

Youths Awareness and Visit Patterns to Recreation-Cum-Tourists Destinations in Lagos State, Nigeria

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Abstract

Determined to galvanise her tourism sector, the Nigerian government publicised the nation's Tourism Master Plan in 2005, which among others, highlighted the near-crisis state of tourism infrastructure compounded by a rather negligible affinity for domestic tourism. Governments' response to highlighted challenges reflects their partial understanding. It has dwelt primarily on overhauling and provision of newer infrastructure, without due attention to domestic leisure-consumption attitudinal reorientation, arguably the most potent driver of domestic tourism. Persuaded nevertheless, that the starting point towards achieving leisure-habit reorientation is the documentation of current tourism attitudinal inclinations, this paper analyzes the pattern of youths' awareness and patronage of recreation/tourism destinations in Lagos State. It combines purposive and stratified sampling designs to generate school-based adolescents who answered questions on awareness and patronage of existing tourism destinations, using a multidimensional questionnaire. Findings, among others, show marginal differences in the contrasted socio-demographic attributes between genders; marginal differences in their awareness and patronage of existing tourism destinations and also, in the relevance of hypothesised variables selected to explain variations in the patterns of awareness and patronage of tourism destinations. The study then examined the intervention implications of its findings and the need for further research in the context of tourism-demand segmentation.

Keywords: Awareness, baseline analysis, behavioural determinants, patronage, youth tourism

Introduction

The desire to develop the Nigerian tourism sector to a regionally competitive level by the Federal and other similarly persuaded states, like Lagos, has been a major policy towards which steps are being taken, with differing degrees of commitment and directional clarity. The passion towards the realisation of tourism advancement in this respect is premised upon the anticipated benefits of the sector to Nigeria; two of which are clearly evident. First, tourism promises to widen the utilitarian value as well as enhance the effective demand made on the abundant natural and cultural assets that are presently underutilised, given the expansion in the streams of tourists that would be attracted by them. Second, tourism being a labour-intensive sector offers a great potential to address much of Nigeria's present and future employment challenges, given the size of her population and expected future growth.

It is in this context, that the Nigerian government commissioned its Tourism Master Plan for the development of Tourism in Nigeria in 2006 (The Nigeria Tourism Master Plan (2006)). Among others, that Tourism Master Plan (TMP) observed a number of critical challenges facing tourism development that must be addressed with varying degrees of urgency. One of such problems was the poor level of domestic propensity for local destination patronage, as well as the marginal knowledge of the worth of the Nigerian tourism market internationally.

Since the publicity of this Master Plan, governments have taken a number of steps to address its recommendations. The nature of responses and the degree of their intensity have varied. Essentially, responses on infrastructure provision and overhaul, as well as on national image-rebranding and marketing overseas have received much attention. In spite of all the efforts so far, the need as well as the strategy to influence the population towards a tourism-oriented leisure consumption habit locally, is yet to be seriously addressed.

Specifically, government must encourage the culture of visits to tourist sites by the different identifiable socio-demographic groups into which its population may be sub-divided.

Ability to determine, at a later date, the degree of success achieved by governments in this regard, requires the acquisition of some essential data by relevant agencies of the government. A major component of such data would be statistics depicting the state of awareness as well as the existing pattern of visits to recreation and tourists sites by identifiable segments of its population prior to intervention.

In categorizing the affected population into socio-economic or demographic groups, adequate attention must be paid to ensuring that the segmentation criteria accurately reflect existing differences in behavioural inclinations towards leisure. In this context, targeting the youth either as a distinct segment of a population, or as a group to be contrasted with another in that same population, offers a useful analytical framework for assessing future projections on tourism growth in that population. Indeed, given that youths generally differ from older age cohorts, either in their consumption habits or in their greater likelihood for future behavioural adjustments, underscores the appropriateness of any decision that focuses on them exclusively, or as contrasting groups in baseline studies on leisure behaviour. . It is against this background that the present study examines the pattern of awareness and patronage of tourist destinations by school-based youths in Lagos state.

Literature Review and Conceptual Framework

Analysis of the connections between awareness and patronage has dominated research in the domain of marketing and economics. A number of researches such as Aaker, (1996); Cretu, & Brodie (2007); Dawar, & Parker, (1994); Hoyer, & Brown, (1990); Keller, & Lehmann, (2006); Mudambi, (2002) Rust, Ambler, Carpenter, Kumar, and Srivastava, (2004) represent a sample of diverse studies that bear testimony to advances made in that direction. In its traditional format, awareness studies in marketing seek to determine whether a given audience is cognisant of a given product or not. Sometimes, it may include the determination of the degree of their cognisance. Patronage analysis examines the extent to which professed awareness of a commodity or service results in actual purchase.

The two concepts of awareness and patronage have in recent time received much attention beyond the domain of marketing, with the outbreak and resilience of the dreaded HIV/AIDS, where it has been popularly analyzed as knowledge, attitude and practice (KAP) studies. The peculiar adaptation of the two concepts in the context of HIV/AIDS, however, lies outside the analytical focus of the present study. Nonetheless studies by Bhalwar and Jayaram, (2003); Chatterjee, Baur, Ram, Dhar, Sandhukhan and Dan (2001).; Ganguli, Rekha, Gupta, Charan, Kuruvila, Venugopalan, Sridhar and Kumar (1997); Meundi, Amma, Rao, Shetty, Shetty (2008); Negash, Gebre, Benti and Bejiga (2003); Singh, Fukuda, Ingle and Tataru (2002); Weiser, Heisler, Leiter, Percy-de Korte and Tlou et al (2006) exemplify the dimensions of analytical focus of KAP in the context of HIV/AIDS.

Ascertaining awareness and visit pattern to tourism destinations in essence is driven by the motivation to determine the current 'marketability' of existing destinations, often carried out against future planning goals. It is to determine the level of awareness and or the degree patronage exhibited by actual and or potential clients, and the factors which associate significantly with the observed variations in the two parameters in the studied population.

A number of studies which include Johnson, Bowker, English and Worthen (1998), Virden and Walker (1999), Philipp (1994, 1995, 1997 and 1999), Juniu (2000) and West (1989) have highlighted factors which seem to explain in varying degrees, the observed differences in the patronage of recreation and tourist sites in the United States of America. In the Virden and Walker study, early childhood exposure to tourists' destination was found to be relevant to later-life participation. Lindberg, Stavrou, Wilcon and Ramlagan (2003) also indicated the probable influence of parental attributes, in the context of being mentors on leisure behaviour to their children. Most of the other studies dwelt on racial differences, especially between the whites population and the blacks and or the none-whites.

Related studies on South Africa parks also show major contrasts between whites and blacks' patronage of tourist sites. In this respect, some researchers such as Johnson, Bowker, English, and Worthen (1998) have endeavoured to explain the disproportionately few black population visiting South African nature parks in the context of their genesis, in the sense that most nature-based tourist destinations were established through violent relocation of native blacks (Rangers 1989). Efforts both in the United States and South Africa have concentrated on not only identifying groups' tourist-destination patronage tendencies, but also on how to address the problem of the negatively-inclined groups.

Such an exercise exemplifies the relevance of segmentation in tourism marketing and development planning, which strives to identify high-patronage groups that must be retained; as well as the substantially-marginalized groups that must be persuaded in the bid to achieve sustainable goal in tourism sector development. Indeed, the existing tourism planning and management approach by the European Union shows the progress they have made in this regard. The European tourism statistics in recent times endeavour to separate and analyse the impact of youth tourism as a component of the entire European tourism (Travel.com, 2013). It also highlighted growth in the proportion of youth tourists in Europe and went further to predict brighter future prospects.

Driven earlier on by the same persuasion, the Malaysia Tourism Authority organised a conference on youth tourism aimed at elevating its status, having realised its potential to contribute significantly in terms of its accruable earnings to GDP (Taiyab, 2005).

Three major points logically emerge from the foregoing premises when viewed in the context of the recommendation of the Nigeria's Master Plan for Nigeria to mobilise domestic leisure patronage. One, that available information on domestic leisure-consumption behaviour including destination patronage, is scanty and offers only unreliable basis for the envisaged intervention in the tourism sector.

Two, that in carrying out the recommendations, it is necessary to employ some measures of demographic segmentation. Such segmentation criterion must recognise the niche of youth tourism - given the obvious behavioural differences between the youths and adults - in terms of their contrasting propensity for leisure consumption, as well as their contrasting possibilities for tourism behavioural adjustment.

Three, that effort to embark on patronage-stimulating culture among youths, must commence with an inventory of the pre-intervention scenarios of youths' leisure habits, differentiating between habits that associate with tour or tourism and those that do not, as a basis for future assessment. In other words, it is necessary for researchers to assess the present levels of youths' awareness of existing tourist destinations as well as their actual patronage of them, in the contexts that make such analyses relevant for assessing the degree to which set goals on tourism development are attained at later dates. In specific terms, such analyses would among others provide the necessary baseline information for assessing any achievements made in the context of pro-tourism re-orientation of the youth segment in any population.

It is in the context of the foregoing that this paper examines the patterns of awareness and patronage of tourism destinations by youths in Lagos state.

The Methodology

The study employed the primary methods of data collection in the form of field survey, to collect data from school-based adolescents in Lagos public senior secondary schools. Prior to the commencement of the exercise, an application, which contained a copy of the research's questionnaire, seeking for permission was sent to the Lagos State Ministry of Education, and was granted. Two criteria were considered very important in order for the sampling process to achieve a reliable degree of representativeness. The first was the need to reflect the distinguishing physico-geomorphic environmental attributes of Lagos in the sampling process, while the second reflects its socio-ecological make-up. On the first consideration, the data collection was designed to reflect both the island/mainland subdivisions of Lagos metropolis; while the second criterion was to reflect as close as possible, the ethnic plurality that characterizes Lagos.

As a starting point, the study decided to use the six existing regional education administration areas in Lagos State, consisting of six districts, as a basis for the school sampling exercise. Three of the existing Education Districts were purposively selected in order to fulfil the second of the two criteria specified above. They are Education Districts 3, 5 and 6. With the aid of a fairly random sampling exercise, the 6 schools in which administration of questionnaires to students took place were selected. They are Falomo and Badore (Education District 3) Awodiora and Bola Ige (Education District 5) Agidigbi and Babs Fafunwa (Education District 6) Senior Secondary schools.

Another major decision was to conduct the sampling of students only in senior secondary education schools and only among those in their final year. In essence, students in the junior secondary education classes were not covered. The decision was informed by the fact that students in their senior secondary education years, particularly in the final year are generally allowed to exercise greater degree of independence including recreation and leisure decision than those at the lower rung of the education ladder.

The actual sampling took place within the school premises after further approval was granted by the School Principal, with the assistance of the designated class teachers. In each of the selected schools, students were grouped into their subject areas, namely, Science, Arts and Commercial, on the basis of which the students'

sample populations in each school were obtained. As much as possible, equal percentages were taken from each of the three subject areas. In the sampling procedure, students in a particular subject group were assigned number serially from the first to the last person. Another version of the assigned serial numbers is written out on paper slips, folded and put together in a sack to conduct an exercise similar to the 'lucky-dip' in order to randomly select those to whom the questionnaires were administered in a given subject group. At the end of the exercise, the number of students to whom questionnaires were administered is as follows: Awodiora – 81 (16.5%), Badore – 62 (12.7), Agidingbi 43 (8.8%) Falomo 60 (12.2%), Babs fafunwa 128 (26.10%) and Bola Ige 116 (23.7%).

Instrument and Analysis

The study employed questionnaires which has both open and close-ended questions as deemed appropriate for the answers sought. Employing the sampling frame designed for the study, 500 questionnaires were given out of which 490 were retrieved and processed for analysis. The series of questions sought answers on variables like students' personal attributes, parental background, including parents' history in terms of leisure exposure and practices. It also sought responses on students' previous leisure interests and practices and other attributes that are not relevant to the present analysis.

Analysis

The paper employs a number of simple but novel methods to analyze its set objectives. First it employs the grouped frequency method to describe the socio-demographic attributes of the study population categorized by gender. Awareness of the existence of individual tourist destination was based on the question whether the respondent had heard of each of the 20 listed destinations in Lagos area. A sum of all yes answers was calculated separately for boys and girls to make intra-gender and inter-gender comparison. The analysis which examines the superior awareness uses a parameter called 'deviation' score. The deviation score is obtained by comparing the proportion that the male accounts for in the study population to the percentage it accounts for in the total awareness generated by a given destination. The implication is that whenever the two percentages are the same, neither of the two genders exceeds the other in their degree of awareness.

Given that the computation of the deviation scores relied on the use of male awareness percentage scores, positive deviation scores imply the superiority of male's awareness, while negative scores indicate female awareness' superiority.

Two analyses were carried out with regard to patronage: the first, which is similar to the analysis on awareness, compares the event of ever-visited to each of the listed destinations, using the same procedure by which awareness was analysed. The second analysis compares the frequency of visit to individual destinations separately for male and female. Differences between the mean frequency values of visit between the two genders were tested for significance. The third analysis trichotomised frequency of patronage or visits to destinations, to obtain 'no-visit', 'low patronage' and 'large patronage'. The same analysis was carried out for the awareness variable.

A chi-square test was performed, cross-tabulating the 2 trichotomized variables with selected hypothesised variables of awareness and patronage. The variables are student's religion, subject group, age, state of origin and parental description (i.e. whether student lives with mother only or father only, or both parents, or with a guardian); the parent's/guardian's age, occupation, education level and history of holiday/travel exposure. The observed probability levels of the individual chi-square result provided the basis for selecting relevant variables which associate with observed variations in awareness and patronage.

Limitation

The present study was conducted only in the public schools of Lagos states. Efforts made to include private schools were frustrated initially by the uncooperative attitude in some private schools. Subsequent effort that showed some promise became belated as the long vacation prevented the administration of questionnaire in the target schools. The limitation only implies that its findings can be generalised only with respect to adolescents in Lagos public schools. It also provides a basis for follow-up research which may widen the scope of the study population.

Results

Table 1 below shows the basic relevant characteristics of the student population. It examines each of the selected variables across the gender divide. Detailed frequency analysis not captured in this Table 1 shows that 4.3% of the sampled youth population fall below the minimum age of 15 generally accepted by the UN as the minimum age for inclusion into the youth bracket. On the other hand the maximum age among the students was age 24, the maximum threshold defined by the UN. The median age for the student is 16.5 year while the Median age is 16.

Using the Mean age, the male students (16.5) were slightly older than the females (16.3). On both sides, those below 16 years constitute the modal class, while those in the 19+ age group constitute the lowest percentage. It is interesting to note that the percentage of female exceeds that of the male in the population; being approximately 46.5 to 53.5 to the advantage of the females.

Table 1: Personal and Parental Characteristics of the Study Population^a

		Male		Female		Sub-group total
		No	%	No	%	
Age	13-16	95 (43.4)	39.1	148 (59.2)	60.9	
	17	67 (30.6)	52.8	60 (24.0)	47.2	
	18	42 (19.2)	56	33 (13.2)	37.5	
	19-24	15 (6.8)	62.5	9 (3.6)	37.5	
Subject domain	Science	102 (46.6)	56.4	79 (31.2)	43.6	
	Commercial	69 (31.5)	45.1	84 (33.4)	32.4	
	Arts	48 (21.9)	34.8	90(35.6)	65.2	
School	Awodiora	45 (19.7)	55.6	36 (13.7)	44.4	
	Badore	21 (9.2)	33.9	41 (15.6)	66.1	
	Agidigbi	18 (7.9)	41.9	25 (9.5)	58.1	
	Falomo	27 (11.8)	45.0	33 (12.6)	55.0	
	Babs Fafunwa	57 (25.0)	44.5	71 (27.1)	55.5	
	Bola ige	60 (26.3)	51.7	56 (21.4)	48.3	
	South-west	89 (39.0)	3.1	112 (43.2)	56.9	41.3
	South-east	61 (28.0)	52.6	55 (21.2)	47.4	24.3
Regions of origin	South-south	49 (22.5)	49.0	51 (19.7)	51	21.0
	North-west	22 (10.1)	39.3	34 (13.1)	60.7	11.7
	North-east	1 (0.5)	25	3 (1.2)	75	0.82
	North-north	0	0	4 (1.5)	100	0.8
	Religion	Christianity	173 (79.0)	48.5	184 (71.9)	51.5
	Islam	45 (20.5)	38.5	72 (28.1)	61.5	24.6
	Others	1 (0.5)	100	-	-	0.2
Parental status	Dad only	32 (14.0)	50	32 (12.2)	50	
	Mum only	26 (11.4)	47.3	29 (11.1)	52.7	
	Both	138 (60.5)	47.4	153 (58.4)	59.4	
	Guardian	32 (14.0)	40	48 (18.3)	60	
Parent age	<50	13 (62.1)	45.3	158 (65.3)	54.7	
	50-59	59 (28.0)	49.6	60 (24.8)	50.4	
	60-69	15 (7.1)	44.1	19 (7.9)	55.9	
	>=70	6 (2.8)	54.5	5 (2.1)	45.5	
Parent Occupation	Civil service	52 (24.3)	48.6	55 (22.4)	51.4	
	Professional	30 (14.0)	44.1	38 (15.4)	55.9	
	Artisan	5 (2.3)	38.5	8 (3.3)	61.5	
	Business	90 (42.7)	46.2	105 (42.3)	53.8	
	Clergy	2 (0.9)	40	3 (1.2)	60	
	Others	35 (16.4)	46.5	37 (15.0)	53.5	

a: Percentages in parenthesis show intra-gender % break-down, in contrast to the second set of % values which compare the 2 genders

A general comparison of both genders based on some contextually-relevant variables shows much of similarities than dissimilarities. Analysis of distribution by academic subjects shows the tendency for a greater bias towards science by males (46.6%) than the female (31.26%). The commercial subjects rank second among boys (31.5) while arts ranks second among the females. The percentages of boys to girls were generally lower except at Awodiora where it attained 55% and Bola Ige where at 51.7% it notched slightly higher than the females. Elsewhere, the proportion of females outstripped that of males with the maximum difference at Badore where the female population was 66.1%. Religion adherence shows that the majority of the students subscribe to the Christian faith, 79% males and 75% females respectively claim to be Christians while the rest subscribe to Islam except a minor 0.5% that claim traditional religion among boys.

Parental Background

Minor differences characterize the parental background of both sexes. For example going by the state of origin, which was collapsed into geopolitical regions in the present study, the Southwest accounted for the largest single percentage (41.32%) in terms of the regions of parents' origin. Among males 39% parent hail from one of the South western states while among females it is 43.2%.

Next to South west is the South east with a male/female combined average percentage value of 24.3%. The South-south (21.0%), the North-west (11.7%) the North-east (0.8%) and the North central followed in that order (0.8%).

Current parenting arrangement shows only minor variation between the two sexes. The modal percentage for both boys (60.5%) and girls (58.4%) live with both parents. Boys with dad-only parents amount 14% against 12.2% among girls. 'Mum-only' parent is the least for both genders. On parent's occupation, the modal groups for both genders being 42.7% of boys and 42.3% girls claimed their parents are into business. Next to business is civil service as 24.3% and 22.4% respectively of boys and girls claim that their parents are civil servants. Next to that group are those whose parents are in diverse occupations that are generally regarded as professionals. Exactly 14% and 15.4% of boys and girls respectively claimed their parents were professionals. Apart from the 'nondescript' category which accounted for 16.4% among boys and 15.0% among the girls, other parental occupational groups are generally low in terms of percentage values.

In terms of age distribution, more than 60% of the students claimed that their parents are below 50 years. 28% males and 24.8% females claimed that their parents' ages lie between 50 and 59 years, while about 10% on either side claimed their parents to be over 60 years in age. The scenarios above describe the personal and parental characteristics of the students whose recreational/tourist destination familiarization and patronage the current study turns to examine in the context of its relevance for future planning on behavioural tourism.

Awareness

Students were asked series of questions concerning their awareness and familiarity with recreational/tourist centres in the Lagos area. Table 2 below shows the list of the major recreation/tourist sites in the Lagos area collated for this study and on the basis of which the awareness and other objectives of the study have been examined.

The awareness pattern shows a maximum of 171 (71%) male respondents who have heard of Alfa beach to a minimum of 21 (9.2%) awareness level for La Campaign Tropicana. For the female gender, the Lagos bar beach has the maximum awareness for which it recorded maximum awareness score, that is, 74.8% of its population, while the least awareness occurred with respect to Akodo Village resort characterized by 3.8% awareness level.

The deviation compares the difference between the respective proportions of the male and the female in the total population to their corresponding proportional shares in the total awareness score (population) generated by a given destination. Positive deviation shows that the males exhibit a greater awareness level than the females, in

Table 2: Recreational/Tourists' Destination Awareness Pattern

S/N	Tourist Centre	Male			Female			TOTAL (M & Fm)	Deviation score	
		YES		YES			YES			
		Number	(%) ¹	(%) ²	Number	(%) ¹	(%) ²			
1	Lekki Conservation Centre	61	26.8	45.5	73	27.9	54.5	134(27.3)	-1	
2	Tarkwa Bay	79		34.6	49.7	80	30.5	50.3	159(32.4)	3.2
3	Badagry's First Storey Building	96		42.1	50.3	95	36.3	49.7	191(39)	3.8
4	Muson Centre	100		43.9	48.5	106	40.5	51.5	206(42)	2
5	Lekki Peninsula	110	48.2	52.1	101	38.5	47.9	211(43.1)	5.6	
6	Eleko Beach	106		46.5	46.1	124	47.3	53.9	230(46.9)	-0.4
7	Akodo Village Resort	14		6.1	58.3	10	3.8	41.7	24(4.9)	11.8
8	Badagry Beach	123		53.9	49.2	127	48.5	50.8	250(51.0)	2.7
9	Water Parks	131		57.5	47.1	147	56.1	52.9	278(56.7)	0.6
10	Frankid Leisure Park	15		6.6	53.6	13	5.0	46.4	28(5.7)	7.1
11	Apapa Amusement Park	144		63.6	47.5	159	60.7	52.6	303(61.8)	1
12	Silverbird Galleria	154		67.5	47.0	174	66.4	53.0	328(66.9)	0.5
13	Museum	160		70.2	48.5	170	64.9	51.5	330(67.3)	2
14	Alpha Beach	171		75	48.7	180	69.0	51.3	351(71.1)	2.2
15	National Museum	165		72.4	47.0	186	71.0	53.0	351(71.6)	0.5
16	Bar Beach	165		72.4	45.7	196	74.8	54.3	361(73.7)	-0.8
17	Tropical	21		9.2	43.8	27	10.3	56.3	48(9.8)	-2.7
18	Kaiyeto Beach	25		11.0	50	25	9.5	50	50(10.2)	3.5
19	Whispering Palm	41		18	59.4	28	10.7	40.6	69(14.1)	12.9
20	Slave Relics	39		17.1	54.2	33	12.6	45.8	72(147)	7.7

¹= The % of either male or female group that has awareness of a given destination. ²= The % of the total awareness population that is either male or female

that the percentage of their awareness exceeds the percentage they account for in the male-female aggregate population. A negative deviation score shows the superiority of the female awareness. Altogether, males show a greater awareness level for 16 destinations, the highest being Whispering Palm with positive deviation score of 12.9, while the female population exhibit a wider awareness score with respect to La Campagne Tropicana with deviation score of -2.7. The gap between the two genders are least with respect to Eleko Beach (-0.4) and National Theatre (0.5).

Further analysis probed whether respondents have ever visited the destinations as illustrated in Table 3. Similar sets of analysis conducted for awareness are also examined under patronage. For the male gender, the Bar Beach represents the most patronised, recording 108 ever-visited response or 47.4% of combined male-female patronage. The least patronised destination on the other hand was the Frankid Leisure Park which has been visited by only 2 (0.9%) of the males.

Likewise for the female gender, the Bar Beach which it recorded the highest awareness was also the mostly visited; being 121 (46.2%) of its population or 52.8% of male-female combined population. Generally and as expected, the level of awareness exceeds patronage. Indeed, there was no destination in which the level of patronage approached the 50% mark, particularly when analyzed as a percentage of a given gender's total population. A major

Table 3: Ever-Visited Recreation/Tourists' Destination

S/N	Tourist Centre	Male			Female			TOTAL	Deviation scores
		Number	(%) ¹	(%) ²	Number	(%) ¹	(%) ²		
1	FRAN	2	0.9	66.7	1	0.4	33.3	3	20.2
2	AKOHAD	7	3.1	77.8	2	0.8	22.2	9	31.3
3	KAYE	7	3.1	70.0	3	1.1	30.0	10	23.5
4	Tropical	7	3.1	58.3	5	1.9	41.7	12	11.8
5	SLAHAD	13	5.7	59.1	9	3.4	40.9	22	12.6
6	Whis. Palms	20	8.8	80.0	5	1.9	20.0	25	33.5
7	Tarkwa Bay	26	11.4	61.9	16	6.1	38.1	42	15.4
8	CENHAD	28	12.3	60.9	18	39.1	39.1	46	14.4
9	Storey	34	14.9	56.7	26	9.9	43.3	60	10.2
10	Lekki	33	14.5	50.8	32	12.2	49.2	65	4.3
11	MUSON	37	16.2	52.1	34	13.0	47.9	71	5.6
12	Eleko	39	17.1	49.4	40	15.3	50.6	79	2.9
13	Badagry	59	25.9	55.7	47	17.9	44.3	106	9.2
14	Water Park	61	26.8	56.5	47	17.9	43.5	108	10
15	Amu	65	28.5	49.6	66	25.2	50.4	131	3.1
16	Museum	73	32.0	54.5	61	23.3	45.5	134	8
17	SILVERBIRD	68	29.8	47.6	75	28.6	52.4	143	1.1
18	Alfa Beach	71	31.1	45.5	85	32.6	54.5	156	-1
19	Nat. Theatre	83	36.4	46.6	95	36.3	53.4	178	0.1
20	Bar Beach	108	47.4	47.2	121	46.2	52.8	229	0.7

¹= The % of either male or female group that had ever visited a given destination. ²= The % of the total ever-visited population that is either male or female

contrast however is the greater occurrence of positive deviation scores, which shows that besides Alfa Beach, the male gender exhibit greater comparative patronage level to other destinations than their female counterparts. It gives the impression that males are more outgoing in terms of visits to Lagos tourism/recreational destinations than their female counterparts. In order to explore further the extent to which actual levels of patronage differentiate the two genders, Table 4 explores the frequency of patronage of the 20 destinations by the two genders and tested the hypothesis that frequency of visits by the genders are not significantly different.

The fifth column shows the calculated mean differences in the level of visit exhibited respectively by the male and female respondents. Positive values show higher male patronage frequency than females, while negative difference show superior female patronage. The outcome is fairly comparable to the pattern under 'awareness', with the males exhibiting superior patronage frequency in 15 destinations, compared to five by the female respondents. It is interesting however, that none of those recorded patronage differences attained the level of statistical significance between the two genders as shown by the obtained critical values of t-test statistic in the last column

Table 4: T-Test Analysis of Differences in Frequency of Visit to Destinations

S/N	Tourist Centre	Male	Female	\bar{x} diff	T-value	df	sig.
1	Alfa Beach	2.82	1.99	0.83	1.45	141	1.15
2	Badagry	1.54	1.46	0.77	0.36	76	0.72
3	KAYE	3.00	1.33	1.67	1.58	4	0.19
4	Eleko	2.07	2.54	-0.47	-0.52	65	0.61
5	Lekki	2.00	2.06	-0.65	-0.14	57	0.90
6	Bar Beach	2.48	2.11	0.37	1.11	190	0.27
7	Tarkwa Bay	2.35	1.50	0.85	1.30	29	0.21
8	Water Park	1.74	2.12	-0.38	-1.15	85	0.25
9	Amu	2.17	1.89	0.28	0.73	115	0.47
10	AKOHAD	1.67	1.00	0.67	1.00	2	0.42
11	SILVERBIRD	2.36	2.23	0.13	0.38	134	0.70
12	FRAN	3.00	2.00	1.00	0.58	1	0.67
13	Whis. Palms	1.31	1.33	-0.03	-0.11	17	0.92
14	CENHAD	1.89	1.85	0.04	0.07	37	0.95
15	SLAHAD	1.11	1.33	-0.22	-1.17	19	0.26
16	Storey	1.41	1.27	0.14	0.67	55	0.51
17	MUSON	2.44	1.33	1.11	1.30	55	0.20
18	Nat. Theatre	1.54	1.46	0.08	0.36	75	0.72
19	Tropical	2.00	1.67	0.33	0.50	4	0.64
20	Museum	1.69	1.48	0.21	1.20	123	0.23

Determinants of Patronage

Differences have been observed which appear not significant enough, however in the context of future relevance of the analysis; a glimpse of the factors which tend to associate with patronage is desirable. Table 5 below is a compressed analysis. It sums up the total visit to all the destinations for each respondent. Having observed in the previous analyses above that the observed differences in socio-economic and demographic variables, including tourism- destination patronage pattern did not significantly differentiate the male and female genders,

Table 5: χ^2 Test of independence between cumulative Awareness and Patronage versus Personal/Parental Variables

	Personal Variables					Parent's Variables			
	Religion	Subject	Age	State of Origin	Parental description	Age	Occupation	Education	Holiday exposure
Cumulative Awareness	n.s	.001	n.s	n.s	n.s	.050	n.s	.001	n.s
Cumulative Patronage	n.s	.024	n.s	n.s	n.s	n.s	n.s	.006	.002

ns = not significant

this last analysis is conducted without differentiating between the two genders. Three groups emerged from the classifications which show degrees of awareness and patronage respectively. The first consists of those who had never heard or visited a given destination;

the second group consists of those who had low cumulative scores on awareness or patronage, while the third group are those that exhibit high aggregate scores on awareness or actual patronage.

The three generated categories in respect of awareness and patronage were respectively cross-tabulated with a number of selected personal and parental variables to examine which of them is/are statistically significant at explaining variations in the pattern of awareness and/or patronage without differentiating for gender. The selected variables are religion, subject group, parent-form, parent's age, parent's education, parent's occupation, age of student and states of origin. Of the selected variables, three of them were found to show statistical significance for the awareness and patronage variables respectively. Two of the variables are common to both awareness and patronage: they are subject area in which the χ^2 value was significant at $p = .001$ for awareness

and $p = .024$ for patronage. The second variable was parent's education. For awareness, the Chi-square value was significant at $p = .001$ and $p = .006$ for patronage. Parentage was significant for awareness ($p = .050$) but not so for patronage, while parent's holiday exposure was significant for patronage ($p = .002$), but not so for cumulative awareness.

Discussion

The study set at its goal to examine certain baseline characteristics of youths' tourism in Lagos area, in the context of its relevance within the recommendation of the 2005 Nigerian Tourism Plan. Specifically, it examined the extent to which the Lagos adolescent-youth market is either heterogeneous or homogenous, given the melting pot nature of Lagos, Nigeria. The study finds out that the adolescent youths, though coming from different background nevertheless do not contrast significantly on many parameters as one would expect. The patterns of awareness of tourism destination as currently obtained differ between the male and female gender, however not to a degree that is statistically significant.

Comparatively, males appear more conversant with existing destinations, both in terms of awareness and the likelihood of having ever visited the study destination. The degree to it exhibits superiority is greater on the event of having-ever-visited the destinations than on the awareness of them.

The finding tends to corroborate expected differences in gender roles, in which adolescent males are more outgoing than their female counterparts. All the same, application of statistical test failed to confirm the significance of the observed differences in the patronage frequencies of the two genders. The implication of this finding is that it may not require significantly different efforts to mobilise the two adolescent gender groups in order to achieve the same level of pro-tourism behavioural transformation.

Moreover, the analysis which sought for 'explanation' for the patterns of awareness and actual patronage shows that a student's subject orientation is an important variable that associates with both awareness and patronage. Likewise the level of parent's education is equally an important variable. These two variables in essence, are what government and or tourism-promoting agencies, in collaboration with the school authorities can employ in designing programmes that aim at improving on pro-tourist behavioural inclinations among school-based adolescents, especially in Lagos state. Parents' history of exposure to travel-related holiday is another relevant variable in this regard. The three variables may be employed to design adolescent clubs in schools which aim at stimulating the interest of youths on out-of-home leisure consumption habit, which emphasizes the patronage of existing recreation/tourism destinations; however with the proviso that adequate attention is paid to safety and adolescent's responsibility.

Finally, the findings in this study do not corroborate some major findings in other studies; particularly in the context of the role of racial demographic variable as a differentiator of affinity for tourism and destination patronage noted in studies on the US and South Africa. Specifically socio-cultural variables such as religion and state of origin did not differentiate either awareness or patronage, as racial membership differentiated both in the two countries. The reason for the clear contrast is that in the two reference countries, their past history showed that racial membership defined individual's rights and access to public facilities. In the US, the Blacks were deemed inferior and for long, were not granted equal rights and accompanying equal access with the Whites, In South Africa, the apartheid policy also denied the Blacks access to specified places, including recreation and tourism destinations. The fact is that in Nigeria, no single demographic or socio-economic variable had ever exercised such polarisation effects among its citizenry. In essence, it is the similarities in the historical antecedents of the two countries, and which contrast with that of Nigeria that accounts for the differences in the statistical significance of the socio-demographic variable of race as a differentiator of pro-tourism inclinations in the two countries.

Summary and Further Research Implication

This study was motivated by the observed gap in some aspects of the preparatory efforts necessary to kick-start Nigeria's drive towards its tourism aspirations. Specifically, the level of knowledge about its population's awareness and propensity for outdoor leisure consumption is low. Given the relevance of the variable 'knowledge' for the planning of the medium- to long-term tourism goals, coupled with the strategic relevance of the youths in the context of such goals, this paper analyzes the pattern of awareness and patronage of existing recreation/tourist destinations in Lagos by her school-based adolescents. The focus on the present study on the school-based category of youths represents in a way, an element in segmentation analysis, which limits its analysis on the dispositions to outdoor leisure tourism only to those within the 13 - 24 age brackets. It is

noteworthy that the sampled population exhibits a high level (95 %+) of correspondence with United Nations definition of youths.

Findings in this study among others reveal male superseding female on both destination awareness and patronage, the results however not being significant. Parents' education as well as their previous involvement in travel-related holiday is found to be reliable 'explanatory' variables for outdoor tourist leisure consumption habit. Students' subject inclinations, that is, whether a student is in the Arts of Commerce or still, in the Science group, is found to differentiate inclinations towards outwards tourism-leisure. More cross-disciplinary research analyses would be required to beam analytical searchlight on this finding, which should focus on explaining the association if it is further confirmed.

Besides the above, there are at least two other areas of further research which will enhance knowledge and assist on tourist-advancement strategies. One, there is need to employ the current analytical framework or its modified form to analyse dataset which combine students in both public and private schools in Lagos, as a way of validating the extent to which the current findings would apply in such a larger context. Two, given that the entire population is the focus of tourism behavioural analysis, it is desirable to conduct similar analysis using other segmentation variables, especially where local conditions suggest the relevance of other segmentation criteria, besides the youth-adult dichotomy to complement the focus of the present study and update its findings,

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