THE ROLE OF RECREATIONAL BEHAVIOUR IN INFLUENCING DOMESTIC TOURISM PARTICIPATION IN NASARAWA STATE, NIGERIA

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A RESEARCH THESIS SUBMITTED IN FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF THE DEGREE OF MASTER OF SCIENCE IN THE SCHOOL OF HOSPITALITY AND TOURISM OF KENYATTA UNIVERSITY, NAIROBI.

OCTOBER, 2019
DECLARATION

This thesis is my original work and has not been presented for a Master Degree in any other University.

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DEDICATION

This piece of work is dedicated to God Almighty that has seen me through, kept me in good health and provided the time, resources and enabled me finish this research work. Glory be to God. So also dedicate this research work to my family, my wife and children for their love and patience through my entire Msc. Studies in Kenya. Finally, I dedicate the work to my parents; my late father Agbu Anjealaga Eggah who laid the foundation of my education and my mother Abekhen Agbu whose daily prayers that led to the success of my studies.
ACKNOWLEDGEMENT

First of all, I give God Almighty the glory for good health and ability to carry out the research study.

Secondly, I am indebted to my enviable supervisors in persons of; Dr Mary M. Mutungi and Dr Shem W. Maingi for their scholarly guidance, advice, and encouragement saw me through the scratch of my thesis to the present stage. So also, I am thankful to my friends and classmates for their support during my study. I also appreciate the love and care of the entire staff of the School of Hospitality and Tourism Management, Kenyatta University, my colleagues in the Department of Leisure and Tourism Management, Nasarawa State Polytechnic, Lafia, Nigeria, you have been inspirational and supportive to the success of my research work.

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<th>Description</th>
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<tr>
<td>ELM</td>
<td>Elaboration Likelihood Model</td>
</tr>
<tr>
<td>FGN</td>
<td>Federal Government of Nigeria</td>
</tr>
<tr>
<td>FMI</td>
<td>Federal Ministry of Information</td>
</tr>
<tr>
<td>FTA</td>
<td>Foreign Tourist Arrivals</td>
</tr>
<tr>
<td>GDP</td>
<td>Gross Domestic Product</td>
</tr>
<tr>
<td>LASG</td>
<td>Lagos State Government</td>
</tr>
<tr>
<td>LDC</td>
<td>Less Developed Countries</td>
</tr>
<tr>
<td>LGA</td>
<td>Local Government Area</td>
</tr>
<tr>
<td>LGC</td>
<td>Local Government Council</td>
</tr>
<tr>
<td>NBS</td>
<td>National Bureau of Statistics</td>
</tr>
<tr>
<td>NSN</td>
<td>Nasarawa State Nigeria</td>
</tr>
<tr>
<td>NTA</td>
<td>National Tourism Association</td>
</tr>
<tr>
<td>NTDC</td>
<td>Nigerian Tourism Development Corporation</td>
</tr>
<tr>
<td>PCT</td>
<td>Personal Construct Theory</td>
</tr>
<tr>
<td>SB</td>
<td>Sustainable Behaviour</td>
</tr>
<tr>
<td>STATSA</td>
<td>Statistics South Africa</td>
</tr>
<tr>
<td>TSA</td>
<td>Tourism Satellite Account</td>
</tr>
<tr>
<td>UNWTO</td>
<td>United Nation World Tourism Organization</td>
</tr>
<tr>
<td>VTR</td>
<td>Visiting Friends and Relatives</td>
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<td>WTTTC</td>
<td>World Travel and Tourism Council</td>
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OPERATIONAL DEFINITION OF TERM

Determinants: These are factors which decisively affects or influence the nature or outcome of a process or activity.

Domestic tourism: Involvement of residents of a country travelling only within the country for tourism or residents of a country visiting places of interest within their own country.

Domestic tourist: A visitor whose country of residence is the country visited. They are nationals of a country visited.

Gross domestic product: The total value of goods and services produced within the geographical boundaries of a country for a period of time.

Personal factors: These variables in analyzing consumer behaviour that affect purchase decisions and include; age, income, education etc.

Recreation behaviour: Refers to the processes involved when an individual or groups makes choices, purchases, disposes of tourist destinations or services, experiences in order to satisfy this or her needs and desires.

Recreation participation: This refers to an act of taking part in an activity or event like tourism activity etc. participation may be active whereby the individual partakes in the activity or passive whereby they watch other partake.

Recreation: Is the expenditure of time with intention of gaining some refreshment. It is a break from monotony and a diversion from daily routine.

Resident’s perception of tourism: This refers to the reactions of residents towards the impact of tourism in their community.

Tourism gross domestic product: The gross domestic product generated in the economy by tourism activity in response to tourism internal consumption.

Tourism satellite account: A statistical instrument used to calculate the size of tourism sectors contribution to the economy of a country.
ABSTRACT

Domestic Tourism has been acknowledged as a pathway to generate economic benefits and to develop the resident population socially and economically. However, tourism requires a lot of participation and support by the resident population to be sustained. Getting participation and acceptance from resident’s population is perhaps the greatest challenge for a national government and tourism markets. This challenge seems apparent in Nasarawa State, Nigeria which is characterized with culture, tribal and religious values practices and behaviour. The general objective of this research was to examine recreational behaviour in relation to domestic tourism participating in Nasarawa State, Nigeria. The specific objectives were to profile recreation behaviour of resident, examining antecedent factors influencing residents’ recreation behaviour and evaluating residents’ perceptions and attitudes towards domestic tourism. Data was collected using qualitative method. The research instrument was structured questionnaire for the public servants with a stratified simple sampling procedure where 388 questionnaires were administered, 371 were filed and returned which were physically checked, coded and entered into computer and analyzed and the response rate was 96%. Descriptive statistics were used to measure intervals and tendencies – test. Ordinary least square model was used to respond to the hypothesis, Pearson correlation was used to measure the relationships between variables while multiple regression analysis was used to reflect all the independent variables. The findings from the study reviewed that the residents’ high income means a positive motivation for participation in domestic tourism in Nasarawa State. The findings also revealed that participation in domestic tourism are influenced by hindrances which must be addressed as it is the case in Nasarawa State. In addition, the study provides that residents’ perception and attitudes toward domestic tourism were positive and indicate that how a people perceive the concept and activities of domestic tourism has an influence on whither to participate in tourism or not. Moreso, the result shows that the participation of residents in Nasarawa State, Nigeria can bring more positive than negative to the local economy of the state. So also, the findings revealed that public servants in Nasarawa state, Nigeria engage more in business, visit friends and relatives and wine and dine out during their leisure time and preferred friends, co-workers and family as travel companions when their engage in recreation and tourism activities. Friends and internet media were their sources of information about recreation and tourism activities. Recommendations are given on how government and policy makers in Nasarawa State, Nigeria can make contributions to develop domestic tourism. Finally, the study suggests further studies including conducting same research in Nasarawa State to involve all segment of the population as this focused in the public servants which income can be easily measured. The study concluded that recreation behaviours poses challenges in the rural and urban areas in Nigeria as in the case of Nasarawa State, Nigeria are yet to embrace the values of active recreation participation, despite knowledge of the recreation and tourism. Therefore, the only way to sustain domestic tourism participation is through the assessment of residents behaviours toward domestic tourism.
CHAPTER ONE

1.0 INTRODUCTION

1.1 Background of study

Tourism is acknowledged as one of the key sectors of development in a nation and a major source of income, employment and wealth creation (Mossberg, 2007). Tourism has and will continue to play an important role in the lives of people in developed countries and positively affects their feeling of well-being. Recreation is becoming part of lifestyle of an increasing number of people (Cracolici, M.F, Giambona F, and Cuffaso M (2013); Hill, R.P and Martin K.D, (2012). Tourism included activities where people travel to and stay in locations outside their usual surrounding for a period of not more than one consecutive year for leisure, business or other purposes (UNWTO, 2017). As a worldwide occurrence, tourism activities form a very important part of the service sector strongly influencing the economy (Ninemeier and Perdue, 2008; Kay, 2003; KOC, 2004). For the tourism sector to maintain its current status, it is dependent on tourists’ travel decisions which are reflected in recreational behaviour (Vuuren and Slabbert, 2011). Cooper and Hall (2008) stated that tourism is subject to a collection of influences and factors that determine its relative distribution.

It is therefore important for tourism product manager to understand the travel behaviour and more specific the travel behaviour of tourists, as it may assist in product development, improved marketing strategies, enhanced service delivery approaches and the creation of a competitive advantage. (Vuuren et al, 2011) therefore residents or tourists’ behaviour plays an important role in domestic tourism. Consumer behaviours play a key role for all marketing activities which have the main use of promoting and selling tourism products (Fratu, 2001). Recreational behaviour involves certain decisions, activities, experiences that satisfy the consumer needs and wants (Englis and
Recreational behaviour and consumer decision-making were analyzed in different studies (Hawkins, Best and Coney, 1995; Hsu, Tsai and Wu (2009; Baker and Crompton, 2000; Moutinho, 2005; Sirakaya and Schiffman, O’cass, Paladino and Carlson, 2014). However, studies on consumer behaviour in influencing choice of domestic tourism product is missing in Nasarawa state, Nigeria.

In the United Kingdom Gilbert (1992) revealed that it is important to uncover the characteristics of tourism as a product as they have an implication for the nature of consumer behaviour. Overseas consumer behaviour is influenced by motivation, holiday preference criteria and destination choice. Vaz Turney and Pereznebra (2007) analyzed the influence of human values on holiday destination choices in Australia and Brazil and summarized that it was important to know the relationship between consumer behaviour and the cultural values so as to be able to increase the production of consumer behaviour and choices made. In Brazil, perceived security threats have seen a decline in international tourism but an increase in domestic tourism. Zhou (2013) conducted an analysis between Chinese and foreign consumer behaviours. In foreign countries, the development of paid leave system is more mature, and most people travel in paid vacation time. While in China, paid leave system is only in large enterprises, and people can go on vacation or leave out. The spring festival, the Mid-Autumn festival of home culture makes peoples’ travel time received a very big restriction.

From a regional perspective, Onna and Mihai (2010) analysed consumer buying in Africa and determined that the consumption of tourism products is dependent on discretionary time and income. Thus, much attention has been devoted to determining motives for travel behavior, both in terms of choosing one tourism product over another and regarding the decision to commit time and money to tourism, as opposed to alternative uses of those same resources. Consumers are influenced in their decision-
making processes by many internal and external motivators and determinants when they choose products. It is very difficult to research how these many motivators and determinants affect the consumer when they are making their choices. They may be affected in different ways, according to the type of product or service that they are purchasing (Swarbrooke and Horner, 2007). Malik (2011) conducted a study on the current trends in tourist motivation in Egypt. Companies selling travel products make decisions regarding the holiday and should introduce new and innovative products so that they may withdraw or reduce the number of those products for which there is a declined demand. By knowing the motives that make the tourist to opt for a holiday, local management can take measures to encourage certain forms of tourism and to increase the number of tourists in their area. Also, by knowing tourists wishes and needs, they can prepare themselves to provide additional services that will increase revenue from tourism and help the local economy as well.

1.2 Domestic tourism status in Nigeria

The journey of domestic tourism in Nigeria started with the establishment of tourism policy thrust in 1990. Government strategies for promoting domestic tourism in Nigeria is to encourage the participation of local, international and private organizations in tourism development, by putting together incentives to attract them, to facilitate the physical planning and promotion of identified and designated centres of attractions for tourism purposes at the federal, state and local government level, generate foreign exchange through the creation of a favourable environment to attract tourists, the establishment of environment that is effective in the planning, development, promotion and marketing of Nigerian tourism sector (FMI, 1999).
Table 1.1: Nigeria Tourism Growth & Performance

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<tr>
<td>Direct contribution of Travel &amp; Tourism to GDP (NGN.bn)</td>
<td>744.6</td>
<td>650.5</td>
<td>651.6</td>
<td>721.4</td>
<td>757.3</td>
<td>776.5</td>
<td>797.3</td>
<td>813.3</td>
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<td>Industry employment (%) Tourism Growth</td>
<td>-13.4</td>
<td>-30.2</td>
<td>0.8</td>
<td>11.6</td>
<td>3.2</td>
<td>-3.4</td>
<td>0.6</td>
<td>0.6</td>
</tr>
<tr>
<td>Govt. Expenditure (Expenditure NGN.bn)</td>
<td>8.1</td>
<td>10.3</td>
<td>11.8</td>
<td>14.2</td>
<td>16.5</td>
<td>19.0</td>
<td>11.0</td>
<td>12.2</td>
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<tr>
<td>Capital investment (Expenditure NGN.bn)</td>
<td>-1.0</td>
<td>-7.3</td>
<td>-4.0</td>
<td>-11.4</td>
<td>4.6</td>
<td>1.0</td>
<td>8.3</td>
<td>8.7</td>
</tr>
<tr>
<td>Direct industry growth GDP (%)</td>
<td>-12.6</td>
<td>-12.6</td>
<td>0.2</td>
<td>10.7</td>
<td>5.0</td>
<td>2.5</td>
<td>2.4</td>
<td>2.5</td>
</tr>
<tr>
<td>International tourism expenditure as a % of total imports (%)</td>
<td>-11.3</td>
<td>-7.5</td>
<td>1.7</td>
<td>10.1</td>
<td>4.9</td>
<td>2.8</td>
<td>3.7</td>
<td>3.3</td>
</tr>
<tr>
<td>International tourism receipts % of Total exports (%)</td>
<td>-17.52</td>
<td>-6.70</td>
<td>-6.78</td>
<td>-6.83</td>
<td>2.1</td>
<td>3.1</td>
<td>11.0</td>
<td>11.3</td>
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Table 1.1 depicts the economic contributions and performance of tourism to Nigeria between 2009-2016. The table provides trend of economic contributions of tourism sector to the nation’s economy as measured by contribution to gross domestic product (GDP), employment and visitor export etc. The table shows a slow growth and performance of tourism in Nigeria. It is evident from the table that Nigeria tourism is still dependent on international tourism expenditure and international tourism receipts which is growing at slow pace. The topic recreation behaviour in influencing domestic tourism will stir up and redirect the interest of Nigerian government and other stakeholders in tourism development to look up to domestic tourism as a pathway to socio-economic growth.

Further, every human being needs a leisure time which could be utilized in certain recreational activities for rejuvenation. Positive recreation is neither a luxury nor unproductive activity, but a fundamental human need required to stay healthy. However, attitude can be one of the most difficult barriers to recreation participation (Bedni, 2000; Smith, Austin, Kennedy, Lee and Hutchinson (2005). Obinna, Owei, Ayodele and Okwakpam (2009), equally contend that attitude to recreation is one of the recreation challenges in the rural and urban areas of Nigeria. Kachoub (2010),
reports that attitude is an intrinsic component that reveals one’s thoughts and beliefs on a language, culture, people or an activity which consequently helps to predict the behaviour of the individual. From the foregoing, the only way to have sustainable domestic tourism is through the assessment of recreational behaviour in influencing domestic tourism participation in Nigeria.

In spite of the fact that participation in any form of tourism activities is dependent on the residents’ characteristics and perceptions, studies on resident participation in tourism activities have hardly examined the behaviours of people as influence to their participation in tourism. There have been many studies on residents’ behaviours and perceptions of the impact of tourism development. But Nichules et al., (2009) are of the view that the effects of such perceptions on community participation in tourism have been ignored to a large extent. There have been various studies on tourism in Nasarawa State Nigeria but these studies have largely centered on the harnessing tourism resources of the state. Thus, there is a dearth of studies examining the resident behaviour in relationship to their participation in tourism activities. It is against this background that this study seeks to examine the role of recreation behaviour in influencing domestic tourism participation in Nasarawa State, Nigeria.

1.3 Problem statement
Several studies have been conducted on consumer buying behavior; Cohen, Prayai, and Moital (2014 investigated consumer behavior in tourism in the UK and established that social media has developed into one of the most important influences on tourism consumer buying behaviour. Palami and Sohrabi (2013) conducted a study on consumer attitudes and behaviour when selecting a holiday destination on finish tourist on
Kurdistan. The study established that the main reason behind the travel is of tourists is to experience a change of climate and to have time to relax with family, friends and relatives. Other elements that attract the tourist and modify their travel are uniqueness, authenticity, sustainability, as well as wellness. Bindu (2013) looked at the attitudes and recreational behaviour of air travellers in contributing to a sustainable environment in Dubai. The study established that only majority of the Europeans actually consume sustainably in contrast to the Asian and Arab nationals’ population, the reason being more awareness and knowledge amongst foreigners than in comparison to the Asian and the Arab nationals.

In spite of the above studies and others on travel behaviour, there has been scarce literature that focuses on residents’ behaviour in influencing domestic tourism participation within Nigeria and Nasarawa State in particular. However, previous studies were conducted in different geographical location or regions and the findings may not be applicable in the Nigerian setting given the different cultures, values, and religion and development stage. The aforementioned presented a knowledge gap which this study sought to address. Hence, the research work examined the role of residents’ behaviour in influencing participation in domestic tourism in Nasarawa State, Nigeria.

1.4 Purpose of the study

The main purpose of the study was to examine the role of recreation behaviour influencing domestic tourism participation in Nasarawa State, Nigeria.

1.4.1 Specific objectives of the study

Specifically, the study sought

i. To profile recreational behaviour in Nasarawa State, Nigeria.

ii. To evaluate residents’ perceptions and attitudes towards domestic tourism in
iii. To examine antecedent factors influencing residents’ recreational behaviours in Nasarawa State, Nigeria.

iv. To assess recreational behaviour influencing domestic tourism in Nasarawa State, Nigeria.

1.5 Research hypotheses

The study was based on the following hypotheses

**H\(_0\)_01**: Resident recreational profile does not influence participation in domestic tourism in Nasarawa State, Nigeria.

**H\(_0\)_02**: Residents’ perceptions and attitudes do not significantly influence domestic tourism in Nasarawa State, Nigeria.

**H\(_0\)_03**: Nigeria Antecedent factors of residents do not influence recreational behavior in Nasarawa State, Nigeria.

**H\(_0\)_04**: There exist no relationships between recreational behaviour and individuals regular and active participation in domestic in Nasarawa State, Nigeria.

1.6 Significance of the Study

1.6.1 Researcher and scholars

The study contributes to body of knowledge in tourists buying behaviour and domestic tourism participation. Research studies in field of tourism focused on tourists’ buying behaviour especially in Africa is very scare and this research contributed to our understanding of the role of residents’ behaviour in influencing domestic tourism participation in Nasarawa State, Nigeria, which can be used by other researchers in future as a base study or reference material on this topic.
1.6.2 The government

The research study could be adopted by government policy makers on tourism matters, particularly recommendations made on promoting domestic tourism in Nasarawa State, Nigeria. Understanding residents’ behaviour will help the ministry of tourism in Nigeria and Nasarawa State in particular positioned itself on more effective marketing and promotion of domestic tourism.

1.6.3 Tourism industry stakeholders

Stakeholders within the tourism industry, especially the private sector, for example travel agency, tour operators, transportation companies, hoteliers etc could also adopt the findings from this study useful to develop more targeted products policy geared at meeting tourist satisfaction. Also enable them attract new market segments, build consumer loyalty and grow local economy.

1.7 Justification for the study

According to the definition of the United Nations World Tourism Organization (UNWTO), international tourism comprises the activities of persons travelling to and staying at places outside their usual permanent places of residence for a period not exceeding 12 months for leisure, business and other purposes (UNWTO, 2010).

The tourism industry includes socio-economic activities that aim at providing goods and services to tourists such as transportation and communication, hotels and lodging, food and beverages, cultural and entertainment services. Therefore, tourism is one of the world's largest industries and the categories of international trade.

According to the UNWTO, the revenues generated by tourists in 2009 based on international tourism receipts in terms of US dollar price, increased from US $2.1 billion to US $852 billion in the same period which led to an average growth rate of 11
percent. This rate was significantly higher than that of the world economy as a whole in the same period.

Tourism has opened great economic frontiers in Africa and Nigeria is one of these countries that has done tremendously well in attracting a lot of tourists round the world. Nasarawa state is richly endowed with natural and human resources and beautiful scenery that attract visitors within and around the globe who savor these distinctive natural and human resources. However, studies have shown that little is known about the recreational behaviour of people living within this axis which is expected to influence participation in domestic tourism.

It is believed that active participation by individuals, groups and organizations in and around this state will go a long way towards boosting socio-economic contributions of the state and the country at large.

1.8 Delimitations of the study

While a lot can be discussed about tourism and factors that can either contribute positively to its development or hamper its growth, the prime area that the researcher focuses on is recreational behaviour of residents of Nasarawa State Nigeria towards domestic tourism to x-ray its role in influencing domestic tourism participation in Nasarawa State, Nigeria.

The target population was 13,012 public servants in Nasarawa State, Nigeria, according to National Population Commission (NPC). The population sample size was approximately 388 public servants which questionnaires were administered, where the study used 371 respondents as 17 questionnaires were not returned. The study took place in October, 2016.
1.9 Limitations

This study experienced some number of challenges. One of the limitations is that of electricity. In the course of this research work, it was affected by unavailability of electricity to power the computer for typing of this work. The researcher had to take step to run electric generator in order to provide alternative power supply and that added to the cost of production.

Another challenge was that of finance. This research was faced with financial constraint which was experienced in the areas of data collection, sourcing for information in libraries and relevant organization and transportation. The researcher, to succeed in data collection, sought financial assistance from my work place cooperative society and research assistants were used in data collection and sourcing for information.

Furthermore, there was paucity of information concerning domestic tourism in the state and that led to delay in the research work. Nevertheless, the researcher advanced the available information concerning tourism in the study area.

1.10 Assumption of the Study.

For the purpose of this research work, the research has made the following assumptions:

1. The respondents are public servants and conversant with the local terrain in Nasarawa State or are indigenes.

2. They are educated and sound in mind and body.

3. They are knowledgeable in the aspect of tourism and recreation.

4. The respondents cooperated to provide truthful information that led to the analyzed data. However, if the above assumptions were not achieved, these would have affected the study findings, which might have bias responses and it may even be impossible to collect needed data.
1.11 Conceptual framework

The conceptual framework of this study depicts a model view on recreational behaviour as it influences domestic tourism participation. The independent variables are factors that may influence participation in domestic tourism; i.e. the participation of resident in recreation will depend on their perception and attitudes. If is positive, there is the likelihood of them participating in tourism activities or that may influence their behavior positively and hence be placed on actual or potential demand for the product. But if residents’ perception and altitudes toward domestic tourism is negative, we may witness passive or no demand for the tourism product. Also, tourism recreation characteristics such as demographic, socio-economic background, lifestyle and country of origin (Odunga 2006; Odunga and Maingi 2011) can influence tourism participation. That is residents’ age, gender, income level, education level and place of resident may significantly influence behavior of people participation in buying and consuming such a product, meaning in this context, that aforementioned can influence residents’ participation or travel to tourist destination. The intervening variables i.e. antecedent factors are moderating which can positively or negatively influence tourist participation in domestic tourism. For example, residents’ environmental or ecological, cultural and religious values intervene for or against the independent and dependent variables. Also, policy framework of a government stands to intervene as purposeful and sustainable policy framework influences positively for residents to build on to participate in tourism, reverse is the case if there is no sustainable policy.
The role of recreational behaviour in influencing domestic tourism participation

**Figure 1.1: Conceptual framework**

Source: Field survey, 2016
CHAPTER TWO

2.0 Literature Review

2.1 Introduction

The chapter presents a review of the concept of recreation and domestic tourism. The chapter is presented in subsequent sections based on the specific objectives of the study. These include profiling domestic tourism participation; antecedent factors influencing resident’s recreational behaviour, resident’s perceptions and altitudes towards domestic tourism and assessed the role of recreation behaviour in influencing domestic tourism. The chapter also reviews theoretical framework, a summary of upcoming gaps in literature as well as the conceptual framework of the research work.

2.2 The concept recreation and tourism

Recreation is the use of free time with intent to gain some refreshment. It is a break from stress of work and a diverging from the daily routine. It is a change from then way of life and involves an active participation in some entertainment activity (Oak, 2010). Akogun (2006) explains that leisure and recreation are classified as tourism activities that involves different sectors like the economy (transportation, education, industry, urban development, forestry, telecommunications, etc) National, State and local socio-economic policies and socio-political traditions.

Additionally, recreation consists of activities carried out within leisure time, normally chosen voluntarily by the participant, either because of satisfaction, pleasure and enrichment derived, or perceived personal or social values to be gained from them. It may also be perceived as the emotional state derived from involvement. (Kraus, 1978). Nigeria is blessed with tourist resources, both natural and man-made, yet it has not been able to sufficiently satisfy the demands of modern tourists. Studies shows that Nigeria’s
domestic tourism is low due to the fact a greater percentage of Nigerians lack recreation culture (Igbojekwe, et al 2013).

More so, recreation as defined by Elmer (1973), an act of experience chosen by the individual during his leisure to meet a personal desire and satisfaction. Recreation is also referred to as leisure –time activities. Recreation is the major reason why some people engage in touristic movement. In addition, Burkart and Medlik (1988) argued that “all tourism involves recreation, but not all recreation is tourism”. Recreational behaviour leads to active participation in tourism activities. A lot have been written on the economic benefits of a developed tourism industry, such as infrastructural development, revenue and employment generation, international peace and understanding, etc. Also, a lot have been said about the facilitating factors necessary for tourism growth, such as good road network, steady of water and electricity, good communication network, efficient security system, hospitable destination etc (Oduyoye 1994). It is also acknowledged that with all facilitating factors necessary for tourism growth in place, tourism will develop. The fundamental issue that must be understood is what level would tourism develop if the greater percentage of the residents of a potential tourist destination do not participate in recreation/tourism activities?

Baud-Bovy and Lawson (2002) have definitions for leisure, recreation and recreational activities:

- **Leisure** is free time available to the individual when the disciplines of work, sleep and other basic needs have been met. It is time which can be used in ways determined by the individual's own discretion. Basic needs include essential cooking, shopping, housework, childcare and hygiene. Work includes travel time to and from work.
• **Recreation** covers broadly any pursuit taken up during leisure time other than those to which people have a high commitment (overtime, second job, home study and various maintenance jobs around the house). Tribe (2005) adds that **recreational pursuits** include home-based activities such as reading and watching television, and those outside the home including sports, theatre, cinema and tourism.

• **Recreational activities** are broadly grouped by Baud-Bovy and Lawson (2002) into six categories, taking into account their nature and the types of facilities used.

• **Tourism**: visiting for at least one night for leisure and holiday, business, professional or other tourism purposes (Tribe 2005)

**Table 1. Categories of recreational activities**

<table>
<thead>
<tr>
<th>Category of activities</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taking place about the home</td>
<td>Watching television, reading, listening to music, gardening, do-it-yourself hobbies, exercise, leisure use of computers</td>
</tr>
<tr>
<td>Having a high social content</td>
<td>Entertaining, eating out, drinking in bars, party going, visiting friends and relatives</td>
</tr>
<tr>
<td>Cultural, educational and artistic interests</td>
<td>Visiting theatres, concerts, exhibitions, museums, attending non-vocational classes</td>
</tr>
<tr>
<td>Pursuit of sport, either as participants or spectators</td>
<td>Golf, football, swimming, tennis, bowls, darts, gymnastics</td>
</tr>
<tr>
<td>Informal outdoor recreation</td>
<td>Driving for pleasure, day excursions to seaside and countryside, walking, picnicking</td>
</tr>
<tr>
<td>Leisure tourism involving overnight stay</td>
<td>Longer distance travel, tours, weekend breaks, holidays and vacations</td>
</tr>
</tbody>
</table>

***(Baud-Bovy and Lawson 2002, Tribe 2005)***

Boundaries between recreation and tourism are indistinct, as both activities often share the same environments and facilities and compete for space and finance (Baud-Bovy and Lawson 2002):

• Steps taken to improve the environment and to conserve and restore the national heritage benefit both recreation and tourism;
• High quality provision for local recreation (ice rinks, yacht moorings, golf courses) will often enhance tourism interest in the area and generate demands for accommodation and other services. Tourism products may also be created by improvements in cultural resources (museums, concert halls, theatres);

• Exotic leisure developments such as theme parks or ski resorts invariably need to attract tourists as well as day users. Hotels and resort facilities may partly rely on revenues generated by local users (functions, club membership, restaurant usage etc.).

It is really hard to draw a line where recreation ends and tourism starts. When not talking about statistics then it is also not so important. It is important to understand that both try to save environment and use it as sustainable as possible. Also both have to main target groups - locals and tourists. Both groups can use and benefit from facilities developed in the area.

We can say that leisure, recreation and tourism are overlapping concepts (Figure 2). Hall and Page (2007) conclude that tourism and recreation should be viewed as a part of wider concept of leisure. Broken lines are used to illustrate that the boundaries

![Figure 1. Leisure and tourism (Tribe 2002)](image-url)
between concepts are "soft". Work is differentiated from leisure with there being two main realms of overlap: first, business travel, which is seen as a work-oriented form of tourism in order to differentiate it from leisure-based travel; second, serious leisure, which refers to the breakdown between leisure and work pursuits and the development of leisure career paths with respect to their hobbies and interests.

**Tribe J. (2004) highlighted working definitions of the followings:**

- **Leisure:** discretionary time is the time remaining after working, commuting, sleeping and doing necessary household and personal chores which can be used in a chosen way.

- **Recreation:** pursuits undertaken in leisure time. Recreational pursuits include home-based activities such as reading and watching television, and those outside the home including sports, theatre, cinema and tourism.

- **Tourism:** visiting for at least one night for leisure and holiday, business and professional or other tourism purposes. *Visiting means a temporary movement to destinations outside the normal home and workplace.*

- **Recreation, leisure and tourism sector organizations:** organizations producing goods and services for use in leisure time, organizations seeking to influence the use of leisure time and organizations supplying recreation, leisure and tourism organizations. Many organizations produce goods and services for recreational and non-recreational use, for example computer manufacturers. Figure 1.1 shows the relationship between recreation, and tourism and the constituent parts are discussed below.
He further illustrated that;

Home-based recreation

This includes:

- listening to music,
- watching television and videos,
- listening to the radio,
- reading,
- do it yourself (DIY),
- gardening,
- playing games,
- exercise,
- hobbies,
- leisure use of computers.

Recreation away from home

This includes:

- sports participation,
• watching entertainment,
• hobbies,
• visiting attractions,
• eating and drinking,
• betting and gaming.

This includes:
• travelling to destination,
• accommodation at destination,
• recreation at destination.

2.2.1 The Concept of Domestic tourism

Domestic tourism is the tourism of resident visitors within the economy territory of the country. There has been a neglect of domestic tourism by the wider study. Cartes Jimenez (2008) described tourism research as usually limited to international tourism. Most research only analyze international tourism either because of unavailability of data or because of undervaluing domestic tourism where rare attention is given to domestic tourism, distinctions between macro and micro levels are often both made (Cooper, 1995) as the case may be, detailed understanding of recreation behaviour within domestic tourism may go unattended to, unregularized, and unremarked, hence the need for this study to address salient issues on domestic tourism participation.

Becken and Hay (2007) provided figures of the ratio of domestic tourism to total tourism activity in top ten countries. Listing USA, China, UK, Germany, India, Brazil, Canada, Indonesia, Japan and France as the top ten countries in the world in total tourism activity, the percentage of domestic tourism out of the total tourism activity in these countries are all above 75 percent except for Germany that has 48 percent. Apart
from India, Indonesia, and Brazil, the countries are from the developed world. These countries enjoy the benefits of mass domestic travel where people travel in millions. In China, it is estimated that 644 million Chinese travel domestically, India enjoys 320 million, Brazil 176 million and UK 134 million. Though domestic tourism has fallen a strong foundation in developed world, the developing countries are yet to reap the benefits associated with investing in domestic tourism (Sharpley and Telfer, 2008). Moreso, Walton (2005) opined that domestic tourism is to be worth more than that of international tourism both in terms of volume and value.

Similarly, though domestic tourism has taken a strong foundation in the developed world, the developing countries are yet to reap the benefits associated with investing in the industry (Sharply and Telfer, 2008). The study further pointed out that domestic tourism can deflate the negative economies of international tourism that allows profits to be channeled back to the countries where the tourists come from (most tourism related businesses e.g. five star hotels and tour operator companies are owned by the foreign investors) by allowing locally owned tour businesses to be controlled locally. The study of national economies Murphy (1985) supported the above that considerable amount of generated tourism revenue from tourism in underdeveloped countries are being returned directly to the tourist-generating countries. From the study of Sharpley et al (2008) above, it is evident that Nigeria is among the developing countries that are yet to lay strong foundation and reap the benefits associated with investing in domestic tourism, hence there is need for this study on recreation behaviour in influencing participation in domestic tourism in Nasarawa State Nigeria is timely.

Additionally, various studies have acknowledged the relevance of domestic tourism and have at the same time stressed that international tourism has over the years, taken the
lead in terms of management and promotional strategies. Page (2002) refers to Pearce’s (1995) acknowledgment that the scale and volume of domestic tourism globally exceeds that of international tourism though being looked as a poorer partner in the compilation of statistics. Page (2002) further argues that most statistics tend to underestimate the scale and volume of domestic tourist flows since certain aspects of their movements are sometimes ignored in official sources.

More importantly, domestic tourism has been considered as having the advantage of being less dependent on foreign political situations and that it provides a rare area where nationals can exercise some control since it can be influenced by its own people and by its own leadership (Walton, 2005). Walton (2005) also views domestic tourism to be worth more than that of international tourism both in terms of volume and value. This is also pointed out by Sharples and Teifer (2008) offers that domestic tourism provides many of the benefits of international tourism such as employment, income, new business development and economic diversification.

The policy development and planning for the growth of domestic tourism have thus become issues of growing significance for developing countries; Nigeria inclusive (Sindiga, 2000; Rogers and Vissen, 2007). The promotion of domestic tourism will necessarily require some reversal of the established policy thrust towards the attraction of international tourism which is evident in national tourism policy pursued by many African countries (Rogerson and Visser, 2007). Nigeria domestic tourism has central control; thus, policies and regulations are less enforced in remote areas resulting from long distance from centres of policy making (Ajadi, 2012).

Domestic tourism is the tourism of residents within the economic territory of the country of reference (Hall and Lew, 2009). The term residents in tourism literature
refers to host community (Chirikure et al., 2010, Saarinen, 2010, Yang, 2012); local communities (Kambakuwa et al., 2011, Dadvar-Khani, 2012); rural communities (Eusebio and Carneiro, 2012); hosting communities (Lima and d'Hauteserre, 2011); community (Lepp, 2008); and lastly hosts (Holmes et al., 2010, Korstanje, 2011). In the studies referred to above residents are providers of tourism goods and services at destinations and not consumers unto themselves. This is contrary to what Albrecht (2011), Urry (2002) and Urry and Larsen (2011) highlight when they argue that even these locals have moments to enjoy as tourists within their area whilst living their everyday life and interacting with inbound tourists. Without setting boundaries on distance from the source, this conceptualization can mean someone participating in an event such as carnival within their community is a tourist and correctly so during the duration of the event (Urry and Larsen, 2011).

Participation is the involvement of all local people and other stakeholders in the formation of programmes or policies that would assist to change their communities (Phiri, 2009). In addition, Croke, Grossman, Larreguy and Marshall (2014) explain that participation is important as it encourages governments to be accountable and also enables locals to be involved in the planning and implementation of projects in their respective areas. Rogoff (2011) is of the view that participation in communities should be a social interaction that benefits the whole community rather than a few individuals. According to Mugenda (2009) community participation is vital in tourism management, as it empowers local members to be involved and participate in the planning of the whole tourism development process. Community participation in decision making encourages people to have confidence in the tourism industry and this improves plans, service delivery and brings the people together as they share common goals (Muganda et al. 2013). Community participation is often regarded as being one
of the most fundamental tools, if tourism is to make a substantial contribution to the national development of a country (Sebele, 2010). Furthermore, Yu et al. (2011) add that the participation of locals at a destination in tourism development is important for successful tourism planning and they should be enlightened about the expected impacts from such development. Host community perceptions and attitudes can positively or negatively affect the tourism development process (Stronza & Gordillo, 2008).

Contemporary tourism planning recognizes that an integrated and sustainable development approach includes the participation of local communities and residents. Bramwell and Lane (2003) explain that participation in tourism planning for development by many stakeholders can help to promote sustainable development by increasing the extent of efficiency, equity, and harmony practiced. Tosun (2006), asserts that there are 3 typologies of participation; Spontaneous participation which is when the community has full control and authority, secondly, induced participation, which is when the community have a voice through an opportunity to hear and be heard meaning that the community has no full responsible or participation in tourism development, they have no power to ensure that their views are taken into consideration, often referred to as top-down approach and lastly, coercive participation, where the community is not fully involved in decision-making but some of the decisions are made to just appease the community members by just meeting a few basic needs, so as to avoid socio-political risks for tourism development.

The local communities are the focal point of tourism development as they provide the major services at the destination such as accommodation, catering, information, transport and other services (Aref & Gill, 2010). Akama (2011) asserts that the host community should take control of decision-making and be the ones to determine how
the resources are to be used in their community because this will encourage them to maintain the structures and practices. The involvement of the local community can encourage the formulation of more suitable decision making and more involvement from locals towards conservation and protection of the environment (Richard & Hall, 2002). The local communities are expected to organize themselves to undertake planning and managing the development of tourism (Asker, Boronyak, Carrard & Paddon 2010) and in addition, they should be involved in all steps of the management of tourism development in their area towards achieving sustainable tourism development (Asian Productivity Organisation (APO), 2004).

2.3 Profiling Recreation Behaviour based on participation in Domestic Tourism

Tourism impacts influence each individual in the community differently because of their unique personal characteristics (Khoshkam, Mazuki and Al-Mulali, 2016). This study considered both Determinants and motivation as one since both determine whether an individual will participate in tourism or not, and when participation happens the very factors play significant roles in determining the extent to which participation happens (Vanhove, 2003). The studies of Richard (2006), Odunga (2010), Vanhove, (2005) among others listed factors directly affecting participation in tourism as Gender, Education, Marital status, Income, Occupation, Place of Residence (either urban or rural setting), Access to information and Infrastructure. Vanhove (2005) further grouped the factors into categories where he had income; pricing and time grouped under economic factors, with the other determinants falling under demographic and geographic factors, socio-cultural factors, mobility factors, government regulatory factors among others.
2.3.1 Age

A resident's age determines what they would buy and not buy, whether to participate and not participate, as such age is critical determinant factor influencing participation in domestic tourism. An individual’s value, activities and preferences continue to evolve throughout their life (Kotler et al, 2014) purchase would also change depending with the age of the person (Kotler et al, 2014) they further stressed that an individual at 65 years would make purchase decisions with their health taking centre stage. He would change diet to suit his needs at that particular time and such decisions may also be influence by a doctor.

The results of research study on age as demographic factor explaining resident’s perception of domestic tourism participation are contradictory according to reviews by Harrill (2004) and Sharpley (2014). Most of the studies argued that both older and younger residents have the favourable attitudes toward tourism development (Back and Lee, 2005; Harrill, 2004; Tolijenoic and Faulkner, 1999; Wang and Pfister, 2008) an example of a study of residents in Gold Coast, Australia, conducted by Tolijenvoic and Faulkner (1999) discovered that older population welcomed international tourists and were not concerned about the negative environmental impacts, this is concurred by the study in Casino communities in Korea by Back and Lee (2005) and a small community in Washington by Wang and Pfister (2008) also the research work in the piedmont region of North Carolina by XU, Barbieri, Anderson, Leung and Rozier-Rich (2016). Moreso, a recent research of three countries in Michigan by Latkova and Vogt (2012) discovered that older residents who receive more earnings from the tourism industry perceive more positive tourism influences and less negative tourism impacts (Lafkwa and Vogt, 2012) However, Sharma and Gursoy (2015) study in Australia discovered
that older population perceive more negative sociocultural and environmental traffic congestion.

Additionally, Fratu (2011), “Age of residents is an effective discriminator of consumer behaviour; for example, younger people have very different tastes as regards products/services, as compared to old people”. He further points that young people are likely to spend more compared to old people. Preferences have also been shown to change with age and people at different age groups would prefer to participate in certain activities (Palani and Sohrabi, 2013) based on the aforementioned studies therefore, age is critical factor that could influence residents’ participation in domestic tourism in Nasarawa State, Nigeria.

2.3.2 Gender

Various studies on recreation behaviour identified gender as a significant determinant factor influencing participation in domestic tourism. The study of Safari et al (2015) found out that gender of an individual was determinant of involvement in tourism related activities. They discovered that more men compared to women, were involved in tourism related activities. Page and Connell (2006) posits that the important of gender as a determinant of participation in tourism goes back to the basic relations between individuals- which is primarily gender based. The next issue they identified is in the role of sexes especially at household level where in cases women have the responsibility of household organization and child care, whereas the decision making on whether or not to travel, where to travel and the tourism product to buy tend to be the responsibility of men.

On the other hand, findings of past studies using gender as a determinant factor influencing residents’ perceptions of tourism participation are contradictory based on
the study done by Harrill (2004) and Sharpley (2014). An example of a study conducted in Australia (Sharma and Gursoy, 2015) discovered that gender does not influence residents’ perceptions of tourism impacts over time. Moreso, a study in a rural community of New Zealand by Mason and Cheyne (2000) advanced that women behave more negatively towards tourism development than men, specifically related to the noises, traffic congestion and the crime rates tourism brings, even though they realize the positive impacts tourism brings to the local economy and access to recreational facilities. In a related and similar study research in Charleston, South Carolina discovered that women are more likely oppressed to tourism development because they see less employment opportunities than male counterpart (Harrill and Plotts, 2003) in a different perspective, a research conducted in Indianapolis, Indiana by Wang (2013) discovered that women behave more positive towards tourism development. Thus, all these studies are critical in assessing and determining gender differences in environmental attitudes and behaviours, this study places more emphasis on profiling residents’ behaviour and attitudes on participation in domestic tourism where scarce literature existed in Nigeria.

2.3.3 Level of Education

According to Torkilden (1999) explained the significance of education on demand for tourism thus: “education broadens and stimulates the demand to travel. More so, the better educated an individual, the higher the awareness of travel opportunities, and exposure to information, media, advertising and sales promotion” Studies of Odege (2014), and Yeboah (2013) provides evidence to the fact that Education influence community participation in tourism. Simmons (1994) notes that education can heighten public’s confidence and increase their ability to effectively participate in tourism activities. Based on the background,
Cole (2006) advanced that the barriers to active residents’ participation in recreational activities might result from low educational level and unfair power distribution. Yeboah (2013) also in a study on the extent of residents’ participation in selected community. Based Ecotourism projects in the Brong-Ahafo Region of Ghana argued that significant differences existed in the level of participation of those residents’ members in terms of their levels of education in the areas of decision-making, implementation as well as monitoring and evaluation.

Additionally, level of education is a crucial component for people to be able to access such benefits as scholarships, training and jobs opportunities accruing from the tourism sector. Students who are able to access training on tourism related courses add value to their communities. The host community also benefits from tourism training in addition to availability of skills and labour such as foreign language, technology, and cultural knowledge (WTTC, 2012)

2.3.4 Income Level

Previous research study has added to the fact that income influence community participation in tourism (Odege, 2014; Yeboah, 2013). Income and level of education essentially determine an individual recreational status in a community. The socio-economic group an individual belongs to have an impact on his/her level of participation in recreational activities and the type of participation he/she is involved in because individuals of lower socio-economic income often have less access to resources and practical support making participation difficult (Brodie et al, 2009).

Vanhove (2005) posit that the most important group of factors that drive participation in tourism is the economic factors, and key to these factors is the income and specifically the disposal income of a population. He stressed on the relationship
between disposable income and outbound tourism demand as having an income-elasticity relationship whereby when disposal income increases by 1 percent, demand for outbound tourism increases by more than 1 percent. The distribution of annual income groups people into economic classes, and also influence the type and nature of tourism participation.

In a similar review, income refers to what an individual earns from their occupation. A person’s earnings or income translates to their purchasing power (Kotler et al., 2014). An individual with a higher disposable income would indulge in products perceived as a luxury by another with a lower income. The amount of income against financial responsibility and obligations would determine an individual’s ability to purchase a product or a service (Kotler et al., 2014).

The level of income and finances available are an important factor that affects a consumer’s behaviour because it determines their ability to buy (Palani & Sohrabi, 2013). An individual’s plan to go on holiday or purchase tourism products is hinged on their purchasing power. Mondal (2015) also posits the importance of tourism marketers to study trends in incomes in order to design packages that are accessible to their target. There’s an assumption that consumers are rational in decision making and that decisions follow a sequence from attitude to intention to behaviour.

Cohen et al., (2014), asserted that most previous studies have failed to consider the characteristics of decision making in tourism which is complex and involves multiple decisions some made in advance and some made on site. The contention arising is whether understanding consumer buying behaviour in tourism should be studied simply from the approach of causal relationships between cause and effect where the cause sensitivity is measure by the variance in the effect or more attention paid to the process
of decision making, (Cohen et al., 2014). Hence, there is need to understand Annual income distribution variations and their influence on participation in domestic tourism.

2.3.5 Place of living

Place of Residence of people as cited by studies determines their involvement and participation in tourism activities. A volume of reviewed literature on factors influencing participation in tourism demarcates place of living as either rural or urban, with studies of Page and Connell (2006), and Vanhove (2005) concur to the fact that most tourist reside in urban areas. In addition, Vanhove (2005) notes that “in the 21st century cities and towns are the propellers for modern day visits” and at the same time the cities being the generators for attraction. People who live in rural areas perceive the environment differently from their urban counterparts; doubtless they are in touch more to nature than those of the urban (Gifford and Nilsson, 2014)

Moreso, lace of living has been acknowledged to influence people’s behaviour towards certain tourism destinations. Vanhove (2005) as an example argued that people from northern climate believe that living on beaches has therapeutic remedies whereas most tourist from other climate region believe that the Ozone layer depletion has increased the incidences of skin cancer so they tend to avoid sun-bathing at the beaches. This point to the fact that there is the need for this study as geographical areas influence behaviours differently.

2.3.6 Family Size

Family size as a factor influencing consumer behaviour in tourism participation is critical on the tourist market. Early studies by Dardis et al. (1981) outline factors influencing recreation spending by U.S households. They cited empirical studies on household demographics like social, economics, econometrics, and leisure
characteristics which were categorized into four sets: (1) household disposable income or household total expenditure as alternative; (2) family life cycle variables including age of household head, marital status, family size, and gender; (3) social class variable represented by occupation, Education; and (4) location including geographic region and urbanization.

The study concludes that socio-demographic characteristics, such as income, family size, education and occupation, were important in describing household recreational spending behaviour. Additionally, variables such as gender, education level, race, occupation, marital status and family size were also found to be significant determinants of travel spending. Jang et al, 2002, 2004, Craggs and Schofield, 2009; Jang and Ham, 2009).

### 2.3.7 Knowledge and awareness

The study of Vanhore (2005) posits tourism demand were important in enabling tourism development, planning and management flow as adequate investments. In a related view, Louw and Saayman (2013) stressed that lack of knowledge about future tourism arrivals can lead to missed opportunities and overestimation of tourism demand, and subsequently to inappropriate investments. Therefore, their opinion is that the forecast of flows is an integral part of strategic planning process in recreation and tourism industry. Also, Lim (2006) and Sun et al (2016) argued out that tourism demand forecasting can be crucial in formulating adequate development strategies and making decisions about correct resources allocation to support the tourism industry. Recreation is viewed by many individuals as a source of casual fun and pleasure (Kraus, 1997) Recreation can be passive or active. Individuals may either create their own means of recreation or depend on providers of recreational services. The services provided the
tourist market in terms of recreation are determined by consumer preferences, which are represented through patterns of demand (Tribe, 2011).

Recent summary of 15 knowledge surveys in the US (Robelia and Murphy, 2012) discovered a high level of knowledge of some environmental problems (e.g. what renewable resources were, how garbage are disposed and what causes habitat destruction). The study revealed a discouraging level of knowledge about climate change, energy production, and water quality. Accordingly, correct knowledge has shown to predict behaviour (Levine and strobe. 2012). Therefore, knowledge may be regarded as a necessary but not a sufficient condition for salutary decision-making. Also self-reported knowledge, fallible as it may be, predict more pre-environmental behaviour (Fielding and Head, 2012). The traditional role of marketing communication continues to be very instrumental in promotion of domestic tourism in Kenya (Karoki, 2011) The major trends in tourism worldwide have been examined and it is noted that marketing communications tools can be useful in introducing new products as well as creating awareness regarding the many tourists sites that would be attractive and add a diversification angle to the traditional safari and beach products that are well known in Kenya (Karoki, 2011)

2.3.8 Residents’ engagement/participation

The process in tourist decision-making while selecting a destination is influenced by different changeable factors, depending on the influence of tourist needs and habits as well the influence of external factors (Djeri et al, 2007). The Internal factors which may influence decision-making include desire to escape, rest, relaxation, prestige, health and fitness, adventure, and social interactions. However, the external factors are based on attractiveness of the destination, tourists’ perceptions/expectations in the destination (Hsu et al; 2009). Similarly, Kotler et al (2006) emphasized that, consumer purchasing
behaviour are highly influenced by social, cultural, personal, and psychological factors. Today, psychological motivation is considered as the most significant psychological factors of tourist behaviour (Van Vuuren and Slabbert, 2011; Cohen et al, 2014). And the push and pull approach is the most widely applied in explaining tourist motivations. Push motivations explain the desire to travel while the pull motivations are useful to explain the actual choice for destination (Hsu et al, 2009) Tourists are push by different urge to travel and pull by attributes of destinations (Cohen et al, 2014).

Various study observed that, there is apathy on people’s participation in recreational activities due to hindrances. These hindrances are issues that may affect participation of individuals in recreation (Jackson and Scott, 1996; Johnson et al, 2001) Crawford et al (1987) presented a model which categorizes the hindrances to recreation in developing countries like Nigeria into three broad types viz: intrapersonal, interpersonal and structural. The intrapersonal hindrances are constraints such as personality, attitudes, moods, self-skills, attitude while interpersonal constraints are lack of proper time-management, finance, family problem, facilities and accessibility to these facilities and infrastructure. In Nigeria, outdoor recreation cannot be seen and perceived as a new phenomenon in the life of the people. Since time immemorial, Nigerians have been engaging in different play activities unconsciously during their leisure hours. Nigerians of all sub-cultural have always had relaxation and leisure as part of their life style. Most of the activities were locally based including the exhibition of youthful prowess in wrestling and village traditional dancing (Okoli, 2001; 63) nowadays most Nigerians appears to think that recreation and tourism participation is mere waste of time and money. In view of the aforementioned, Da Slva Matt (2001) observed that people still consider recreation activities a luxury and not a major part of
the family budget. He further adds that no wonder people find it difficult to take a break from their regular routines.

### 2.3.9 Travel companion or party

Recreation travel companions or preferences of the people with whom individual engage or participate in recreation and tourism is critical area which marketers and providers of recreation and tourism services should concern be with. Nonetheless, according to Mondal (2015) the family and reference groups form an important source of information for the buyer. In addition, the members of these two groups accompany the buyer during their trips and other tourism activities. Social considerations remain a key factor for the tourism marketers to propose packages that reflect the needs of the visitors’ selected companions on the trip (Mondal, 2015). Further, Mondal argued that the travelling package meant for a family unit of father, mother and children may not be attractive and considered by a reference groups of young males or young females who are more energetic and may prefer tourist sites that would enable them use up their energies. Kotler et al (2009) observed that human behaviour is learned overtime. They also stressed that individual develops values, perceptions and behavioural patterns based on the socialization process within the family and other institutions. Individuality and efficiency, which are further affected by subcultures, including racial and religious groups. The subcultures are also influenced by social class, social class is determined by elements such as income, education and occupation. People in the same social class also share more in common (Kotler et al, 2009). In recent study, Seyidor and Roma (2016) revealed (41.9%) of the respondents have traveled, while family, friends and colleagues (35.5%). The least traveled companion was spouse and alone (12.3%). Mondal (2015) posit that marketers make considerations according to the group units
that they are selling to and how best to package their sites so as to fit every individual in that group.

2.3.10 Information about recreation and tourism

The study of British Institute of Public Opinion (2015), defined public relations as “deliberate and sustained effort to establish and maintain mutual understanding between an organization and the public while advertising is a technique of informing and influencing consumers via different media such as television, newspapers, radio etc (Kurie, N. 2016). Also Mill and Morrison (2009) outlined types of promotion which help modify consumers’ behaviour at the stages of buying. First, informative promotions are very effective in the earlier buying process like attention and comprehension. Secondly, persuasive promotions are very efficient at intermediate buying process stages which motivate attitude, intention, and purchase. Lastly, after a first visit to a tourist destination, reminder promotions are effective to use. Therefore, it is clear from above statement that promotion plays a vital role in advertising any destination and help change the tourist behaviour ensuring repeat visit and a tourist continues to visit a destination instead of a switch to another destination. Tourism promotion help in drawing the attention of potential tourists, change their behaviours and influence them to visit a destination. (Mill and Morrison, 2009).

In addition, social media has brought about changes in communication with consumers of destinations products, the tools and strategies for communicating, to be precise (Mangold and Faulds, 2009; Kumar and Mishra, 2005) more so, social media is considered as a window as a window to experiment with new opportunities that may improve and create new forms of customer value which is very significant when it comes to attracting new tourists and building stronger relationships with them, (Constantinides, 2014; Mangold and Faulds, 2009). Today, Internet has changed from
just a world of information to a world of influence, as its elements like social media “start to revolutionize the state of marketing” (Hanna, Rohn, and Crihenden, 2011)

Additionally, every destination country should extend its efforts to discover the needs and follows necessary promotional strategies to raise interest among the potential tourists. It is very important for the decision makers to understand how customers acquire information especially for tourism related services and products. The information on which is gotten from tourists are considered as important in tourism promotion (Academic Journals, 2010, 722-723). Generally, the potential tourists like to know in advance about the products, services and facilities at the destination. Using various forms of promotional activities can lead the organization to carry out different promotional measures in order to provide the message to the potential tourists and influence them to visit the destination. However, certain diversified, unpredictable and unsteady factors such as political, social, cultural, economic which are related with pre-purchase information can interrupt to make the decision (Hasan, M.A 2015). The research result of Seyidor and Rma (2016) indicated that internet platform and friends are famous sources of information among respondents with 35.2% and 38.8% accordingly.

2.4 Residents’ perceptions and behaviour toward participation in domestic tourism

Attitudes could be similar as belief, but they additionally possess an evaluative component; understanding attitudes of a people means understanding if residents are supportive or exert opposition towards tourism development projects, and understanding their behaviours allows for adoption of a responsive mechanism to the negative influences that may arise from the tourism exchange (Williams and Lawson, 2001; Sharma and Dyer, 2009). Recently, scholars pointed out that understanding and
assessing tourism impacts in local communities is important in order to maintain sustainability and long-term success of the tourism industry (Diedrich & Garci’a-Buades, 2008; Beeton, 2006; Jensen, 2010; Nunkoo, et.al., 2010). The major reason for rising interest in the area has been the evidences that tourism leads not only to be positive, but also has the potential for negative outcomes at the local level (Jensen, 2010; Lankford & Howard, 1994). Therefore, community perceptions toward sustainable tourism development are likely to be an important factor in planning and policy consideration for successful tourism development (Chand and Vivek, 2012).

Further, studies have implicated factors for the poor attitude people shown towards active form of recreation. Findings in the work of Im et al. (2011) shows reasons for African low participatory rate in physical activity included a lack of safe places for exercise or walk. Other factors influencing physical inactivity are lack of time because of work and family responsibilities (Landon and Locander, 2009; Heesch et al., 2000; Williams et al., 2006).

Bourne (2011), posits that peers are individuals with whom a child or adolescent identifies, who are usually but not always of the same age-group. Peer pressure on recreation participation occurs when the individual experiences implicit or explicit persuasion, sometimes amounting in coercion, to adopt similar values, beliefs, and goals; to participate in the same activities as those in the peer group. In the opinion of Whitehouse (2011) reports that attitude refers to predisposed tendency derived in an individual predefined likes and dislikes and the differentiator in what is right, wrong, good or bad according to the intensity or preference for those governing personal values. This can be described as individual’s inner laws or standards. Actually, humans react to things or situations that are important to them, sometimes referred as convictions. Normally, our self-belief would actually determine the way we behave.
Brown (2011) states, that an individual attitude can be likened to a simple engine that can either slow you down, or move you forward. One’s attitude determines what and how you can do. Literature reviewed show that attitudes are very strong in determining the direction an individual takes especially in recreation participation.

Furthermore, in recognizing the uniqueness of destinations, much attention has to be given to the role of place attachment of tourist in shaping residents’ perceived impacts and support for tourism development. (e.g. Gursoy and Rutherford, 2004, Iee, 2013). Despite the importance attached to place image in understanding tourists’ behaviours. (Chen and Tsai, 2007) Only few studies has explored the image residents holds of their place and fewer has investigated its influence on their attitudes and reactions to tourism development (Ramkissoon and Nunkoo, 2011). However, understanding residents’ perceptions and attitudes towards tourism development can facilitate policies which may minimize the potential negative impacts of tourism development and maximize its benefits, leading to community development and greater support for tourism (Prayong, Hosany, Nunkoo and Alders, 2013). To address the aforementioned research gaps, this study examined residents’ perceptive and attitudes towards domestic tourism in Nasarawa State, Nigeria.

Generally, there is divergence of perceptions on the impacts of tourism development by resident of host communities. Residents who perceived tourism impact positively are more likely to support traditional tourism development and have higher willingness to participate in tourism. While, residents are likely to oppose tourism development when they perceive more costs than benefits brought about by tourism development (Chen & Chen, 2010, Jackson, 2008). However, earlier studies asserted that despite the availability of research work in residents’ perceptions and attitudes towards tourism, it is also necessary to conduct research in perception and attitude in other geographical
locations, in different settings, over a period of time in order to not only reinforce earlier findings but also identify and explore other factors that may influence the host residents’ to those issues. (Andriotis 2004, 2005; Lee Li & Kim 2007).

2.5 Antecedent factors influencing recreational behaviour

Various studies in antecedents’ factors influencing recreational behaviour in relationship to demand for domestic tourism both in developed and developing countries, but there is a dearth literature addressing that in Nigeria. Sustainability (2013) asserted that, a number of correlates of sustainable behaviour have been investigated which includes, demographic and psychological variables linked to a pro-environmental effort. The study further reports that among the psychological correlates, a series of rational and emotional factors either instigate or result from the practice of pro-environmental actions. Therefore, when an individual lacks recreation habit, holiday making to him is a waste of resources, time and energy. Such a person sees leisure-time activities as “blotting paper” that has come to absorb the untapped energies of man. His contribution to the growth of tourism, (if any) would be negligible and he will find it difficult to appreciate government’s efforts towards tourism development; he can hardly make efforts towards preservation of potential tourist products, neither can he serve as source of information and guide to tourists (Igbojekwe, Okoli and Chigozie, 2013). Also limited funds has been identified as one of the major factors militating against the development of recreational/tourism culture. Recreational attitude surveys reveal that over 60 percent of Nigerians interviewed indicated that they hardly meet up with the provision of basic needs (food and shelter) for their families (Igbojekwe, 2009).

Additionally, participation in domestic tourism generally involves large spending. Accordingly, Wang, (2014) explained the motivations to travelling can be clustered into
three groups, namely, psychological, cultural and economic. He further stressed that motivations are commonly affected by the external environment such as social, economic and political factors. However, understanding tourist behaviour is vital for effective and successful marketing of destination products. Accordingly, the level of income of an individual is a key determinant of demand for domestic tourism in any country or region. Generally, the higher the income level of a person, the higher the demand for a typical commodity or recreation. More goods or services will be chosen at a given price where income is higher. Thus, determinants of demand normally utilize some form of income measure, including Gross Domestic Product (GDP) (FAO, 2010).

Further, knowledge and education are strong antecedents that can predict resident’s ability to make a decision on domestic tourism participation. Studies have recently shown that correct knowledge enhance behaviour (e.g. Levine & Strube, 2012). However, knowledge must be regarded as a necessary but not sufficient condition for salutary decision-making. (e.g. Fidding & Head, 2012). According to Jaafar et al (2015) posit that the socio-cultural impacts of tourism development has a stronger positive effect on community participation. In a comparative study of Yunnan and Annapurna by Nyaupane et al, (2006) arrived at a conclusion that residents of Annapurna were more aware of the increasing economic benefits tourism brought, as such they participated more actively. Also, in the study of Maraga et al. (2010) in the Nyando River Basin discovered a stronger positive relationship between community participation and the benefits obtained from the afforestation projects. Hung et al. (2011) in a related study did not find any significant effect to community participation. Based on counter arguments reviewed, antecedents of residents is significant area for other research study.
2.6 Assessing recreational behaviour influencing domestic tourism participation

Tourism has been recognized as an instrument for local economic development and regeneration of rural areas, because of its ability to generate economic benefits to host regions and communities (Craggs and Schofield, 2009). Tourist expenditure and visitor spending behaviour plays a crucial role in understanding of the economic benefits that a destination experiences when engaging in tourism. Tourist spending is usually influenced by a wide range of socio-demographic and economic variables, such as by trip-related and destination –related variables (Kim et al 2011; Wang and Davidson, 2010, Craggs and Schofield, 2009).

Additionally, Cooper and Hall (2008) notes that tourism participation is subject to a collection of influences and factors that determine its relative distribution. Travel motivations forms an integral part in tourist behaviour and is widely researched and applied in tourism marketing strategies. It therefore important for tourism organizations such as resorts managers to understand travel behaviour and more specifically travel motivations of tourists, as it may assist in product development, improved marketing strategies, enhanced service delivery approaches and bring about a competitive advantage. Therefore, travel behaviour plays a significant role in tourism participation as concept, industry and economy, and demands investigation (Vuuren and Slabbert, 2011).

Iyiola and Akintunde (2011) further advanced that destination marketing executives should understand that information on behaviour of travelers is vital for designing effective marketing strategies because it represents the primary foundation at which marketing can provide information and influence travelers’ vacation decisions; as consumers will also use such information to form a perception of a particular
destination on which such information is gathered. Tourism is a social activity which involves travel by individual or group and stay outside their usual environment within a period not too long, for the purposes of leisure, business and other needs. Tourism is a global activity; it brings in large amounts of income from payment for goods and services and creates opportunities for employment in the service industries associated with tourism (UNWTO, 2010).

More importantly, different research studies states the understanding of tourist behaviour and travel motivation is important for tourism companies in order to create a demand and help tourists decisions making (Djeri, Plavsa and Cerovic 2007; Hsu et al, 2009; Vuuren and Slabbert, 2011; Decrop and Kozath, 2014; Blasco, Guia, and Prats, 2014). A consumer’s past attitude decisions, ideas or experiences is used in purchasing, evaluating and search of products and services that satisfy the needs is described as the consumer behaviour (Van Vuuren and Slabbert, 2011; Schiffman et al, 2014; Cohen et al, 2014) consumer behaviour reflects on how people formulate decisions to spend their valuable time, money, effort on buying. Several researchers acknowledged the tourist decision process is a very complex, multifaceted course that includes different interrelated stages or sub-decisions, elements and concepts (HSU et al, 2009; Smallman and Moore, 2010; Oen et al, 2014). The studies of Van Vuuren and Slabbert further advanced tourist behaviour as the direct result of interaction between personal and environmental variables on a continuous basis.

In related studies, tourist motivation is considered as one of the most important psychological motivation of tourist behaviour (Van Vuuren and Slabbert, 2011; Cohen et al 2014). Tourists are push by their different needs to travel and pull by different attributes of destination (Cohen et al, 2014). The study of Chen and Chen, (2010) posits that tourists that experience a high level of satisfaction in a tourist destination may
likely recommend such destination to friends, visit again and leave positive feedback about the experience. However, dissatisfied tourists, apart from being displeased with the choice and may not recommend it to others, may also criticize it.

Given their significant role in tourism, destination residents’ behaviours on tourism have been extensively researched, including attitudes and perceptions towards tourism development at various destinations (Nicholas, Thapa and Ko. 2009; Hao, Long, and Kleekly, 2011). Nicholas et al (2009) also recognized communities as not homogenous; therefore, perceptions and attitudes towards tourism can be quite different among residents of the same place.

2.7 Theoretical foundation of the Study

The study draws its foundations from three important theoretical frameworks in recreational behaviour as an influence to participation in domestic tourism: Personal Construct Theory (PCT), and Theory of Planned Behaviour (TPB).

2.7.1 Personal Construct Theory (PCT)

Personal Construct Theory (PCT) is a social psychological theory of personality concerned with the way individual construct meaning of events that was developed by George Kelly (Dacko, 2008). The theory asserts that a “person’s processes are psychologically channelized by the ways in which he anticipates events” (Parington 2002). Frain (1999) used Kelly’s (1955) definition of a construct as “a way which two things are alike and by the same token different from a third”. PCT posits that an individual’s attitudes to an event, not only by constructing what it is but also by differentiating it from what it is not”. (Craighead and Nemeroff, 2004). At a wider perspective, Craighead and Nemeroff (2004).
At a wider perspective, Craighead and Nemeroff (2004) opined that individuals, social groups, and cultures orient themselves according to shared constructs which provide a basis for self-definition and social interaction.

Additionally, Personal Construct Theory (PCT) by George Kelly in (Dacko, 2008) has been used in the evaluation of consumer perceptions of travel destinations. It can provide a tourism marketer with a theoretical lens and research methodology to understand better the nature of individual’s meaning and perceptions of a marketer’s offerings including that of travel destinations (Dacko, 2008).

The preceding discussion showed that PCT is a key element in resident’s participation in domestic tourism, how they perceived and value the role of domestic tourism in an economy. Moreso, PCT put forward an understanding of what attachment residents view the concept of domestic tourism activities and how the influence from friends, co-workers, social groups, offers both destination marketers and travel destinations could trigger their participation in domestic tourism. However, PCT is not the only element that influence behaviours,

2.7.2 The Theory of Planned Behaviour

The study put forward the theory of planned behaviour (TPB) to predict and understand residents’ recreational behaviour in relationship to their participation in domestic tourism. Moreso, TPB afford us a perfect theoretical construct which has been used in many researches. TPB consist of three constructs. First, is attitude which is define as the degree of which a person evaluates or appraise the behaviour in question to favourable (Erano & Prislin, 2006) or in favourable captured in a dimension of pleasant or not pleasant, good or bad, harmful or beneficial, like or dislike (Ajzen, 2001).
Also, attitude is referred to a relatively, persistent and consistent behavioural inclination of individuals based on their recognising likes and dislikes of people, event objects and the environment (Olson and Zanna, 1993). Lippa (1990) considered attitude as a kind of evaluative response (like or dislike) towards a particular object. He emphasized it as an intervening variable in social psychology research and a hypothetical construct that can be inferred but cannot be directly observed, Ajzen (1985), stressed that attitudes are individuals’ positive or negative feelings about certain behaviour. The result from an individual’s belief regarding the possible outcome of engaging in that behaviour multiplied by his or her evaluation of the outcome. Therefore, in this study, if a resident or tourist believes that participating or engaging in leisure and tourism beings about positive feelings or benefits, he/she holds a positive attitude toward such participation.

The second construct which is Subjective Norms (SN) Cladini, Reno, &Kallgren, (1990) supported by Fishbein& Ajzen, (2010) in theory of planned Behaviour suggested that one can form a belief on what other people (important others) expect us to do or based on the observation on the action of the important others. They further stressed that people will possess favorable attitude on certain object, but if the important others. Pressures not to do it, people will then have negative attitude towards the behaviour. In addition, “subjective norms” are the social pressure stemming from an individual’s perception of engaging in certain behaviour. It is the of the normative belief of an individual’s important others who think the individual should or should not engage in that behaviour, multiplied by the individual’s motivation to, or not to, comply with the opinions of important reference groups (Ajzen, 1985).

In relation to this study therefore, if a tourist or residents’ important reference groups, such as family, peer groups, co-workers and friends, support his/her participation in
domestic tourism, and he/she follows the opinion of these important others, he/she is subject to stronger subjective norms. Perceived Behavioural Control (PBC) became the third construct of TPB, Predict the perceived belief of easiness or difficultness in performing behaviour.

It is a reflection of beliefs of the availability of resources and opportunities in order to person the behaviour. (Ajzen, 1991). In another consideration, if an individual is to actually perform a behavior, he must be able to control the objective situations, such as resources, time and money. Perceived Behavioural control is a composition of control belief or the beliefs about the factors facilitating or impeding the behaviour and the control power individuals possess have over these factors (Ajzen, 1985). In other words, a resident need to have the resources; time and money that will allows her participate at domestic tourism activities. Otherwise, no matter how passionate about tourism he/she is and no matter how friends, co-workers or the society has commended the importance of leisure travel to a person’s life, if he/she has no money and time, the individual’s interest or intention towards participating in domestic tourism will be constrained and hence difficult for a person’s behaviour to manifest.

Based on the preceding opinions of scholars on the Theory of Planned Behaviour, it is evidence that Attitude of residents in evaluating domestic tourism activities, subjective norms which are social pressure in influencing decisions in domestic tourism participation has perceived Behaviour Control of availability of tourist resources and opportunities are important elements for any study on recreational behaviour.

2.7.3 Recreation Theories

As with play and leisure there is confusion when defining the term. There are several ways to view the term and several circumstances that can be taken into account. It is
possible to see recreation as more active or also passive activity, outdoor, indoor and so on.

The English word "recreation" stems from the Latin "recreation" that means "restoration to health". So, the term has had a meaning as a process that restores or recreates the health of a person. In Finnish there is a term "virkistys" for recreation and it means basically outdoor activities. There is no special word in Estonian yet and so the word "rekreatsioon" stems from English word recreation.

According to Torkildsen (1999) the historic approach in defining recreation has been to consider it as an activity that renews people for work, an approach which has obvious limitations. While some definitions refer to recreation as restoration, most focus on it as a form of activity. Others, while corroborating the activity approach, apply the condition to it of social acceptance. Most view the activity as unobligated. For example, the Dictionary of Sociology defines recreation as 'any activity pursued during leisure, either individual or collective, that is free and pleasureful, having its own immediate appeal, not impelled by a delayed reward beyond itself. Also, Williams (2003) adds that "recreation" is most commonly connected with the idea of activity - with purposeful and constructive engagement with a pursuit or event.

There have been explanations and discussion about the concept of leisure and play and it is obvious that these are not simple concepts. The same is with the concept of recreation but still lots of different authors have studies and described the concept and a lot of theories are found in the literature. Subsequently some of those theories are being described.

There are hundreds of theories of recreation as said before. They do not fall into any clear or logical categories. According to Torkildsen (1999) most of them embrace a
large number of interrelating elements, such as need-serving, satisfying experiences, associated with activity, of value to society, and so on. Most theories, too, appear to overstress values, outcomes and "wholesomeness". The research is so confused and overlapping that an attempt is made below simply to highlight some of the main approaches to an understanding.

One theoretical approach to recreation is about needs serving. According to Torkildsen (1999) whatever the choice of recreation, each individual seeks to satisfy some inner need. Recreation is a response to pleasure cravings. But such a description concerns what recreation does, not what it is. Recreation, therefore, serves both individual and society.

Secondly Torkildsen (1999) have described recreation as leisure-time activity. By far the most widespread definitions and the ones most acceptable to providers of recreation services are that recreation is simply those activities in which people participate during their leisure. The problem with this traditional view of recreation as activity is that it is heavily slanted in certain preconceived directions. Indeed, so much so, that to many people recreation is synonymous with physical recreation and sport. In addition, providers tend to provide for activities and feel they are providing for recreation, without knowing which activities are the most appropriate and whether they are meeting the needs of people. Moreover, there is no universally accepted definition of what constitutes people's leisure.

Torkildsen has also seen recreation as value to individual and society. Recreation has been dogged by having to live up to a standard of high moral and social value for the "good" of the individual and society. Play is free, happy and expressive behaviour that contributes to childhood development. Recreation does not necessarily contain play,
but must always have a particular value framework related to appropriate and satisfying use of leisure. Recreation is also an attitude of mind regarding leisure behaviour and has a direct influence on those factors, which create personality. It can produce feelings of well-being, satisfactions, pertaining to positive identity, growth, creativeness, balanced competition, character, mental capacity, dignity of the individual, physical conditioning, socialization and a coping attitude.

2.8 Summary of literature and gaps

Existing research on recreation behaviour in influences tourism participation, neglect domestic tourism. Cartes Jimenez (2008) lay claim that tourism research is usually restricted to international tourism. UNWTO, (2012) in her findings concur to the fact that domestic tourism has been relegated to a secondary role vis-a-vis international tourism by National Tourism Association. Hence there is a gap on data in the area of recreation behaviour in influencing domestic tourism participation behaviour in influencing domestic tourism participation in Nigeria.

Varied literature reviewed on recreation behaviour of residents in influencing tourism demand maintains that recreational behaviour plays an important role in tourism as concept, enduring as economy, as such demand investigation (van Vanern and Stabbert, 2011). In a related study of Andriotis, (2005) and Ha Long (2012), suggested that despite the availability of research on residents’ perceptions and attitudes towards tourism participation, it is necessary to conduct research on the topic in other geographical locations, in different settings, and over a period of time. Ha Long (2012) specifically stressed that tourism is unique because it’s characteristics which makes it difficult to derive its worldwide validity. It implies the need for the study of residents’ behaviour in each specific region.
Nevertheless, review of literature shown that attitudes are very strong factor in determining the direction of an individual takes especially in recreation participation. It also recognized that community perceptions towards sustainable tourism development are likely to be an important planning and policy consideration for successful tourism development (Chand and Vivek, 2012) fact that age, gender, education, family status, level of income, population, price of substitute goods and tastes and preferences influence domestic tourism participation.

In conclusion, government policies and attitudes are favorable towards recreation participation. However, scarce of recreational land space and facilities isconformity both urban and rural communities particularly where every piece of land is owned by someone (Igbojekweet al, 2013).

2.9 Tourist Attractions in Nassarawa State

Farin Ruwa waterfalls, which was first discovered in the 1950s by the colonialists, is a spectacular waterfall about 120 kilometres away from Lafia, the capital city of Nasarawa State, 30 kilometres away from Wamba, the local government headquarters and about 160 kilometres from Abuja, Nigeria’s federal capital.

The waterfall is geographically situated in Wamba Local Government Area of Nasarawa State – just between the boundary of Bokkos and Wamba local council areas of Plateau and Nasarawa States respectively.

To develop the waterfall to international tourism standards, the Nasarawa state government is investing millions of dollars to build chalets and a hotel complex, a golf course, water and amusement parks, among other recreational facilities that will attract tourists by their thousands.
When completed, they would transform the waterfall into the biggest tourist destination in Nigeria, put Nasarawa State on the world tourism map and transform the country into a major tourist destination.

Farin Ruwa is just as spectacular as Canada’s Niagara Falls and Zambia’s Victoria Falls. The nature and beauty of the waterfalls takes ones’ breath away.

It is a truly magnificent work of nature for its high-level falls which is about 150 metres high and 50 metres wide, absolutely incomparable with other waterfalls in Nigeria.

On top of any of these natural edifices, tourists are offered a wonderful spectacle of the state. Among these Rocks and Hills are the famous Mada Hills and Rukubi Hills, both at Akwanga, Ava and Eggon Hills in Nassarawa - Eggon, Captain Maloney Hills at Keffi, and Efugogiri Hills at Doma, Numa Rock, Akwanga, and Mail Rumba Rock, Doma.

Other exciting places are Keana Salt Processing centre, Hunku lake, Akuriwari warm spring and crocodile lake, Gizar (all at Akwanga), Doka-gide Ria at Doma, Tunga Nupawa lake, Assakio, Natural spring water at lafia and Ogani fishing water at Toto local government.

The young state is richly endowed with scenic beauty, and conspicuous features. Its temperate climate makes it a tourist centre. Lafia the state capital has an enviable weather with a fascinating rocky environment.

A lot needs to be done in the area of tourism in Nasarawa State and that can be achieved in collaboration of both the state government and the federal government as well.
CHAPTER THREE

3.0 Research method

3.1 Research design

The survey design which is a type of quantitative research was applied for this research work. There are several reasons for the choice of survey design in this regard. In terms of cost, it is relatively inexpensive compared to other approaches. When conducting surveys, you only need to pay for the production of survey questionnaires. If you need a larger sample of the general population, you can allot an incentive in cash or kind, which can be as low as $2 per person. On the other hand, other data gathering methods such as focus groups and personal interviews require researchers to pay more.

Survey can be administered in many modes including: online surveys, email surveys, social media surveys, paper surveys, mobile surveys, telephone surveys, and face-to-face interview surveys. The objective design for this project work is paper survey.

Another reason for adopting the survey design is the fact that it is useful in describing the characteristics of a large population. No other research method can provide this broad capability, which ensures a more accurate sample to gather targeted results in which to draw conclusions and make important decisions.

The anonymity of surveys allows respondents to answer with more candid and valid answers. To get the most accurate data, you need respondents to be as open and honest as possible with their answers. Surveys conducted anonymously provide an avenue for more honest and unambiguous responses than other types of research methodologies, especially if it is clearly stated that survey answers will remain completely confidential.
Survey design has been found to be relatively more easy to administer and can be developed in less time compared to other data-collection methods. It is also cost-effective, depending on survey mode. With survey software such as advanced statistical techniques can be utilized to analyze survey data to determine validity, reliability, and statistical significance, including the ability to analyze multiple variables. The researcher’s choice of survey design as a preferred method is because, survey research analysis are concerned with relationships between variables (Kothari, 2004). It is also possible to collect a broad range of data such as opinions, behaviour, belief and attitudes as the survey demands, as well as, can be conducted remotely.

This descriptive survey was based on data collection from the population to determine recreational behaviour influencing domestic tourism participation in Nasarawa State, Nigeria. The descriptive survey method served the purpose of gathering data that profiles recreation behaviour of residents, by finding out how determinants of tourism participation like gender, education, income, marital status occupation, family size and resident’s place influence domestic tourism participation by public servants in Nasarawa State, Nigeria. The research also obtained information on the antecedent factors influencing residents’ participation in domestic tourism in Nasarawa State, Nigeria. More so, the perceptions and attitudes of residents in Nasarawa State, Nigeria towards domestic tourism were evaluated by the research survey. Lastly, the survey was also used to identify obstacles facing residents’ involvement in domestic tourism and the role of domestic tourism in an economy in Nasarawa State, Nigeria. In consideration of the above, the descriptive survey was considered suitable for collection of facts instead of manipulation of variables to achieve the objectives of the study which was to examine the role of recreation behaviour in influencing domestic tourism participation in Nasarawa State, Nigeria.
3.2 Area of study

Nasarawa State is located in central Nigeria at longitude 70E-90E and latitude 80N-90N. The state shares common borders with Federal Capital Territory Abuja on the West, Kaduna State on the North, plateau and Taraba states on the East, Benue and Kogi States on the South. Nasarawa State is situated within the Benue and plateau highlands.

National population commission put the population of Nasarawa State at 1,863,275 (info.ng.com, 2009) The researcher choice of Nasarawa State in carrying out the research is based on the fact that Nasarawa state is a location of tourists’ attraction ranging from Ecotourism, cultural and hospitality centres, and its accessibility and social amenities (Akwa, V.L, Binbol, N.L, Samaila, K.I, and Marcus, N.D, 2007).

The area of study was suitable because of its location in central Nigeria, bordered by Abuja the capital city of Nigeria, the study area resident Nigerians from all regions of the country. Above all, the study area is a tourist destination with attraction sites such as the magnificent FarinRuwa Falls Resort, Eggon Hills and Caves, festivals and Heritage sites like the Keana Salt Town.
3.3 Target population

The target population was 13,012 public servants in Nasarawa State, Nigeria. The table below shows the population distribution of public servants in Nasarawa State according to senatorial Districts. Kaznacheyey (2000) opined that the public servant is one that should possess grounded knowledge not only in his own sphere of competence but other fundamental concepts and state policies. According to him, the public servant should be one that can express ideas clearly in such a way that is logical in thoughts, fluent at composing business style and grammatically sound in language, documents and oral speeches. He is that person that should have the capability to respond quickly to situations, be able to handle any practical task that arises during the public service delivery and should be resolved with initiative and creativity. When a public servant is
absolutely satisfied with current procedure and not taking any attempt to evaluate a possible alternative then he (she) will not receive maximum score.

Aside reasons mentioned above, the researcher has also made the choice of public servants based on the fact that the population has stable income. Therefore, it is as a result of these reasons that the researcher feels justified to select the public servants as population unit.

Table 3.1: Breakdown of the target population according senatorial districts

<table>
<thead>
<tr>
<th>Location</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nasarawa West (Keffi)</td>
<td>3503</td>
</tr>
<tr>
<td>Nasarawa North (Akwanga)</td>
<td>2152</td>
</tr>
<tr>
<td>Nasarawa South (Lafia)</td>
<td>7357</td>
</tr>
<tr>
<td>Total</td>
<td><strong>13012</strong></td>
</tr>
</tbody>
</table>

Source: (FGN & NBS, 2017)

3.4 Sampling technique

The sampling strategy used in selecting the respondents from the target population have:

3.4.1 Stratified sampling

The research stratified sampling technique where the sample size was grouped into homogenous subject for equitable representation of respondents from the three (3) senatorial zones of the target population of Akwanga, Keffi and Lafia. Stratified sampling is appropriate since the respondents which this sample was selected come from different groups (Kothari, 2004).

The research technique permits the researcher to make boundary of sample suitable strata that are cooperatively special in agreement with Cooper and Schindler (2000).
3.4.2 Simple Random sampling

The researcher incorporated a simple random sampling for public servants as respondents for the study. In each of the zones and offices visited, the researcher was attached with staff officer where staffs were contacted in their offices, and specified number of questionnaires was issued under the guidance of the researcher or a trained research assistant where the staff were allowed time to fill and subsequently collected.

The research method used was disproportionate since the strata differ not only in size but also in variability, therefore it was considered reasonable enough to take larger samples from the more variable strata and smaller sample from an equivalent of its size for that strata (Kothari, 2004)

For this study, the Slovin’s formula was employed in figuring out the sample size required. Which is:

\[ n = \frac{N}{1 + N e^2} \]

where \( n \) = Number of samples, \( N \) = Total population and \( e \) = Error tolerance

Step 1: the researcher figured out our confidence level (\( e \)) as 0.05. This is because we needed a confidence level of 95 percent (which will give us a margin of error of 0.05),

Step 2: the researcher plugged our data into the formula,

\[ n = \frac{N}{1 + N e^2} \]

\[ n = \frac{13012}{1 + 13012 * 0.05^2} \]

\[ = \frac{13012}{1 + 13012 * 0.0025} \]

\[ = \frac{13012}{33.53} = 388.07 \]

Step 3: the researcher rounded 388.07 = 388 our answer to a whole number (because we cannot sample a fraction of a person or thing).
This research used one of the probability sampling methods which is the stratified Random Sampling. This technique used 371 respondents based on the questionnaires collected from respective Senatorial Districts since 17 questionnaires were not returned. The stratified random sampling was conducted by dividing the sample size (388) by 3 which represents the three senatorial districts (Lafia, Akwanga and Keffi). This division by three gave us, 129, 129 and 130. Hence, 129 questionnaires were issued to respondents in Keffi and Akwanga respectively while the remaining 130 was distributed to respondents in Lafia.

3.5 Sample size

To ascertain an appropriate sample size as earlier determined in sampling technique above, we administered the formula by Israel (1992) for calculating the sample size at 95% confidence level at ±7% precision.

\[
n = \frac{\sqrt{N}}{1 + \sqrt{N} \cdot (e)^2}
\]

Where \( n \) = sample size, \( N \) = population size, \( e \) = level of precision.

\( n = \) Number of samples, \( N = \) Total population (13,012) and \( e = \) Error tolerance (0.05)

When the formula is used then;

\[
n = \frac{13,012}{1 + 13,012 \cdot (0.05)^2}
\]

\[
n = \frac{13,012}{1 + 13,012 \cdot (0.0025)}
\]

\[
n = \frac{13,012}{33.53} = 388.07 \text{ approximately } 388
\]
Table 3.2: Sample size frame

<table>
<thead>
<tr>
<th>Strata</th>
<th>Sampled size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keffi</td>
<td>129</td>
</tr>
<tr>
<td>Akwanga</td>
<td>129</td>
</tr>
<tr>
<td>Lafia</td>
<td>130</td>
</tr>
<tr>
<td>Total</td>
<td><strong>388</strong></td>
</tr>
</tbody>
</table>

3.6 Research Instrument

These are instruments used for data collection from population of study which form the tools used by researchers in collecting reliable information which is later analyzed (Aina, 2004). The research instrument employed here for data collection was the structured questionnaire because it is more reliable instrument which seek opinions of individuals in a sample or a population on issues related to the objectives of the research study” (Aina, 2004:348).

Popoola (2011) opined that a good questionnaire should characterize questions that are not ambiguous, that must be capable of only one interpretation, must be understandable, possess the capability of giving a precise answer, must not contain words of vague meaning and should not demand rigorous calculations. Other characteristics he also added are that questions should not require the respondent to decide upon classification, questions must not be in such a form that the answers will be biased and that the questionnaire should not be too long and it should not be too wordy and the questionnaire should cover the exact object of the inquiry.

The study questionnaire was divided into sections; Section A represents personal information about the respondents which profiles respondents in the study area. Section B, included questions on antecedent factors influencing residents’ participation in domestic tourism in Nasarawa State, Nigeria. Section C included residents’ perception and attitudes towards domestic tourism and Section D, structured on the role of
domestic tourism in an economy. The questions were on the role of recreation behaviour influencing domestic tourism participation in Nasarawa State, Nigeria.

3.7 Pre-testing

Pre-testing the study’s questionnaire was done at the ministry of environment, and respondents used were not participant of the main study. With permission given, the researcher sampled 27 respondents among the public servants of the ministry; representing 10% of the sampled population as recommended by Mugenda et al. (2003) asserted that a successful pre-testing will normally use 1% to 10% of the actual sample size. According to the study of Borg and Gall (2003), pre-testing a research instrument is important for validity and reliability test of the instrument for quality control purposes.

<table>
<thead>
<tr>
<th>Table 3.3: Reliability statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cronbach’s Alpha</td>
</tr>
<tr>
<td>.773</td>
</tr>
</tbody>
</table>

Belbin (2014) posits that a pretesting score of 0.6 or above is acceptable. So also, the study of Mugenda et al. (2003) and Orodho (2004) asserted that a research instrument is reliable if it attains a value of 0.75 and above as correlation coefficient. For this study, the researcher considered the Cronbach co-efficient of 0.773 as high enough to confirm that the instrument was reliable for the study.

3.8 Validity of Data

The used research instrument is considered valid if it measures what it supposed to measure (Borg and Gall 2003). The draft research questionnaire was given to selected persons knowledgeable in the research field of study to ascertain the items suitability for obtaining data according to research objectives. The institution’s supervisors and
tourism industry experts were approached to ensure content validation. The process assisted in eliminating potential problems of the research instrument and provided the basis for design or structural changes. This was done to test validity and workability of the instrument. The choice of criterion-related validity was carried out in the form of concurrent validity which was determined by giving the research questionnaire for pre-testing in a short time of one week who ascertain the adequacy and also consider the validity of the instrument.

3.9 Reliability of instruments

Reliability of research instruments is the degree to which a particular instrument gives similar results over a number of repeated trials (Mugenda et al., 2003). The researcher pre-tested each item of the study questionnaires to the pre-test sample. These respondents were not involved in the main study. Pre-testing was carried out to refine and ascertain the reliability of the research instruments before they are applied in the actual study (Cooper and Schindler, 2003). As a result of pre-testing errors discovered were corrected, ambiguous questions were made clearer and relevant and contents revised. To calculate the coefficient, the researcher used the formula:

\[
Re = \frac{2r}{r + 1}
\]

Where \(Re\) = reliability of the original test. \(r\) = reliability of the coefficient resulting from correlating the scores of the odd items and the scores of the even items. The research instruments were deemed reliable if the reliability coefficient is above the recommended 0.7 (Mugenda et al., 2003).

3.10 Data Collection Procedures

Data collected for the study was done in two steps. The first, the researcher secured a letter of introduction from the University’s postgraduate school, which states the research intention and also requesting those concerned to give permission to conduct
the approved research. The researcher obtained permission to carry out the empirical research from public servants in Nasarawa State, Nigeria. The researcher also informed the management of the establishment about the intended research. The researcher administered questionnaires to the respondents with the assistance of two trained research assistants.

Due to the large population of study which includes the three senatorial zones of the state, the study administration of questionnaires started January, 2016 to June 2016 with only 80% collection of the data while the remaining 20% was gathered in end of August 2016. The administration of the study questionnaires was carried out successful based on the assurance given to the respondents of the confidentiality of their responses to the instrument.

3.11 Data Analysis

Upon completion of data collection exercise, all collected data was checked for consistency and then assembled and coded depending on the responses provided. Data collected was edited and coded by assigning a code to each answer of the question. The research study used descriptive and inferential statistics to analyze data using the statistical package for social science (SPSS) version 20.0.

The study used frequencies and percentages as the mode of analysis for the first stage of the instrument which focused on personal information. The frequency and percentages table give a general outcome of the responses and also formed the first stage of describing the data collected. In the second stage, the study used mean/averages to calculate the different questions including variables, this was done in order to ascertain general understanding of responses and this discussed in relation to the demographic information and objectives two (2).
The study, moreso, used multiple regression analysis to assess objectives three and four. The researcher considered all the three variables in order to establish the relationship and determine influence of the independent variables on the dependent variable, where existed. Thus, the research used both descriptive and inferential statistics in analyzing data provided by the respondents who participated, and to provide the results and conclusion expected of the study. Data presentation was done in form of tables, charts and graphs only where it provided successful interpretation of the study’s findings.

3.12 Ethical Consideration

The research study considered ethical guidelines. These included undergoing ethics review processes like seeking the consent of the respondents, assuring them of confidentiality of information given. Also, the study seek permission from the University and other authorizing bodies to carry out the research and before the respondents were engaged, the study ensured procedures are fair and unbiased to all involved. More so, care was taken to ensure that the respondents were kept completely anonymous in the study. The participants were thanked and were given the option of being sent a summary of the results of this research study. The use of security code was utilized to avoid mentioning of names of ministries that participated in answering of questionnaires.
CHAPTER FOUR
FINDINGS AND RESULTS

4.0 Introduction

This chapter comprised of data analysis, findings and results. The study presented results in tables and diagrams. The data analyzed was arranged under themes that reflected the study objectives.

4.1 Response Rate

The number of questionnaires administered was 388, out of which only 371 questionnaires were properly filled and returned. 17 questionnaires were not returned. Reasons for unreturned questionnaires were that some respondents misplaced their questionnaires and others were not found in their offices to collect their questionnaires, they were on holiday leave. This represented an overall successful response rate of 96% where 371 divided by 388 times 100 provided 96%. The study of Mugenda and Mugenda (2003) and also Kothari (2004) asserted that a response rate of above 50% is adequate for a descriptive study. Babbie (2004) also asserted that return rate of above 50% are acceptable to analyse and publish, 60% is good and 70% is very good while above 80% is excellent. The respondents were drawn from three senatorial districts of Nasarawa State, Nigeria.

Table 4.1: Questionnaires administered responses

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administered</td>
<td>388</td>
<td>100%</td>
</tr>
<tr>
<td>Targeted</td>
<td>388</td>
<td>100%</td>
</tr>
<tr>
<td>Returned</td>
<td>371</td>
<td>96%</td>
</tr>
<tr>
<td>Unreturned</td>
<td>17</td>
<td>4%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>371</strong></td>
<td><strong>96%</strong></td>
</tr>
</tbody>
</table>
4.2 Profile of recreational behaviour of residents in Nasarawa State, Nigeria

One of the objectives of the research is to profile recreation behaviour among residents in Nasarawa State, Nigeria based on their influence on participation in domestic tourism. The key goal here was to identify whether the profiles of residents influenced their participation in domestic tourism.

4.2.1 Gender of respondents

The respondents were asked to indicate their gender. Majority of the respondents were male who represented 62% of the sample while 38% were female.

<table>
<thead>
<tr>
<th>Senate District</th>
<th>Male</th>
<th>Female</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lafia</td>
<td>71</td>
<td>55</td>
<td>126</td>
</tr>
<tr>
<td>Akwanga</td>
<td>88</td>
<td>37</td>
<td>123</td>
</tr>
<tr>
<td>Keffi</td>
<td>66</td>
<td>56</td>
<td>122</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>223</td>
<td>148</td>
<td>371</td>
</tr>
<tr>
<td><strong>Percentage</strong></td>
<td>60.1%</td>
<td>39.9%</td>
<td>100%</td>
</tr>
</tbody>
</table>

Figure 4.1: Gender of Respondents

The table 4.2 and figure 4.1 above shows the gender of respondents as drawn from the three senatorial districts (Lafia, Akwanga and Keffi). While table 4.1 dichotomizes
gender into male forming 60.1% (223) respondents and female constituting 39.9% of the respondents, figure 4.1 graphically illustrates these gender percentages in a clustered cylinder chart. This shows that on the average there are more male respondents than the female respondents in the area.

Based on reviewed literature, gender is a critical determinant factor influencing participation in tourism for example the studies of Harrill (2004) shown that gender have been found to have some influences on residents’ participation in tourism activities. In a related study, Safari et al (2015) found out that gender of individuals were determinants of involvement in tourism related activities. They discussed that more men compared to women respondents were involved in tourism related activities, this concurred with findings of this study. Therefore, it is expected that players in the tourism industry are saddled with the duty of designing and packaging tourists’ products in a suitable way to meet the various needs of gender.

4.2.2 Age of respondents

Respondents were asked to indicate their age brackets. Majority of the respondents were 5% on age bracket of 31-40, 25.9% were on age bracket of 21-30 years, 18.3% were between 41-50 years, while 3.8% were on age bracket of 51 and above.

Table 4.3: Age of Respondents

<table>
<thead>
<tr>
<th>Age Range (Years)</th>
<th>Frequency (No. of Respondents)</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 – 20</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>21 – 30</td>
<td>96</td>
<td>25.9</td>
</tr>
<tr>
<td>31 – 40</td>
<td>193</td>
<td>52.0</td>
</tr>
<tr>
<td>41 – 50</td>
<td>68</td>
<td>18.3</td>
</tr>
<tr>
<td>51 – Above</td>
<td>14</td>
<td>3.8</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>371</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>
Figure 4.2: Age of Respondents

Table 4.3 and Figure 4.2 above indicate that majority of the public servants in Nasarawa State, Nigeria between the age brackets 20-50. This agrees with the study of Fratu (2011) and Palani and Sohrabi (2013) that age is an effective discriminator of consumer behaviour, for example, young people have very different tastes as regards products or services as compared to old people and that young people are likely to spend more compared to old people. This also contrary to the study of Latkova and Vogt (2012) that older residents who get more earnings from tourism industry perceive more positive tourism influences and less negative tourism impacts. The implication of this finding is that the youth are more involved in the public servant of Nasarawa State, Nigeria, which means government policies on boosting domestic tourism participation in Nasarawa State, Nigeria should focus more on the youth whose behaviours impact more in participating in domestic tourism as to the old people.
4.2.3 Level of Education of Respondents

The respondents were asked to indicate their level of education. Majority of the respondents were Degree/HND who represented 59%, 20% were Master Degree, 19% were High school/Diploma and 2% were Doctorate Degree.

Table 4.4: Level of Education of Respondents

<table>
<thead>
<tr>
<th>Level of Education</th>
<th>Frequency (No. of Respondents)</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Directorate Degree</td>
<td>8</td>
<td>2%</td>
</tr>
<tr>
<td>Master Degree</td>
<td>74</td>
<td>20%</td>
</tr>
<tr>
<td>Degree/ HND</td>
<td>219</td>
<td>59%</td>
</tr>
<tr>
<td>High School/ Diploma</td>
<td>70</td>
<td>19%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>100%</td>
</tr>
</tbody>
</table>

Figure 4.3: Level of Education of Respondents

Figure 4.3 above indicate that majority of the public servants in Nasarawa State, Nigeria attained a high level of Education, which mean majority of the respondents were knowledgeable on the role of recreation behaviour influencing domestic tourism participation in Nasarawa State, Nigeria and considered as upper class of the society. These also agreed with the studies of Odege (2014) and Yeboah (2013) which provided evidence to the fact that education influence community participation in tourism. Also,
Torkilden (1999) explained the significance of education on demand for tourism, thus education broadens and stimulates the desire to travel. Therefore, it is expected that government and destination promoters will consider these segments of the society (public servants) as potential market for domestic tourism participation.

### 4.2.4 Family size distribution of respondents

The family size distribution of the respondents shows that majority of the respondents had a family size on the bracket 6-10 represented 54%, 28% on the bracket 1-5, 8% were between 11-15, 9% were between 16-20 and 3% were between 21 and above family size.

![Family size distribution of respondents](image)

**Figure 4.4: Family size distribution of respondents**

Family size from the literature reviewed in the preceding chapter is a factor influencing consumer behaviour in participating in domestic tourism and such situation is critical on the tourist market. The result from the public servants in Nasarawa state shows that majority of the household in the study has between 6-10 household which based on the finding could influence participation in domestic tourism in the study positively or negatively. That is a bigger size family supported by higher income level may be more
active in participating than the same family size not support by disposable income. Therefore, the implication of the result above could either positively or negatively influence participation in tourism. Family size can influence choice of holidays and has a significant impact on buyer behaviour. It is apparent therefore that marketers of holiday vacations do the right targeting to right groups if they are to enhance consumer buying behaviours of tourism products and services.

4.2.5 Place of living of respondents

The place of living of respondents shows that majority of the respondents lived in Lafia which represented 62%, while 15% lived in Keffi, moreso 11% of the respondents lived in Akwanga and 6% of the respondents lived in Nasarawa-Eggon, Karu respectively. That mean all the respondents lived within the study area.

Table 4.5: Place of living of respondents

<table>
<thead>
<tr>
<th>Place of living</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keffi</td>
<td>56</td>
<td>15</td>
</tr>
<tr>
<td>Akwanga</td>
<td>41</td>
<td>11</td>
</tr>
<tr>
<td>Lafia</td>
<td>230</td>
<td>62</td>
</tr>
<tr>
<td>Nassarawa Eggon</td>
<td>22</td>
<td>06</td>
</tr>
<tr>
<td>Karu</td>
<td>22</td>
<td>06</td>
</tr>
<tr>
<td>Total</td>
<td><strong>371</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

The result from table 4.5 showed that all the respondents live in the study area which is urban and rural areas. According to Gifford and Nilsson (2014) that residents who live in rural areas experience the environment in very different ways from their urban counterparts and in touch more to nature. While Vanhove (2005) in his study noted that in the 21st century cities and towns would be the propellers for modern day visit and at the same time the cities being the generators for attraction.
4.2.6 Distribution of Annual Income

Respondents were asked to indicate their annual income. Majority of the respondents earned between $556 – 970 which represents 24%, while 22% of the respondents earned between $3,890 and above, 19% of the respondents earned between $1- 556 and $970 – 1,940 respectively. While 16% of the respondents earned between $1940 – 3890.

![Annual income of the respondents]

**Figure 4.5: Income distributions of respondents**

Figure 4.6 above indicate that majority of the respondents’ income level at $556 – 3890 is a positive motivation for the respondents’ participation in domestic tourism in Nasarawa State, Nigeria. Importantly, income refers to what an individual earns from their occupation. Persons’ earnings or income translates to their purchasing power (Kotler et al, 2014). A person with a higher disposable income would indulge in products perceived as a luxury by another with a lower income. The amount of income against financial responsibility and obligations would determine an individual’s ability to purchase a product or a service (Kotler et al, 2014). In addition Vanhove (2005) posit that the most important group of factors that drive participation in tourism is the economic factors and key to these factors is the income and specifically the disposable...
income and outbound tourism demand as having an income elasticity relationship whereby when disposable income increase by 1 percent, demand for tourism increases by more than 1 percent.. The implication of this finding is that residents with employment and high income has a higher tendency of participating in domestic tourism if a well strategized marketing policies are put together by National Tourism Association and Destination Managers.

4.2.7 Knowledge and awareness of recreation and tourism of respondents

The respondents were asked to indicate their knowledge and awareness on recreation and tourism. Majority which is 323 respondents which forms 87% have agreed to have prior knowledge and awareness on recreation and tourism while 48 respondents (13%) have no knowledge and awareness on recreation and tourism.

Table 4.6: Knowledge and aware of recreation and tourism

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>323</td>
<td>87%</td>
</tr>
<tr>
<td>No</td>
<td>48</td>
<td>13%</td>
</tr>
<tr>
<td>Total</td>
<td>371</td>
<td>100%</td>
</tr>
</tbody>
</table>

Table 4.6 above indicate that majority of the respondents which were public servants in Nasarawa state, Nigeria, acknowledged having knowledge and awareness of recreation and tourism activities. This means the study population have the potentials to participation in recreation and tourism activities. These concur with the view of Louw and Saayman (2013 that lack of knowledge about future tourism arrivals can lead to missed opportunities and overestimation of tourism demand and subsequently to inappropriate investments. Also a recent summary of 15 knowledge surveys in the US by (Robelia and Murphy, 2012) discovered a very high level of knowledge about some environmental problems (e.g. what renewable resources are, where garbage goes, what causes habitat destruction) but “discouraging” levels of knowledge about others (e.g.
climate change, energy production and water quality). The study argued, making informed pro-environmental choices are difficult if one has incorrect or no knowledge. Fortunately, correct knowledge has been shown to predict behaviour (Levine and Strube, 2012). Therefore, marketing communication tools can useful in the introduction of new products as well as creation of awareness regarding the many tourists’ sites that could be attractive (Karoki, 2011)

4.2.8 Engagement/participation of respondents in recreation and tourism activities

The respondents were asked to indicate their participation or engagement in areas of recreation and tourism activities. The views of respondents have been categorized in figures and percentages. 22 (6%) of the respondents participate in recreation when they rest and relax themselves. 86 (23%) respondents get involve in recreational activities by visiting friends and relatives while 67 (18%) respondents indulge in visiting recreation and tourist centres on their own when they wish to engage in recreational or tourist activities. On the other hand, 78 (21%) respondents prefer to wine and dine out, 111 (30%) respondents engage in business activities rather while the remaining 7 (2%) respondents chose other means of recreational or tourist activities.

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rest and relaxation</td>
<td>22</td>
<td>6%</td>
</tr>
<tr>
<td>Visit friends and relatives</td>
<td>86</td>
<td>23%</td>
</tr>
<tr>
<td>Visit recreation and tourist centres</td>
<td>67</td>
<td>18%</td>
</tr>
<tr>
<td>Wine and dine out</td>
<td>78</td>
<td>21%</td>
</tr>
<tr>
<td>Engage in business</td>
<td>111</td>
<td>30%</td>
</tr>
<tr>
<td>Others</td>
<td>7</td>
<td>2%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>371</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Table 4.7 above explores the level of participation or engagement of respondents which were public servants in the study area in recreation and tourism activities. The results
above indicate that majority of the respondents engages in business activities rather than recreation, while closely followed were those that engage in visit friends and relatives and wine and dine out. Thus a few of the respondents visit recreation and tourist centres. The result shows apathy in the behaviour and attitude of respondents towards active participation in recreation and tourism activities in the study population. These may be in line with Djeri et al (2007) that the process of tourist decision-making while selecting a destination is influenced by various changeable factors, depending on the influence of tourist needs and attitudes as well as of the influence of external factors. Various studies also observed that there is apathy on the part of people in participating in recreation activities due to some hindrances and that the hindrances are the issues that can affect participation of individuals in recreation (Jackson and Scott 1996; Johnson et al, 2001) Da Sliva Matt (2001) observed that people still consider recreation activities a luxury and not a major part of the family budget. He further added that no wonder people find it difficult to take a break from their regular routines. This poses a serious challenge to providers of recreation and tourism services/products, marketers and public tourism organizations.

4.2.9 Recreation and Tourism travel companions or party of respondents

The respondents were asked to indicate their recreation travel companionship or party. The views of respondents have been categorized in figures and percentages. 30 (8%) of the respondents prefer to engage in recreational activities with family members, 189 (51%) respondents consent to the fact that they would like to participate in company of their friends while 19 (5%) respondents prefer to be with their peer group when they embark on tourism activities.

On the other hand, 122 (33%) respondents prefer to be with their co-workers, 11 (3%) respondents like to be with club or associate members.
Table 4.8 Recreation travel companions or party

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family members</td>
<td>30</td>
<td>8%</td>
</tr>
<tr>
<td>Friends</td>
<td>189</td>
<td>51%</td>
</tr>
<tr>
<td>Peer group</td>
<td>19</td>
<td>5%</td>
</tr>
<tr>
<td>Co-workers</td>
<td>122</td>
<td>33%</td>
</tr>
<tr>
<td>Club/Associate members</td>
<td>11</td>
<td>3%</td>
</tr>
<tr>
<td>Others</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>371</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Table 4.8 seeks to understand the respondents travel companion or party. Majority of the public servants in the study area prefer to travel with friends and co-workers when engaging in recreation and tourism activities. Family members and peer group were closely followed. The study of Seyidov et al (2016) conducted in Azerbaijan revealed that majority of the respondents have travelled with their family while friends and colleagues were second. This was contrary to the study in question. Kotter et al (2009) observed that human behavior is learned overtime. They further stressed that individual develops values, perceptions and Behavioural patterns based on the socialization process within the family and other institutions. Individual develop specific values such as freedom, individuality and efficiency, which are further affected by subcultures, including racial and religious groups. Therefore, social considerations remain a key factor for tourism marketers to propose packages that reflect the needs of the visitors.

4.2.10 Information about Recreation and Tourist Centres

The respondents were asked to indicate sources of information about recreation and tourists centres. The table 4.9 shows that 82 (22%) respondents have been able to know about recreation and tourist centres through the media. 226 (61%) respondents got information from their friends, 11 (3%) respondents were able to get information through travel consultant. Part of the respondents numbering 122 (33%) respondents
learnt about recreation and tourist centres through the Internet, 7 (2%) respondents were able to access the information through tourist information post, while 4 (1%) respondents have mentioned other sources of information rather.

**Table 4.9 Source of information about recreation and tourist centres**

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media</td>
<td>82</td>
<td>22%</td>
</tr>
<tr>
<td>Friends</td>
<td>226</td>
<td>61%</td>
</tr>
<tr>
<td>Travel consultants</td>
<td>11</td>
<td>3%</td>
</tr>
<tr>
<td>Internet</td>
<td>41</td>
<td>11%</td>
</tr>
<tr>
<td>Tourist information post</td>
<td>7</td>
<td>2%</td>
</tr>
<tr>
<td>Others</td>
<td>4</td>
<td>1%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>371</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Take 4.9 above indicated that majority of the respondents’ source of information about recreation and tourism came from friends, while media and internet platform fellowed. Travel consultants and tourist information post were the least. The implication is here; mean tourist information post which is government and travel consultants has done a little on providing information about recreation and tourism centres in the study area. In a related study of Seyidov et al (2016) in Azerbaijan indicated that internet media and friends are famous sources of information among respondents, this is in agreements with the above result. However, advertising is a known technique that informs and influence consumer through different media, such as television, newspapers, radio etc (Kuric, 2016).

Additionally, every destination country should extend its effort to discover the needs and follow necessary promotional strategies to raise interest among the potential tourists. It is very important for the decision makers to understand how customers acquire information especially for tourism related services and products. (Academic Journals 2010, 722-723).
4.2.11 Profiling of recreation behaviour of public servants in Nasarawa State, Nigeria

A descriptive analysis of the profile of recreation behaviour of public servants in Nasarawa State, Nigeria indicated based on gender, majority were 223 (61.1%) male while 148 (39.9%) female. Age differences, majority of the respondents fall between the age bracket of 31-40, 193 (52%) and 21-30, 96 (25.9%), while 41-50, 68 (18.3%) and 51 and above 14 (3.8%) fellowed. Based on level of education of respondents, majority were Degree/HND, 219 (59%), master degree 74(20%) and high school/diploma 70(19%). The result based on family size, indicated that majority of the respondents had a family size of 6-20, 200 (54%) and 1-5, 104 (28%) others had family size of 11-15, 30 (8%), 16-20, 26 (7%) and 21 and above 11 (3%). Also, majority of the respondents lived in Lafia, Keffi and Akwanga, 62%, 15% and 11% respectively.

Income distribution among the public servants in the study area shows that majority earned between 200,001-350,000, 90 (24%) and closely followed by those who earn between 1,400,001 and above, 82 (22%). 323 which is 87% of the respondents were knowledgeable and aware of recreation and tourism activities, while 48 (13%) were ignorant. How the respondents engage or participate in recreation and tourism, the responses shown that majority engage in business during their leisure time, 111 (30%), 86 (23%) of the respondents visit friend and relatives, 78 (21%) Wine and dine out, while 67 (18%), 22(6%) visit recreation and tourist centres, rest and relax respectively.

Moreso, the analysis based on respondent travel companions or party, shows that majority which 189 (51%) like to engage in recreation and tourism with friends, closely followed by those who like engaging in recreation with co-workers 122 (33%) 30 (8%), 19 (5%), 11(3%) engage in recreation and tourism with family, peer group and club associate member respectively. The study revealed that majority of the respondents get
information about recreation and tourism through Friends and Media, 226 (61%), 82 (22%), internet were closely indicated as their source of information about recreation and tourism, 41 (11%) while travel consultants and tourist information post were the least source the respondents access information about recreation and tourism.

Table 4.10: A cluster profile of recreation behaviours of public servants in Nasarawa state, Nigeria

<table>
<thead>
<tr>
<th>Variable</th>
<th>Range</th>
<th>Number of respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Male</td>
<td>223</td>
<td>60.1%</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>148</td>
<td>39.9%</td>
</tr>
<tr>
<td>Age</td>
<td>1-20</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>21-30</td>
<td>96</td>
<td>25.9%</td>
</tr>
<tr>
<td></td>
<td>31-40</td>
<td>193</td>
<td>52%</td>
</tr>
<tr>
<td></td>
<td>41-50</td>
<td>68</td>
<td>18.3%</td>
</tr>
<tr>
<td></td>
<td>51+</td>
<td>14</td>
<td>3.8%</td>
</tr>
<tr>
<td>Level of education</td>
<td>Doctorate Degree</td>
<td>8</td>
<td>2%</td>
</tr>
<tr>
<td></td>
<td>Master Degree</td>
<td>74</td>
<td>20%</td>
</tr>
<tr>
<td></td>
<td>Degree/HND</td>
<td>219</td>
<td>59%</td>
</tr>
<tr>
<td></td>
<td>High school/diploma</td>
<td>70</td>
<td>19%</td>
</tr>
<tr>
<td>Family size</td>
<td>21-above</td>
<td>11</td>
<td>3%</td>
</tr>
<tr>
<td></td>
<td>16-20</td>
<td>26</td>
<td>7%</td>
</tr>
<tr>
<td></td>
<td>11-15</td>
<td>30</td>
<td>8%</td>
</tr>
<tr>
<td></td>
<td>6-10</td>
<td>200</td>
<td>54%</td>
</tr>
<tr>
<td></td>
<td>1-5</td>
<td>104</td>
<td>28%</td>
</tr>
<tr>
<td>Place of living (most popular)</td>
<td>Akwanga</td>
<td>41</td>
<td>11%</td>
</tr>
<tr>
<td></td>
<td>Keffi</td>
<td>56</td>
<td>15%</td>
</tr>
<tr>
<td></td>
<td>Lafia</td>
<td>230</td>
<td>62%</td>
</tr>
<tr>
<td>Income distribution</td>
<td>$3890 – above</td>
<td>82</td>
<td>22%</td>
</tr>
<tr>
<td></td>
<td>$1940 - 3890</td>
<td>59</td>
<td>16%</td>
</tr>
<tr>
<td></td>
<td>$970 - 1940</td>
<td>70</td>
<td>19%</td>
</tr>
<tr>
<td></td>
<td>$556 - 970</td>
<td>90</td>
<td>24%</td>
</tr>
<tr>
<td></td>
<td>$1-556</td>
<td>70</td>
<td>19%</td>
</tr>
<tr>
<td>Knowledge and awareness</td>
<td>Yes</td>
<td>323</td>
<td>87%</td>
</tr>
<tr>
<td></td>
<td>No</td>
<td>48</td>
<td>13%</td>
</tr>
<tr>
<td>Engagement/participation</td>
<td>Rest/relaxation</td>
<td>22</td>
<td>6%</td>
</tr>
<tr>
<td></td>
<td>Visit friends/relatives</td>
<td>86</td>
<td>23%</td>
</tr>
<tr>
<td></td>
<td>Visit recreation centres</td>
<td>67</td>
<td>18%</td>
</tr>
<tr>
<td></td>
<td>Wine and dine out</td>
<td>78</td>
<td>21%</td>
</tr>
<tr>
<td></td>
<td>Engage in business</td>
<td>111</td>
<td>30%</td>
</tr>
<tr>
<td></td>
<td>Others</td>
<td>7</td>
<td>2%</td>
</tr>
<tr>
<td>Respondents travel companions</td>
<td>Family members</td>
<td>30</td>
<td>8%</td>
</tr>
<tr>
<td></td>
<td>Friends</td>
<td>189</td>
<td>51%</td>
</tr>
<tr>
<td></td>
<td>Peer group</td>
<td>19</td>
<td>5%</td>
</tr>
<tr>
<td></td>
<td>Co-workers</td>
<td>122</td>
<td>33%</td>
</tr>
<tr>
<td></td>
<td>Club/associate</td>
<td>11</td>
<td>3%</td>
</tr>
<tr>
<td>Information about creation and tourism</td>
<td>Media</td>
<td>82</td>
<td>22%</td>
</tr>
<tr>
<td></td>
<td>Friends</td>
<td>226</td>
<td>61%</td>
</tr>
<tr>
<td></td>
<td>Travel consultants</td>
<td>11</td>
<td>3%</td>
</tr>
<tr>
<td></td>
<td>Internet</td>
<td>41</td>
<td>11%</td>
</tr>
<tr>
<td></td>
<td>Tourist info post</td>
<td>7</td>
<td>2%</td>
</tr>
</tbody>
</table>

The results of the analysis above showed that participation in domestic tourism by public servants in Nasarawa state, Nigeria was strongly related to the profile behaviours
of respondents. The decision to engage or participate in domestic tourism activities appeared to be strongly influenced by the variables of gender, age, level of education, family size, place of living, knowledge and awareness, participation choice, travel companions and information about recreation and tourism. These confirms to Khoshkam, Masuki and Al-Mulali (2016) that tourism impacts influence each individual in the community differently because of their unique personal characteristics. Also, in a related literature, reviewed, the studies of Richard (2006); Odunga (2010); Vanhove (2005) among others listed factors directly affecting participation in tourism as gender, age, level of education, marital status, income level, occupation, place of residence, access to information and infrastructure.

Kotter et al (2009) observed that human behaviour is learned overtime. They further stressed that individual develops values, perceptions and Behavioral patterns based on the socialization process within the family and other institutions. Individual develop specific values such as freedom, individuality and efficiency which are further affected by subcultures, including racial and religious groups. Cohen et al (2014) asserted that most previous studies have failed to consider the characteristics of decision making in tourism which is complex and involves multiple decisions some made in advance and some made on site. Therefore, it is of paramount important for recreation and tourism developers and providers, both public and private, marketers and other stakeholders to understand the travel behaviour and motivations of individual tourists, as it may assist them in various product development, improved packaging and marketing strategies and enhanced effective services delivery approaches. Hence, the study on the role of recreation behaviour in influencing participation in domestic tourism in Nasarawa State is timely, based on the above profiles of the behaviour of public servants which shown that profiles of residents influence their participation in domestic tourism.
4.3 To evaluate residents’ perception and attitude towards domestic tourism

This objective was to evaluate residents’ perception and attitude towards domestic tourism. Whether residents’ perception and attitude can significantly influence domestic tourism in Nasarawa State, Nigeria.

Table 4.11: Descriptive statistics of residents’ perception and attitude towards domestic tourism

<table>
<thead>
<tr>
<th>Statement</th>
<th>SA (%)</th>
<th>A (%)</th>
<th>N (%)</th>
<th>D (%)</th>
<th>SD (%)</th>
<th>Mean</th>
<th>S.Dev</th>
<th>t-value</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meeting tourist from all over the country and from abroad is a valuable experience</td>
<td>64</td>
<td>32</td>
<td>02</td>
<td>1.3</td>
<td>0.7</td>
<td>3.545</td>
<td>0.75</td>
<td>4.72*</td>
<td>1st</td>
</tr>
<tr>
<td>Tourism has led to an increase in the availability of recreational facilities (like swimming pools, tennis, gym, courts) for local people</td>
<td>47</td>
<td>44</td>
<td>1.4</td>
<td>6.2</td>
<td>1.4</td>
<td>3.338</td>
<td>0.77</td>
<td>4.33*</td>
<td>2nd</td>
</tr>
<tr>
<td>Tourism provides an incentive for the restoration of historical buildings</td>
<td>43</td>
<td>49</td>
<td>5.5</td>
<td>0.7</td>
<td>1.4</td>
<td>3.23</td>
<td>0.97</td>
<td>3.33*</td>
<td>5th</td>
</tr>
<tr>
<td>Tourism brings local society and culture more positive than negative effects</td>
<td>36</td>
<td>54</td>
<td>5.5</td>
<td>4.1</td>
<td>0.7</td>
<td>3.13</td>
<td>0.95</td>
<td>3.29*</td>
<td>6th</td>
</tr>
<tr>
<td>The development policies of Nasarawa State should be oriented towards the implementation and expansion of domestic tourism</td>
<td>54</td>
<td>33</td>
<td>9.7</td>
<td>2.1</td>
<td>1.4</td>
<td>3.20</td>
<td>1.20</td>
<td>2.66*</td>
<td>8th</td>
</tr>
<tr>
<td>New programmes environmentally oriented towards the preservation of Natural resources in the state should be developed</td>
<td>52</td>
<td>41</td>
<td>4.1</td>
<td>0.7</td>
<td>2.1</td>
<td>3.345</td>
<td>0.93</td>
<td>3.59*</td>
<td>4th</td>
</tr>
<tr>
<td>New cultural attractions should be offered on the state Capital such as museums, auditorium, zoo, etc.</td>
<td>62</td>
<td>28</td>
<td>7</td>
<td>2</td>
<td>1</td>
<td>3.38</td>
<td>1.07</td>
<td>3.15*</td>
<td>7th</td>
</tr>
<tr>
<td>Specific attractions aimed at tourists increase should be offered (like entertainment parks, tourism services, and promotion) should be reinforced</td>
<td>55</td>
<td>39</td>
<td>3</td>
<td>1.4</td>
<td>1.4</td>
<td>3.43</td>
<td>0.83</td>
<td>4.13*</td>
<td>3rd</td>
</tr>
<tr>
<td>Average</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>3.342</td>
<td>1.462</td>
<td>2.286*</td>
<td>-</td>
</tr>
</tbody>
</table>

Table 4:11 The above table shows each statement categorized into strongly agreed, Agreed, Neutral, Disagreed and Strongly disagreed in mean, standard deviation and t-value.
4.3.1 Descriptive on residents’ perceptions and attitude toward domestic tourism.

Public servants in Nasarawa State, Nigeria in their responses to the eight (8) statement above; on the question meeting tourist from all over the country and from abroad is a valuable experience; 64% strongly agreed, 32% Agreed, 0.2% Neutral, 1.3% disagree and 0.7% strongly disagreed. On Tourism had led to an increase in the availability of recreational facilities, 47% strongly agreed, 44% agreed, 1.4% neutral, 6.2% disagreed and 1.4% strongly disagreed. On the statement Tourism provides an incentive for restoration of historical buildings, 43% strongly agreed, 49% agreed, 5.5% neutral, 0.7% disagreed and 1.4% strongly disagreed. Responses on the statement tourism brings local society and culture more positive than negative effects, 36% strongly agreed, 54% agreed, 5.5% neutral, 4.1% disagreed while 0.7% strongly disagreed. On the statement development policies of Nasarawa State to focus towards expansion of domestic tourism, 54% strongly agreed, 33% agreed, 9.7% neutral, 2.1% disagree, while 1.4% strongly disagreed on the statement, New programmes environmentally oriented towards the preservation of Natural resources in the state should be developed, 52% strongly agreed, 41% agreed, 4.1% neutral, 0.7% disagreed and 2.1% strongly disagreed. On the statement, New cultural attractions should be offered on the state capital such as Museums etc. 62% strongly agreed, 28% agreed, 7% neutral, 2% disagreed while 1% strongly disagreed. The responses to the statement, specific attractions aimed at tourists increase should be offered like entertainment parks etc, 55% strongly agreed, 39% agreed, 3% neutral, 1.4% disagreed while 1.4% strongly disagreed. The results showed that public servants in Nasarawa State, Nigeria perception and attitudes towards domestic tourism participation is positive. The result also showed public servants’ perception and attitudes toward domestic tourism can significantly influence domestic tourism participation in Nasarawa State, Nigeria.
### Table 4.1: Correlation between perception and attitude and participation in domestic tourism

<table>
<thead>
<tr>
<th></th>
<th>Agreed</th>
<th>Disagreed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Correlation</td>
<td>1</td>
<td>-.377</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>8</td>
<td>8</td>
</tr>
</tbody>
</table>

4.3.1 Correlation Analysis

Implication, perception and attitudes of tourists have a great influence in the participation of tourists in any form of tourism. Therefore, for sustainable tourism development, how a people perceive and their attitudes towards tourism must be taken seriously by the national, regional and states tourism organizations. This can be attained by creating an enabling environment for both investment and participation in domestic tourism. This fact is supported by IME et al. (2011) findings shows reasons for African low participating rate in physical activity included a lack of safe places to exercise or walk. Additionally, in the opinion of Whitehouse (2011) posits attitude as a predisposed tendency, derived from the individual predefined likes and dislikes and the differentiator between what is right, wrong, good or bad according to the intensify or preference of those governing personal values.

4.3.2 Hypothesis testing whether residents’ perception and attitudes can significantly influence their participation in domestic tourism in Nasarawa State, Nigeria

The testing of the research hypothesis was done using the Pearson’s Correlation model indicated above. As stated above, a p – value 0 means we accept the null hypothesis as untrue. The table above shows our p – value as 0.357 hence we reject the hypothesis...
that states residents’ perceptions and attitudes do not significantly influence domestic tourism in Nasarawa State, Nigeria.

This also agrees with Brown, (2011) that attitude can be likened to a single engine that can either slow you down, or help you move forward. It is your attitude that determines what and how much you can do. Literature reviewed show that attitudes were strong factor in determining the direction an individual takes especially in recreation participation.

Furthermore, recognizing the uniqueness of destinations, much attention has been given to the role of place attachment is shaping residents’ perceived impacts and support for tourism development (e.g. Gursoy and Rutherford, 2004; Lee, 2013). In a related reviewed understanding, the residents’ perception can facilitate policies which minimize the potential negative impacts of tourism development and minimize its benefits, leading to community development and greater support for tourism (Praying, Hosany, Nunkoro and Alders, 2013). Chand and Vivek, (2012) also supported the above that community perceptions toward sustainable tourism development are likely to be an important planning and policy consideration for successful tourism development. Based on the above revelation therefore, Nasarawa state government tourism agency and other stakeholders should consider residents’ perception and attitude as critical planning and policy, consideration for successful recreational tourism development.

4.4 The antecedent factors influencing resident’s recreational behaviour in Nasarawa State, Nigeria

This objective is to examine the antecedent factors that may influence residents’ participation in domestic tourism in Nasarawa state, Nigeria. The goal here was to
ascertain whether antecedent factors of residents can influence their involvement in
domestic tourism.

Table 4.13: Descriptive statistics on obstacles facing resident’s involvement in
domestic tourism

<table>
<thead>
<tr>
<th>Statement</th>
<th>YES (%)</th>
<th>No (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>High prices of commodities and services in tourism location</td>
<td>80</td>
<td>20</td>
</tr>
<tr>
<td>Lack of time</td>
<td>61</td>
<td>39</td>
</tr>
<tr>
<td>Lack of effective marketing of local media</td>
<td>79</td>
<td>21</td>
</tr>
<tr>
<td>Weakness of marketing of domestic tourism locations</td>
<td>73</td>
<td>27</td>
</tr>
<tr>
<td>Lack of reliable public transport to tourism locations</td>
<td>59</td>
<td>41</td>
</tr>
<tr>
<td>Large family size</td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td>No need for repetition</td>
<td>41</td>
<td>59</td>
</tr>
<tr>
<td>Lack of self-transport</td>
<td>57</td>
<td>43</td>
</tr>
<tr>
<td>High entry fees in tourism locations</td>
<td>63</td>
<td>37</td>
</tr>
<tr>
<td>Competition from neighboring countries</td>
<td>37</td>
<td>63</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>60</strong></td>
<td><strong>40</strong></td>
</tr>
</tbody>
</table>

The above table shows each statement categorized into Yes and No in percentage. The overall percentage was obtained by summing up the columnar percentage and dividing by the number of statements (10).

4.4.1 Descriptive on obstacles facing resident involvement in domestic tourism

Residents in public servants in Nasarawa State, in their responses to obstacles hindering their involvement in domestic tourism; high prices of commodities and services in the tourism location, 80% yes and 20% no; lack of time, 61% yes and 39% no; lack of effective marketing of local media, 79% answered yes while 21% no; weakness of marketing of domestic tourism locations, 75% marked yes and 27% no; lack of reliable public transport to tourism locations, 59% yes while 41% no; large family size, 50% yes and 50% no; no need for repetition, 41% yes while 59% no; lack of self-transport, 57% yes which 43% no; high entry fees in tourism locations, 63% yes while 37% No; competition from neighbouring countries, 37% yes while 63% no. The findings showed that participation in domestic tourism by public servants are influenced by certain
hindrances which must be addressed for an effective demand for domestic tourism participation by public servants in Nasarawa State. Also, the finding showed that even if residents in the state demand for domestic tourism, the above obstacles are hindrance to their participation.

The result is in line with FAO (2010) which highlighted five important determinants of demand for products and services, i.e. level of income, population, end market indicators, availability and price of substitute goods and tastes and preferences. Similarly, Wang (2014) posit that motivations for traveling can be clustered into three groups, namely psychological, cultural and economic. He further stressed that these motivations are commonly affected by the external environment such as social, economic and political factors. Therefore, the above obstacles could influence domestic tourism participation by residents in Nasarawa state, Nigeria. The implication for government agencies, destination managers on tourism marketing and promotion is that for effective participation in domestic tourism by residents, a sustainable marketing and tourism policy is needed.

Table 4.14: Correlations between obstacles to participation and domestic Tourism.

<table>
<thead>
<tr>
<th>Participation in domestic tourism</th>
<th>Participation</th>
<th>Obstacles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Obstacles to participation</td>
<td>Pearson</td>
<td>0.583**</td>
</tr>
<tr>
<td></td>
<td>correlation</td>
<td></td>
</tr>
<tr>
<td></td>
<td>sig. (2-tailed)</td>
<td>1.000</td>
</tr>
<tr>
<td></td>
<td>Pearson</td>
<td>0.583**</td>
</tr>
<tr>
<td></td>
<td>correlation</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sig. (2 –tailed)</td>
<td>1.000</td>
</tr>
</tbody>
</table>

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

4.4.2 Hypothesis testing whether there are obstacles influencing residents’ involvement in domestic tourism in Nasarawa State, Nigeria.

The hypothesis was tested by using correlation Pearson indicated above. The acceptance/rejection criteria were that if the P-value is greater than 0.05 the Ho is not rejected, but if it is less than 0.05, the Ho fails to be accepted. The null hypothesis for
the second objective was: Antecedent factors do not influence recreation behaviour of residents in Nasarawa State, Nigeria. While the alternative hypothesis was: Antecedent factors influence recreation behaviour of residents in Nasarawa State, Nigeria. The P-value of 0.000 indicated that the null hypothesis was rejected; hence antecedent factors of residents have a significant influence on recreation behaviour in Nasarawa State, Nigeria.

In relation to the above finding; Wang (2014) explained that the motivation for traveling can be clustered into three groups, namely psychological, cultural and economic. He further stressed that these motivations are commonly affected by the external environmental such as social, economic and political factors. Thus, an understanding of tourist behaviour is critical for more effective and successful marketing of destination products. Generally, the higher the demand for a typical commodity, including recreation. One of a goods or service will be chosen at a given price where income is higher. Thus, determinants of demand normally utilize some form of income measure, including gross-domestic product (GDP) (Fao, 2010). Further, knowledge and education are strong obstacles that can predict residents’ ability has recently that correct knowledge predict behaviour (e.g. Levine and Strube, 2012) in the view of Fiedding and Head (2012); knowledge must be regarded as a necessary but not sufficient condition for salutary decision-making. According to Jaafar et al (2005) point that socio-cultural impacts of tourism development had a strong positive effect on community participation. Also, Maraga et al (2010) in a study in the Nyando River Basin discovered that there was a strong positive relationship between community participation and the benefits obtained from the afforestation projects. However, Hung et al (2011) in a related study did not find any significant effect on community
participation. Based on counter arguments, obstacles are significant factor for tourism stakeholders in Nasarawa State, Nigeria.

Table 4.15: Descriptive statistics on reasons for not participating in domestic tourism activities

<table>
<thead>
<tr>
<th>Statement</th>
<th>YES (%)</th>
<th>NO (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of awareness</td>
<td>81</td>
<td>19</td>
</tr>
<tr>
<td>Lack of attraction factors</td>
<td>70</td>
<td>30</td>
</tr>
<tr>
<td>Distance between residence and tourism location</td>
<td>67</td>
<td>33</td>
</tr>
<tr>
<td>Lack of direct transport to tourism locations</td>
<td>64</td>
<td>36</td>
</tr>
<tr>
<td>Lack of disposable income</td>
<td>85</td>
<td>15</td>
</tr>
<tr>
<td>Lack of time due to work pressure</td>
<td>65</td>
<td>35</td>
</tr>
<tr>
<td>Religious reasons</td>
<td>35</td>
<td>65</td>
</tr>
<tr>
<td>Lack of variety of tourism locations</td>
<td>63</td>
<td>37</td>
</tr>
<tr>
<td>Social reasons</td>
<td>59</td>
<td>41</td>
</tr>
<tr>
<td>Infrastructure</td>
<td>77</td>
<td>23</td>
</tr>
<tr>
<td>Lack of interest</td>
<td>58</td>
<td>42</td>
</tr>
<tr>
<td>Domestic tourism is not important for the Nigerian economy</td>
<td>16</td>
<td>84</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>62</strong></td>
<td><strong>38</strong></td>
</tr>
</tbody>
</table>

The above table showed each statement categorized into Yes and No in percentage. The overall percentage was obtained by summing up the columnar percentage and dividing by the number of statements (12).

4.4.3 Descriptive on reasons for not participating in domestic tourism activities

Findings from residents reasons for not participating in domestic tourism activities are; their responses showed lack of awareness, 81% yes while 19% no; lack of attraction factors, 70% yes while 30% no; Distance between residence and tourism location, 67% yes while 33% no; lack of direct transport to tourism location, 64% yes and 36% no; lack of disposable income, 85% yes and 15% no; lack of time due to work pressure, 65% yes while 35% no; religious reasons, 35% yes while 65% no; lack of variety of tourism locations, 63% yes and 37% no; social reasons, 59% yes while 41% no; infrastructure, 77% yes and 23% no; lack of interest, 58% yes while 42 no; domestic tourism is not important for the Nigerian economy, 16% while 84% no.
The result shows that resident’s belief domestic tourism important for the Nigerian economy, but there are products and service or destination factors that stand on their way to participation in domestic tourism in the study area, ranging from policy and developing, marketing and promotion.

The findings are in with FAO (2010) that a key determinant of demand is the level of income evident in the appropriate country or region under analysis. Generally, the higher the level of aggregate and/or personal income the higher the demand for a typical commodity, including recreation, more of goods and services will be chosen at a given price where income is higher. Also unavailability of funds has been identified as one of the major factors militating against the development of recreation/tourism culture, recreation attitude surveys revealed that over 60 percent of Nigerians interviewed indicated that they are hardly meeting up with the provision of basic needs (food and shelter) for their families (Jgbojekwa, 2009) the implication here is that residents participation in domestic tourism in Nasarawa state will major in dependent on government sustainable policy thrust must be in place in the aspects of awareness campaign, infrastructural development, paid holidays allowances, development of tourism sites and tourism motivation.

**Table 4.16: Correlations between Reasons for not participation and domestic tourism**

<table>
<thead>
<tr>
<th>Participation in domestic tourism</th>
<th>Pearson correlation</th>
<th>sig. (2-tailed)</th>
<th>Reasons</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reasons not to participate</td>
<td>Pearson correlation</td>
<td>0.534**</td>
<td>1.000</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>0.000</td>
<td></td>
</tr>
</tbody>
</table>

**Correlation is significant at 0.01 level (2-tailed).**
4.4.4 Hypothesis testing whether there are reasons that can influence participation of residents in domestic tourism in Nasarawa State, Nigeria

The hypothesis was tested by using correlation Pearson correlation indicated above. The acceptance/rejection criteria were that if the p-value is greater than 0.05, the Ho is not rejected but if it’s less than 0.05, the Ho fails to be accepted. The null hypothesis for the second objective was: Antecedent factors of residents do not influence recreation behaviour in Nasarawa State, Nigeria. The alternative hypothesis was: Antecedent factors influence recreation behaviour of residents in Nasarawa State, Nigeria. The p-value of 0.000 indicated that the null hypothesis was rejected, hence antecedent factors of residents have a significant influence on recreation behaviour in Nasarawa State, Nigeria. In relation with the above results, sustainability, (2013) opined that, among the psychological correlates a series of rational and emotional factors either instigate or result from the practice of pro-environmental actions.

In addition, the study of Igbojekwe et al (2013) observed that when a person lacks tourism culture or recreational habits, traveling on holiday to him is a waste of resources, time and energy. They further stressed that such a person is likely to see leisure-time activities as “blotting paper” that has come to absorb the untapped energies of man. His contribution towards the growth of tourism, (if any) would be negligible and he will find it difficult to appreciate government’s effort towards tourism development, he can hardly make efforts towards reservation of potential tourist products, neither can be serve as source of information and guide to tourist. However, the recreational attitude surveys revealed that over 60 percent of Nigerians interviewed indicated that they are hardly meeting up with the provision of basic needs (food and shelter) for their families (Igbojekere, 2009).
4.5 To assess recreation behaviour in influencing domestic tourism participation in Nasarawa State, Nigeria.

The fourth objective of the study was to assess recreational behaviours of residents and ascertain whether such behaviour can influence their participation in domestic tourism in Nasarawa State, Nigeria.

Table 4.17: Descriptive statistics impacts of domestic tourism in an economy

<table>
<thead>
<tr>
<th>Statement</th>
<th>SA (%)</th>
<th>A (%)</th>
<th>N (%)</th>
<th>D (%)</th>
<th>Mean</th>
<th>S.Dev</th>
<th>t-value</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tourism provides an incentive for the preservation of natural resources</td>
<td>52</td>
<td>41</td>
<td>2</td>
<td>4</td>
<td>3.62</td>
<td>2.57</td>
<td>1.40 NS</td>
<td>8th</td>
</tr>
<tr>
<td>Our standard of living has increased more rapidly because of the money that tourists are spending in our state</td>
<td>23</td>
<td>28</td>
<td>20</td>
<td>21</td>
<td>2.26</td>
<td>1.42</td>
<td>1.59 NS</td>
<td>6th</td>
</tr>
<tr>
<td>Prices of many goods, services and real estate have increased because of tourism</td>
<td>20</td>
<td>22</td>
<td>18</td>
<td>31</td>
<td>2.17</td>
<td>1.34</td>
<td>1.61 NS</td>
<td>5th</td>
</tr>
<tr>
<td>Tourism brings economic benefits to the local people</td>
<td>43</td>
<td>46</td>
<td>4</td>
<td>4</td>
<td>3.20</td>
<td>0.95</td>
<td>3.36*</td>
<td>1st</td>
</tr>
<tr>
<td>Tourism attracts more investments and spending to Nasarawa State</td>
<td>24</td>
<td>46</td>
<td>17</td>
<td>10</td>
<td>2.56</td>
<td>1.35</td>
<td>1.89*</td>
<td>4th</td>
</tr>
<tr>
<td>Tourism brings the local economy more positive than negative effects</td>
<td>40</td>
<td>46</td>
<td>7.5</td>
<td>5</td>
<td>3.08</td>
<td>1.10</td>
<td>2.8*</td>
<td>3rd</td>
</tr>
<tr>
<td>Tourism greatly adds to traffic congestion, noise and pollution</td>
<td>21</td>
<td>23</td>
<td>23</td>
<td>25</td>
<td>2.10</td>
<td>1.44</td>
<td>1.45 NS</td>
<td>7th</td>
</tr>
<tr>
<td>Tourism brings the environment more positive than negative effects</td>
<td>36</td>
<td>49</td>
<td>8</td>
<td>4</td>
<td>3.020</td>
<td>1.12</td>
<td>2.69*</td>
<td>2nd</td>
</tr>
<tr>
<td><strong>Average</strong></td>
<td><strong>2.75</strong></td>
<td><strong>1.41</strong></td>
<td><strong>1.95</strong>*</td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
</tr>
</tbody>
</table>
The above table shows each statement categorized into strongly agreed, agreed, neutral, disagreed and strongly disagreed in mean, standard deviation and t-value.

4.5.1 Descriptive on impacts of domestic tourism in an economy. Public servants in Nasarawa State, Nigeria in their responses to the eight (8) statements above: On the statement tourism provides an incentive for the preservation of neutral resources, 52% strongly agreed, 41% agreed, 2% neutral, 4% disagreed while 0% strongly disagreed.

On the responses to the statement our standard of living has increase more rapidly because of the money that tourist spends in an economy, 23% strongly agreed, 28% agreed, 20% neutral, 21% disagreed and 8% disagreed. On the statement, prices of many goods, services and real estate have increased because of tourism, 20% strongly agreed 22% agreed, 18% neutral, 31% disagreed while 9% strongly disagreed. On the statement, tourism brings economic benefits to the local people, 43% strongly agreed, 46% agreed, 4% neutral, 4% disagreed, and 3% strongly disagreed. On the statement tourism attracts more investments and spending to Nasarawa State, 24% strongly agreed, 46% agreed, 17% neutral 10% disagreed while 3% strongly disagreed. The statement tourism brings the local economy more positive than negative effects. 40% strongly agreed, 46% agreed, 7.5% neutral, 5% disagreed while 2% strongly disagreed. On the statement tourism greatly adds to traffic congestion, noise, and pollution; 21% strongly agreed, 23% agreed, 23% neutral, 25% disagreed while 8% strongly disagreed. On the statement tourism brings the environment more positive than negative effects 36% strongly agreed, 49% agreed, 8% neutral, 4% disagreed and 3% strongly disagreed. The results showed that domestic tourism can play a positive and significant role in the economy of Nasarawa State, Nigeria.
Table 4.18 Correlations between impact of domestic tourism and economy

<table>
<thead>
<tr>
<th></th>
<th>Agreed</th>
<th>Disagreed</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Pearson Correlation</td>
<td>- .981**</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
</tr>
<tr>
<td>N</td>
<td>8</td>
<td>8</td>
</tr>
</tbody>
</table>

4.5.2 Hypothesis testing whether the positive impact of domestic tourism in an economy can influence residents’ active participation in domestic tourism in Nasarawa State, Nigeria

The hypothesis was tested by using correlation Pearson indicated above. The acceptance or rejection criteria was that, if the p value is greater than 0.05, the Ho is not rejected but if it’s less than 0.05, the Ho failed to be accepted. Here, the correlation shows it is 0.000.

The null hypothesis for the fourth objective was: There exist no relationship between domestic tourism impact and individual regular and active participation in domestic tourism in Nasarawa State, Nigeria. The alternative hypothesis was: There exist relationship between domestic tourism impacts and individual regular and active participation in domestic tourism in Nasarawa State, Nigeria.

The p-value of 0.000 indicated that the null hypothesis was rejected, hence recreation behaviour have a significant influence on residents’ participation in domestic tourism in Nasarawa State, Nigeria. In relationship with the above, (UNWTO, 2010) asserted that tourism has become a popular global activity. It brings in large amounts of income in payment for goods and services and creates opportunities for employment in the service industries associated with tourism.
Iyiola and Akintunde (2011) further advanced that destination marketing executives must understand that information search behaviour of travellers is vital for designing effective marketing campaigns because it represents the primary stage at which marketing can provide information and influence travelers’ vacation decisions; as consumers will use that information to form a perception of a particular destination on which such information is gathered. In addition, tourism is a social activity which involves travel by individual or group to stay outside their usual environment within a period not too long for the purpose of satisfying leisure, business or other needs. More importantly, different research studies stated that the understanding of tourist behaviour and travel motivation is important for tourism companies in order to create a demand and help tourists in decision making (Djeri, Plasvsia and Cerovic, 2007; HSU et al 2009; Van Vuuren and Stabbert, 2011; Schiffman et al, 2014; Cohen et al, 2014).
CHAPTER FIVE
SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction
The chapter presents summary data from important results from the research work and conclusion. Further, the study makes recommendation for policy and practice and recommendation further study.

5.2 Summary of findings
The study summary of result is based on the data collected and analyzed in association with the aim of the research and hypothesis.
One of the objectives of this research work was to examine the role of recreation behaviour in influencing domestic tourism participation in Nasarawa State, Nigeria.
Findings from the profile of recreational behaviour of public servants revealed that there are more male public servants in Nasarawa State, Nigeria. The findings also revealed that the public servants in Nasarawa State, Nigeria were well educated and knowledgeable to take decision on their participation in domestic tourism and all the respondents lived within the study area, the three senatorial districts of Nasarawa State, Nigeria are represented in the study.
Moreso, majority of the public servants in Nasarawa State, Nigeria income level is high at $1940–3890, a positive motivation for participation in domestic tourism. In addition, majority of the public servants in Nasarawa State, Nigeria had knowledge and aware of recreation and tourism activities in the state. The findings also revealed that majority of the public servants in Nasarawa state, Nigeria engages in businesses activities rather than recreation and tourism activities, closely followed were those that engage in visit
friends and relatives and wine and dine out. Majority of the public servants in the study area preferred to travel with friends and co-workers while engaging in recreation and tourism activities. Family members and peer groups were closely followed. The public servants’ source of information about recreation and tourism were from friends, media and internet platforms.

The finding based on antecedent factors influencing participation in domestic tourism in Nasarawa State, Nigeria 60% score and majority of the respondents were in agreement with most of the statements. Antecedent factors influencing public servants participation in domestic tourism were positively and significantly associated \( (r = 0.583, p = 0.000) \) with obstacles facing residents’ involvement in domestic tourism is strong and shows that participation in domestic tourism are influenced by hindrances which must be addressed for an effective demand for domestic tourism by residents in Nasarawa State, Nigeria and reasons for not participating in domestic tourism and participation in domestic tourism were positively and significantly associated \( (r = 0.534, p = 0.000) \).

Domestic tourism participation by residents in Nasarawa State, Nigeria can be strongly influenced by numerous reasons like, lack of awareness, lack of disposable income, infrastructure, lack of interest etc and were positively and significantly associated \( (r = 0.981, p = 0.000) \). The p-value of 0.000 indicated that the null hypothesis was rejected hence antecedent factors have a significant influence on residents’ participation in domestic tourism in Nasarawa State, Nigeria.

The average mean of the responses on residents’ perception and attitude toward domestic tourism in Nasarawa State, Nigeria was 3.34 and majority of the respondents were agreeing with most of the statements. The results indicated that residents’
perception and attitudes towards domestic tourism were positively and significantly associated \( (r = 0.357, p = 0.000) \). That the perception and attitudes of tourists have a great influence in the participation of tourists in any form of tourism. How a people perceive the concept and activities of domestic tourism has an influence on whether to participation in domestic tourism or not as is the case in Nasarawa State, Nigeria. Hence p-value of 0.000 indicated that the null hypothesis was rejected hence residents’ perception and attitudes have a significant influence on residents’ participating in domestic tourism in Nasarawa State, Nigeria.

The mean on recreational behaviour influencing domestic tourism was 2.75 and majority of the respondents were agreeing with most of the statements. The results indicated that domestic tourism participation and its role in an economy were positively and significantly associated \( (r = 0.060, p = 0.000) \). Domestic tourism participation by residents in Nasarawa State, Nigeria can bring more positive than negative to the local economy of the state. Tourists spending on goods and services can improve the living standard of the population of Nasarawa State, Nigeria.

Domestic tourism participation plays a positive and significant role on economy \( (r = 0.060, p = 0.000) \). This means that a unitary increase in domestic tourism participation leads to an increase on the economy GDP of the state by 0.060 times. The p-value of 0.000 indicated that the null hypothesis was rejected hence domestic tourism participation by residents of Nasarawa State; Nigeria has a significant influence on their behaviour.
5.3 Conclusion

There is lack of coherent policy on promoting domestic tourism in Nigeria. Equally, recreation behaviour poses challenges in the rural and urban areas in Nigeria. Nigeria are yet to embrace the values of active recreation participation. Therefore, the only way to have sustainable domestic tourism is through the assessment of recreational behaviour in influencing domestic tourism participation in Nigeria. In a way of conclusion and to discuss the major objective of the study and also to do justice to the problem statement, this research forward that:

5.3.1 Conclusion base on objective one: To profile recreation behaviour in Nasarawa State, Nigeria.

* Based on the finding, the youths which are more in number of the population of study and are recognized as educated and more exploitative in nature, should be the target market for marketers and promoters of domestic tourism.

* Income distribution is a motivation to residents’ participation in any form tourism.

5.3.2 Conclusion base on objective two: To assessing antecedent factors influencing participation in domestic tourism in Nasarawa State, Nigeria.

➢ Effective marketing of domestic tourism activities and locations by local media can increase participation in domestic tourism.

➢ Infrastructural development and reliable transport to tourism destinations is an asset to domestic participation.

➢ Acceptable prices for tourism goods and services in tourism destination, is a motivation for domestic tourism participation.

➢ When employer of labour provide and respect employees’ leisure time, it enables them participation in domestic tourism.
5.3.3 Conclusion base on objective three: To evaluate residents’ perceptions and attitudes towards domestic tourism in Nasarawa State, Nigeria.

- Deliberate policy which is oriented towards the implementation and expansion of domestic tourism is significant to participation in domestic tourism.
- Specific attraction like entertainment parks can increase tourist participation in domestic tourism.

5.3.4 Conclusion base on objective four: To assess recreation behaviour influencing domestic tourism participation in Nasarawa State, Nigeria.

- Provision of enabling environment by government can boost investment and spending in tourism destinations.
- The management of positive and negative effects of domestic tourism can bring about sustainable tourism development.

5.4 Recommendation for policy/practice

- Nasarawa State Ministry of Culture and Tourism should establish a workable and sustainable tourism policy in the area of infrastructural development, provision of incentives to investors, provide enabling environment, development of accessible tourist sites and paid holiday allowances to boost domestic tourism.
- The State Ministry of Culture and Tourism and other stakeholders should have a sustainable marketing strategy to aggressively create awareness on the values of domestic tourism to the state economy.
- Destinations managers should consider reduction of prices on tourists’ goods and services at destinations to motivate more participation in domestic tourism.
- Destination managers should provide variety of the tourist product at destinations to enable choice by all segment of the population.
➢ There is need for Nasarawa State Ministry of Culture and Tourism have a deliberate policy which is oriented towards the implementation of expansion of domestic tourism.

➢ Programmes which are environmentally oriented towards the preservation of natural resources should be developed in line with the principles of sustainable tourism development.

➢ The local media in Nasarawa State should be engage in the effective marketing and promotion of domestic tourism to increase residents’ participation in domestic tourism.

5.5 Recommendation for further study

➢ There is need for this study to be conducted in other states in Nigeria to understand the role of recreation behaviour in influencing domestic tourism participation in the country.

➢ There is need for the study to be conducted in Nasarawa State to involve all segment of the population as this study only focused in the public servants in the state which income can be easily measured.

➢ Also, there is need for this study to be conducted on gender basis, to know the recreation behaviour of women in influencing participation in domestic tourism.
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Dear Respondent

RE: Post graduate research Thesis

I am a Masters student of Kenyatta University Kenya, Nairobi in the school of Hospitality and Tourism Management. As a requirement in the program I am conducting a research on: The Role of Recreation Behaviour in Influencing Domestic Tourism in Nasarawa State, Nigeria.

You have been selected to participate in this study. I therefore request you to complete the attached questionnaire.

Please note that this is purely an academic exercise toward attainment of the above purpose. You are here by assured that the information will be treated with the confidence required. Your cooperation will be highly appreciated.

Thank you for your anticipated kind response.

Yours sincerely

Fimber Stephen Agbu (ND, HND, PGD)
T129F/33550/2014
Researcher
APPENDIX II: RESEARCH QUESTIONNAIRE

Section A: Profile of Recreation Behaviour in Nasarawa State, Nigeria

Remember that this enquiry is completely anonymous and that your data are just used for objectives related to the research work.

Please answer by ticking (✓) or indicating in the appropriate

1) Age _______________

2) Sex: male [ ] Female [ ]

3) Including yourself, how many people do belong to your family?
   1-5 [ ] 6-10 [ ] 11-15 [ ] 16-20 [ ] 21 – above [ ]

4) Where are you living at the moment?
   Place/village ___________________ town/city________________________

5) What is the approximate sum of annual gross incomes in your family?
   (including all family members, who receive an income)
   - above

6) What is your education level?
   [ ] No formal education [ ] Primary school [ ] Junior or middle school
   [ ] High school diploma [ ] Bachelor or degree/HND [ ] Master
   [ ] degree Doctor [ ] Other

7) Are you knowledgeable and aware of recreation and tourism? Yes [ ] No [ ]
8) How do you engage or participate in recreation and tourism activities?
- Rest and relax
- Visit friends and relatives
- Visit recreation and tourist centres
- Wine and dine out
- Engage in business
- Others

9) Who are your recreation travel companions or party?
- Family members
- Friends
- Peer group
- Co-workers
- Club/associate members
- Others

10) Where do you obtain information about recreation and tourist centres?
- Media
- Friends
- Travel consultants
- Internet
- Tourist information post
- Others

Section B: Residents’ Perception and Attitudes towards Domestic Tourism
Please rate the following items in order of importance as to who you feel should be priority items (with 1 being the most important and being the least important) in regards to your perception and attitudes towards domestic tourism in Nasarawa state, Nigeria (SA = Strongly Agree = 1, A Agree = 2, N= No Opinion = 3, D = Disagree = 4, SD = Strongly Disagree = 5)

<table>
<thead>
<tr>
<th>Resident perception</th>
<th>S</th>
<th>A</th>
<th>N</th>
<th>D</th>
<th>S</th>
<th>D</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Meeting tourists from all over the country and from abroad is a valuable experience</td>
<td></td>
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<tr>
<td>2. Tourism has led to an increase in the availability of recreational facilities (like swimming pools, tennis, gym, courts, for local people)</td>
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<td>3. Tourism provides an incentive for the restoration of historical buildings</td>
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<tr>
<td>4. Tourism brings local society and culture more positive than negative effects.</td>
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<tr>
<td>5. The development policies of Nasarawa state should be oriented towards the implementation and expansion of domestic tourism</td>
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<tr>
<td>6. New programmes, environmentally-oriented towards the preservation of natural resources in the state should be developed</td>
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<tr>
<td>7. New cultural attractions should be offered on the state capital, such as museums, audit, oriums, zoos etc.</td>
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<tr>
<td>8. Specific attractions aimed at tourist increase should be offered (like entertainment parks tourist services and promotion should be reinforced</td>
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</tbody>
</table>
### Section C: Antecedent Factors Influencing Recreational Behaviour in Nasarawa State, Nigeria.

<table>
<thead>
<tr>
<th>Obstacles facing resident’s involvement in domestic tourism</th>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>High prices of commodities and services in tourist location</td>
<td></td>
<td></td>
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<tr>
<td>Lack of time</td>
<td></td>
<td></td>
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<tr>
<td>Lack of effective marketing of local media</td>
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<td></td>
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<tr>
<td>Weakness of marketing of domestic tourist locations</td>
<td></td>
<td></td>
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<tr>
<td>Lack of reliable public transport to tourist</td>
<td></td>
<td></td>
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<tr>
<td>Large family size</td>
<td></td>
<td></td>
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<tr>
<td>No need for repetition</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lack of self-transport</td>
<td></td>
<td></td>
</tr>
<tr>
<td>High entry fees in tourist locations</td>
<td></td>
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<tr>
<td>Competition from neighboring countries</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Reasons for not participating in domestic tourism activities</th>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of awareness</td>
<td></td>
<td></td>
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<tr>
<td>Lack of attraction factors</td>
<td></td>
<td></td>
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<tr>
<td>Distance between residence and tourist location</td>
<td></td>
<td></td>
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<tr>
<td>Lack of direct transport to tourist location</td>
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<tr>
<td>Lack of disposable income</td>
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<td></td>
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<tr>
<td>Lack of time due to work pressure</td>
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<td></td>
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<tr>
<td>Religious reasons</td>
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<td></td>
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<tr>
<td>Lack of variety of tourist locations</td>
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<td></td>
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<tr>
<td>Social reasons</td>
<td></td>
<td></td>
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<tr>
<td>Infrastructure</td>
<td></td>
<td></td>
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<tr>
<td>Lack of interest</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Domestic tourism is not important for the Nigerian economy</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Section D. Assessing Recreation Behaviour Influencing Domestic Tourism in Nasarawa State, Nigeria

Tourism development impacts | SA | A | N | DA | SD
---|---|---|---|---|---
1. Tourism provides an incentive for the conservation of natural resource |   |   |   |   |   
2. Our standard of living has increased more rapidly because of the money that tourists are spending in our state |   |   |   |   |   
3. Prices of many goods, services and real estates have increased because of tourism |   |   |   |   |   
4. Tourism brings economy benefits to the local people |   |   |   |   |   
5. Tourism brings economy benefits to the local people |   |   |   |   |   
6. Tourism attracts more investments and spending to Nasarawa state |   |   |   |   |   
7. Tourism brings the local economy more positive than negative effects |   |   |   |   |   
8. Tourism greatly adds to traffic congestion, noise and pollution |   |   |   |   |   
9. Tourism brings the environment more positive than negative effects |   |   |   |   |   

*Thank you very much for the co-operation and time spent for this questionnaire.*
APPENDIX III: AUTHORIZATION LETTER

NASARAWA STATE GOVERNMENT
MINISTRY OF INFORMATION, CULTURE AND TOURISM
Lafia, Nasarawa State, Nigeria
Email: ministryofinformation@nasarawastate.gov.ng

MICT/NS/GEN/222/1

10TH SEPT, 2015

FIMBER S. AGBU
T129F/33550/2014
Kenyatta University,
P.O.Box 43844, Nairobi
Kenya
School of Hospitality & Tourism

RE-PERMISSION TO CONDUCT A RESEARCH

We are in receipt of your letter on the above subject matter and dated 8th September 2015, to conduct a “Research” on “The Role of Recreation Behaviour in influencing Domestic Tourism Participation in Nasarawa State, Nigeria”; among the civil servants as the research target population.

I am directed to convey the Honourable commissioner’s approval to you to conduct the research as requested.

However, the ministry is looking forward to receive a copy of the research material after completion please.

Cyril Y. Agyele
Deputy Director Tourism
For Honorable Commissioner.
APPENDIX IV: MAP OF STUDY AREA.

Source: FGN, 2014