

The Role of Sustainable Tourism Development in Influencing Recreation in Cross River State, Nigeria

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Abstract

The purpose of this paper is to empirically validate the role of Sustainable Tourism Development in influencing Recreation in Cross River State, using leisure lifestyle and leisure education as measures of recreation. A sample size of 218 was obtained using the Freund and Williams's formula for infinite population. The univariate analysis was conducted using descriptive statistics and multiple regression was used to test the stated hypotheses, via the statistical software SPSS (22.0) version. From the results of this study, it was established that sustainable tourism development impacted greatly on leisure lifestyle and leisure education. It was then recommended that the government and practitioners put strategies and policies in place for sustainable tourism development that would elicit individual's participation in recreation.

Keywords: *Role of tourism, Recreation and Sustainable development*

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Background to the Study

Tourism is recognized as one of the key sectors of development in all countries and a major source of income and wealth creation (Chen, 2011; Okoli, 2001,). Tourism plays an important role in the lives of people and positively affects their feeling of well-being. Tourism includes activities where people travel to and stay in locations outside their usual surrounding for a period of not more than one consecutive year and less than 24hrs for leisure, business or other purposes (UNWTO, 2012). Since tourism is a veritable source of revenue, it is imperative that there should be a continuous advancement and development of all its component sectors in all ramifications not only for the current generation, but also for the future. Hence the concept of sustainable tourism development of destinations is worth researching into.

Sustainable tourism development involves the active contribution of all required stakeholders, for the continual enhancement and maintenance of the tourism sector that would elicit an appeal to tourists. Sustainability of tourism ensures also a competent and better quality of tourist satisfaction, educating and informing them about sustainability benefits and encouraging viable tourism practices (Yusuff and Akinde, 2015). While tourism sustainability is known to be a great factor in the enhancement of socio-economic development in many countries because it augurs well with other sectors of the economy, it is still at its embryonic stage in Nigeria, where many operators have tended, rather erroneously to focus attention mainly on the economics of the industry and not on gaining understanding of the behavioral antecedents of tourist that would elicit their going for recreation (Ifedi, 2009; Sulyman and Iorliam, 2016; Obinna, Owei, Ayodele and Okwakpam, 2009).

Some of the problems confronting recreation can be traced to dissatisfaction of the state of tourism destinations. Such dissatisfaction stems from poor tourism infrastructural development such as; bad road network, unstable power supply, inadequate water supply, inaccessible railway system, inappropriate waste management system, insecurity, lack of support for tourism sector, lack of adequate funding, poor policy implementation for tourism development and unfavorable government policies, poor culture of entrepreneurship, lack of professionalism, poor development and utilization of the Information Communication Technology (ICT), Lack of appropriate marketing skills for tourism products (Agbu, 2018; Lawason and Baud-bovy, 1977; Obinna et al, 2009; Obiora, 2018; Wang and Peister 2008;, Yusuff and Akinde, 2015). These outlined issues have been observed to be major hindrances toward recreation.

Cohen, Prayai, and Moital (2014) investigated this behavior towards tourism in the UK and substantiated that social media influences on tourism consumer buying behavior. Palami and Sohrabi (2013), conducted a study on a holiday destination in Kurdistan and established that the major reason for tourism is to experience a change of climate and relax with family, friends and relatives under sustainable tourism development attributes of security, safety, location and attractiveness of the destination. It was also validated that recreational behavior can be elicited only from attractive destinations (Sulyman and Iorliam (2016), Obinna, Owei, Ayodele and Okwakpam 2009.). Furthermore, Agbu (2018), empirically validated that the perception of tourism is a driving factor for inclusion into outdoor recreation.

In spite of the above studies and others on recreation, there has been scarce literature that focuses on the role of sustainable tourism development in influencing recreation within Nigeria and Cross River State in particular. However, previous studies were conducted in different geographical locations or regions and the findings may not be applicable particularly to Cross River state setting given their different cultures, values, and religion and development stage. Any attempt to generalize the findings of these studies would be baseless as there may be differences in environmental settings. The aforementioned presented a knowledge gap which this study sought to address. Hence, the research work examined the role of sustainable tourism development in influencing recreational behavior in Cross Rivers State, Nigeria.

Literature Review

Theoretical Framework

The Push-Pull Theory

According to Dann (2011), the pull factors (such as landscape, culture, price, service, climate etc.) can pull one to some of the tourism supply components such as attractions or destinations. In other words, the 'pull factors' can lead an individual to select one destination over another for leisure, once the decision to recreate has been made, which have been characterized in terms of the features, attractions, or attributes of a destination (Klenosky, 2002). Dann further argues that the 'push factors' are viewed as relating to the needs and wants of an individual, such as the desire for escape from their routine environment, relaxation, nostalgia, rest, prestige, knowledge, experience, and social interaction. Dann's 'push-pull framework' provides a simple and intuitive approach for understanding leisure lifestyle, and explaining why a certain the individual selects one destination over another for leisure. Dann indicated that “once the leisure pattern has been decided upon, where to go, what to see or what to do (relating to the specific destinations) can be tackled. Thus, analytically, and often both logically and temporally, push factors precede pull factors towards leisure.

Sustainable Tourism Development

Sustainable tourism development is based on the integration of four dimensions: the economic, the environmental, the social and the institution. Ayeni and Ebohon (2012), describes sustainability as an approach intended to reduce the tensions and friction created by the complex interactions between the tourism industry, tourists, environment and the host communities to maintain the long-term capacity and quality of both natural and human resources. Accordingly, Harris (2012) reiterates that there are three objectives of sustainable development: (1) Meeting the needs of the host population in terms of improved the quality of life both in the short and long term; (2) Satisfying the demands of a growing number of tourists; (3) Safeguarding the natural environment in order to achieve both of the preceding aims.

Sustainable development of tourism is a tourism that is developed and maintained in a way that remains economically, socially and environmentally viable for the present and future generation and does not in any way endanger the environment that hosts it (Harris, 2012). The overall goal of sustainable tourism development is the long-term stability of the tourism sector which is achievable through the integration and acknowledgement of economic, environmental, and social concerns throughout the decision-making process (Nwokorie and Obiora, 2018).

Concept of Recreation

Merriam-Webster Dictionary therefore defines recreation as a means of refreshment of strength and spirit after work. The concept recreation is any activity that people engage in when at leisure for enjoyment or usually to refresh the body and mind (Obinna et al, 2009; Jeroen and Veenhoven, 2011 Kara and Dirchi, 2010). Such activities are multifaceted: they can be communal or solitary, active or passive, healthy or harmful and people could engage in them either indoors or in the outdoors. There are several benefits that can be derived from recreation such as maintaining one's physical and mental health, strengthening relationships among family members, increasing performances in business life, reducing crime rates, and making individuals more integrated with societies. The measures of recreation utilized in this research are leisure lifestyle and leisure education.

Drawing from descriptions of the concept of leisure in extant literature (Venkatesh 2006; Sivan, Atara and Stebbins, 2011 Maw, 1969; Jensen, 1976), it is described here as the time an individual voluntarily creates within the framework of his/her daily, weekly, monthly or yearly activities; outside his/her usual business, domestic and other engagements, to enable him/her relax and do other things that bring pleasure to him/her.

Leisure lifestyle is a situation whereby an individual engages in the set of activities that allow individuals to escape from the daily problems in their social lives and tiresome working life. The individuals achieve various rewards and satisfaction in line with their individual perceptions, by performing these activities. Some individuals engage in recreation concept by participating sports activities, while others find themselves in branches of arts through active participation and enjoy their leisure freely in line with their expectations.

Leisure education refers to organized instruction about leisure and leisure opportunities. It is all about leisure awareness, knowledge, participation and social skills attainment on leisure. Leisure education as a collection of activities that people from all age groups can participate passively or actively in accordance with their interest and creativity (Sivan, Atara and Stebbins, 2011). They further describe leisure education as activities which provide personal satisfaction and in which one can use his/her own skills and abilities, and participate in his free time, willingly, with no obligation.

Nexus of Sustainable Tourism Development (STD) and Recreation

Egbaji, (2011), argued that the Development of Tourism Sites differ in nature depending on the availability of facilities which attracts peoples thereby enhancing development in the locality. A good and functional Development of Tourist Site must have availability of tourist attraction facilities including its superstructure. The World Commission on Environment and Development defined sustainable development as development that meets the needs of the present without compromising the need of future generations to meet their own needs.

Recreational behavior could be seen as an attitude of an individual towards indoor or outdoor recreational activities in their leisure time. It is a behavior that allows tourist to travel to different destinations to enjoy his or her life during leisure period or holiday. We posit here that

sustainable tourism development could influence recreational behavior positively because it enables tourists to look for an alluring destination that has viable facilities to meet their needs and satisfaction during their visits. We further posit that STD could contribute to recreation to tourism site because when visitors arrive at a particular destination, they would likely visit and patronize tourism destination, that are continually attractive (George, 2015). STD could be a channel of promoting recreational behavior and creates employment opportunities for people, generate revenue and boost the Economy of the State (Nwokorie and Obiora, 2018). Accordingly, a well-managed destination will definitely elicit an attitude of recreation (Al-Tarawneh, 2012; Akintunde 2001; Jensen, 1976). As such, it is important not just to the tourist but also the economy of the host community. With this in view, it is necessary to understand that sustainability of tourism is a major strategy as a pull factor.

It is important to realize that a person who is exposed to alluring infrastructure of the destination will explore and better understand the environment, interact with leisure materials for sensory, socio-emotional, mental and physical enhancement of personal competencies in terms of tourism, develop play skills, an increased focus on making choices and decisions about leisure alternatives. We thus hypothesize as follows:

Ho₁: There is no significant impact of sustainable tourism Development on leisure lifestyle in Cross River State.

Ho₂: There is no significant impact of sustainable tourism development on leisure education/awareness in Cross River State.

Methodology

As it relates to the present study, the population of this study consists of selected individuals in Calabar municipality. Respondents were chosen randomly and survey was conducted face to face in different parts of the city like existing recreational areas, bus stations, streets, and restaurants. To determine the exact sample size for the present study, the suggestion in Freund and William for determining infinite population was upheld and a sample size of 218 was utilized. The questionnaire was divided into two sections; section 'A' deals with the demographic characteristics of the respondent, and section 'B' answers the question raised in the study. A "5" point Likert scale with 5 as strongly agree, 4 as agree, 3 undecided, 2 as disagree and 1 as strongly disagree were used as the alternative response expected from the respondents. The Cronbach alpha reliability value for sustainable tourism development is 0.817 while that for recreation was 0.872, were above the established standard of 0.7. Scale validity was checked using exploratory factor analysis technique. Kaiser's values are >0.7. This is considered acceptable value for sample adequacy. Kaiser's value in this study was 0.85. This output illustrates that in Bartlett's test $P < 0.05$.

Descriptive statistics was used to analyze questionnaire distribution and respondents' demographics characteristics. Multiple regression analysis was used to determine the extent to which predictor variables jointly as well as individually contributed to the prediction of the criterion variables. In this analysis, sustainable development has been considered as predictor variable and recreational behavior (with measures of leisure lifestyle and leisure education has been taken into account as criterion variable in the regression analysis. All statistical analysis was via the SPSS 22.0 version.

Data Presentation and Analysis

Analysis of Questionnaire

The table below shows the distribution of questionnaire to respondents and retrieval. Two hundred and eighteen (218) copies of questionnaire were administered, 162 copies (74.3%) were retrieved, while 130 (80.2%) copies of the retrieved copies of questionnaire were useful. Thus, all subsequent analyses were based on 130 questionnaire copies will be used for data analysis.

Table 1: Demographic profile of respondents

S/No	Demographic variables	No	Percent
1	Gender		
	Male	80	61.5
	Female	50	38.5
	Total	130	100
2	Age		
	20 – 32 years	57	43.8
	32– 37 years	42	32.3
	37-54 years	20	15.4
	> 56years	11	8.5
Total	130	100	
3	Education		
	OND	55	42.3
	B.Sc/HND	46	35.5
	M.Sc	18	13.8
	Ph.D	11	8.4
Total	130	100	

Source: Survey Data 2019 with SPSS version 22.0

Table 1 above shows the information on Gender. The table revealed that (80) respondents (61.5%) were male, while (50) respondents (38.5%) female. This implies that male respondents were of the majority.

Table 1 above shows the information on Age Brackets. The table revealed that 57 respondents (43.8%) were within 20-32 years, whereas, 42 respondents (32.3%) were within 32-37 years, 20 respondents (15.5%) were within 37-54 years while 11 respondents (8.4%) were greater than 56 years. This information shows that majority of the respondents were within the ages of 20– 32 years.

Table 1 above shows information on the respondents' level of education. OND (55) respondents with percentage of (42.3%), B.Sc/HND (46) respondents with percentage of (35.5%), M.Sc/MBA (18) respondents with percentage of (13.8%), Ph.D (11) respondents with percentage of (8.4%). From the information it shows that respondents with OND are of the majority.

Univariate Analyses

This section presents the results of distributed questionnaire on leisure lifestyle using the criterion value of 3.0. Any value that is below 3.0 is rejected, while any value this is equal or greater than 3.0 will be accepted.

Table 2: Descriptive statistics on items of Leisure lifestyle

Descriptive Statistics			
	N	Mean	Std. Deviation
I always visit this destination because of my passion for outdoor activities	130	4.1495	.74989
Visiting this site gives me joy after work engagement in the office	130	4.2336	.65271
I like visiting this site every weekend to dance and have fun with my friends	130	4.0374	.51258
My leisure behavior gives me opportunities to socialize	130	3.6822	.84226

Source: Survey Data 2019 with SPSS version 21.0

Information on Table 2 above shows the result of descriptive statistics on items of leisure lifestyle with the use of SPSS Statistics version 22.0 output. The mean scores on all items of leisure lifestyle were greater than the threshold of 3.0, on five-point Likert scale is considered appropriate and acceptable.

Table 3: Descriptive statistics on items of Leisure Education

Descriptive Statistics			
	N	Mean	Std. Deviation
Leisure education enhanced my well-being and physical fitness	130	4.0374	.51258
My leisure knowledge and skills develop my, confidence and awareness for enhanced engagement, health and well-being.	130	3.6822	.84226
Leisure knowledge provide me with practical understandings of the relationships between leisure, work, time and development across the life course	130	4.4327	.77290
Leisure education develop my intellectual and creative pursuits in life	130	4.2212	.95487

Source: Survey Data 2019 with SPSS version 21.0

Information on Table 3 above shows the result of descriptive statistics on items of leisure education with the use of SPSS Statistics version 22.0 output. The mean scores on all items of leisure education were greater than the threshold of 3.0, on five-point Likert scale is considered appropriate and acceptable.

Table 4: Descriptive statistics on items of sustainable tourism development

Descriptive Statistics			
	N	Mean	Std. Deviation
I understand the term 'sustainable tourism development'	130	3.7404	1.17412
The state of tourist sites determines the patronage for recreation	130	3.8750	1.20426
you feel more loyal to a brand which includes sustainable or environmental-friendly practices in its activity (tourism)	130	4.0962	1.08403
Electricity installation is available in this community	130	4.5510	.52016
There is good road network in this community	130	4.2981	.96421
Recreational facilities are available for both indigenes and tourists	130	4.6939	.46325

Source: Survey Data 2019 with SPSS version 22.0

Information on Table 4 above shows the result of descriptive statistics on items of sustainable tourism development with the use of SPSS Statistics version 22.0 output. The mean scores on all items of sustainable tourism development were greater than the threshold of 3.0, on five-point Likert scale is considered appropriate and acceptable.

Bivariate Analysis

The variables were correlated to ascertain the degree of relationship existing between them. The results of the Kaiser–Meyer–Olkin test for sampling adequacy ($KMO = 0.836$) and Bartlett's test of sphericity $\chi^2(129)=1801.867$; $p<0.001$) showed that the responses to the scale were adequate for further analysis. In addition, one-sample Kolmogorov-Smirnov test was conducted to assess whether data had normal distribution and it was observed that the total mean for recreation indicated 0.35 while that of sustainable development indicated 0.43. The results of the K-S test indicated that the scores of each component were normal. As a result, parametric tests were used for hypothesis testing.

Table 5: Multiple Regression Analysis of Sustainable Tourism Development (STD) and Recreation (RECR)

Variable	Correlation Coefficient(R)	Square of Correlation Coefficient (R ²)	Adjusted R ²	Standard Regression Coefficient (Beta)	t-ratio	Value F	p
STD	0.534 ^a	0.285	0.27	0.32	4.8	26.1	0.00

a Predictors: (Constant), STD; b Dependent Variable: Recr

Table 5 shows the correlation coefficients among the sustainable tourism development and the measures of recreation. R² is obtained to be 0.285 for the regression of 0.534 of recreational behavior. This means that 28% of the variation of recreational behavior can be explained by

Sustainable tourism development at level $p < 0.00$. In other words, the effect of sustainable tourism development on recreational behavior was significant regarding observed variance ($F = 26.1, p < 0.00$). According to the positive slope of standard regression coefficient (Beta) and t-ratio, it could be deduced that there was a direct relation between predictor and criterion, that is, higher scores for sustainable tourism development predicted higher scores on recreational behavior. Therefore, sustainable tourism development had positive effect on increasing the quantum of recreational behavior.

Table 6: Multiple Regression Analysis of Sustainable Development and leisure lifestyle

Variable	Correlation Coefficient(R)	Square of Correlation Coefficient (R ²)	Adjusted R ²	Standard Regression Coefficient (Beta)	t-ratio	Value F	p
STD	0.482	0.232	0.21	0.32	5.3	22.3	0.00

The results indicated that sustainable tourism development showed 0.482 correlation coefficient with leisure lifestyle and defined 23% of variance of recreational behavior and it was significant at level $p < 0.00$. In other words, the effect of sustainable tourism development on leisure lifestyle was significant regarding observed variance ($F = 22.3, p < 0.00$). According to the positive slope of standard regression coefficient (Beta) and t-ratio, it could be deduced that there was a direct relation between predictor and criterion, that is, higher scores for sustainable tourism development predicted higher leisure lifestyle. Therefore, sustainable tourism development had positive effect on increasing the amount of leisure lifestyle.

Table 7: Multiple Regression Analysis of Sustainable Development Tourism (SDT) and leisure education

Variable	Correlation Coefficient(R)	Square of Correlation Coefficient (R ²)	Adjusted R ²	Standard Regression Coefficient (Beta)	t-ratio	Value F	p
SDT	0.661	0.436	0.38	0.42	5.8	29.5	0.00

The results indicated that sustainable tourism development of tourists showed 0.66 correlation coefficient with leisure education and defined 43.6% of variance of leisure education. The correlation coefficient between the scores of sustainable tourism development and leisure education was 0.661 and it was significant at level $p < 0.00$. In other words, the effect of STD on Leisure education was significant regarding observed variance ($F = 29.5, p < 0.00$). According to the positive slope of standard regression coefficient (Beta) and t-ratio, it could be deduced that there was a direct relation between predictor and criterion, that is, higher scores for sustainable development predicted higher scores of leisure education. Therefore, sustainable tourism development had positive effect on increasing the amount of leisure education.

Discussion

The main objective of the study was to determine the impact of sustainable tourism development on recreation in Cross River State, Nigeria. The discussion of the findings is presented below in line with the hypothesized relationships.

Ho₁: There is no significant impact of sustainable tourism Development on leisure lifestyle in Cross River State.

Ho₂: There is no significant impact of sustainable tourism development on leisure education/awareness in Cross River State.

From the statistical analysis, for the first hypothesis, the alternative hypothesis is accepted as there is a significant impact of sustainable tourism development on leisure lifestyle. The finding of this study revealed that the respondents agreed that sustainable tourism development impacts significantly with leisure lifestyle. This implies that the process of sustainable tourism development protects, contributes and sustains the culture and environment at large while creating future opportunities. This is so because the major objective of sustainable tourism development is achieved through the integration and acknowledgement of economic, social and environmental concerns. This is consistent with the observation of Kara and Demirci, 2010; Agbu, 2018, Obinna et al, 2009), who remarked that leisure activities are important because, in addition to providing opportunities to socialize, they provide human beings with good opportunities to explore and form their individuality and identity.

For the second hypothesis, the alternative hypothesis is accepted as there is a significant impact of sustainable tourism development and leisure education. This implies that in maintaining destination sites as attractive and alluring, leisure education is also enhanced. This means therefore that, it would provide people with theoretical and practical understandings of the relationships between leisure, work, time and development across the life course, as well as understanding its relationships to other areas of intellectual and creative pursuits such as travel and the arts. This finding is consistent with Sivam, Atara and Robberts, 2011 who supported that leisure education is a fundamental tool which encourages sports participation and contributes to revenue generation in tourism site. It is found here that for this site to generate continuous income, they have to be conscious effort to make them remain viable and attractive to so that it can trigger recreation.

Conclusion and Recommendations

This research set out to investigate on the impact of sustainable tourism development on recreation of residents of Calabar, Cross Rivers State. This study utilized leisure lifestyle and leisure education as measures of recreation. It was found in this study that there is indeed a significant impact of sustainable tourism development on the measures of the criterion variable of residents. Based on the findings of the study, several recommendations are hereby made for management of destination in Cross River state:

- i. Government and practitioners should put in place practices that would support and encourage sustainable tourism development
- ii. There should be awareness campaign geared to sensitizing the people of Cross River state to know the importance of leisure lifestyle

- iii. Tourism site should be well developed with modern infrastructural facilities to encourage recreational activities.
- iv. Recreational behavior should be encouraged among the people of Cross River state as it plays prominent roles in sustainable development of tourism site.
- v. Government of Cross River State should provide adequate funds to tourism Industry.

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