opportunities	81.5167	122.251	0.637	0.541	0.942
Friendly and hospitable residents	81.3206	121.892	0.713	0.606	0.941
Good nightlife	81.5933	117.492	0.705	0.573	0.941
Safe destination	81.2488	122.851	0.698	0.554	0.941
Easily accessible transport	81.445	120.767	0.741	0.64	0.94
Peaceful City	81.2201	123.932	0.676	0.515	0.941
Excellent Service Quality	81.3876	119.113	0.817	0.707	0.939
Good Opportunities for Sports activities	81.4785	120.76	0.664	0.529	0.942
Relaxing Destination	81.2679	121.486	0.764	0.656	0.94
Good name and reputation	81.2536	120.498	0.751	0.631	0.94
Good value for money	81.3397	122.495	0.723	0.59	0.941

Appendix 4: Cronbach's alpha for Destination Loyalty

The overall Cronbach's alpha = **0.77**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Would you want to visit Cross River State again in the future?	4.4354	.978	.634	.402	.
Will you recommend Cross River State to others as a good destination?	4.2201	.711	.634	.402	.

Appendix 5: Nigeria Tourism Statistics - Historical Data

Year	Spending (\$)	% Of Exports
2019	1,471,000,000.00	2.1
2018	1,977,000,000.00	2.99
2017	2,615,000,000.00	5.14
2016	1,088,000,000.00	2.83
2015	461,000,000.00	0.94
2014	605,000,000.00	0.72
2013	616,000,000.00	0.62
2012	638,000,000.00	0.65
2011	688,000,000.00	0.67
2010	736,000,000.00	0.89
2009	791,000,000.00	1.35
2008	958,000,000.00	1.09
2007	337,000,000.00	0.5
2006	209,000,000.00	0.35
2005	139,000,000.00	0.24
2004	49,000,000.00	0.13

Appendix 6: Nigeria - International tourism, number of arrivals

Year	Value
2007	1,212,000
2008	1,313,000
2009	1,414,000
2010	1,555,000
2011	715,000
2012	486,000
2013	600,000
2015	1,255,000
2016	1,889,000
1995	656,000
1996	822,000
1997	611,000
1998	739,000
1999	776,000
2000	813,000
2001	850,000
2002	887,000
2003	924,000
2004	962,000
2005	1,010,000
2006	1,111,000
2007	1,212,000
2008	1,313,000
2009	1,414,000
2010	1,555,000
2011	715,000
2012	486,000
2013	600,000
2015	1,255,000
2016	1,889,000

Appendix 7: The 61st UNWTO Regional Commission for Africa and 'Tourism Statistics Seminar. Abuja, held in Nigeria, 4 - 6 June 2018

