

Visitors Perception Of Ecotourism Opportunities: A Strategy for Development of Marketing Plan in Kainji Lake National Park, Nigeria

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Abstract

Ecotourism marketing managers need to pay serious attention to customer expectations based on opinions, experiences and information obtained during the course of their visits. This becomes very important because the successes of the business are directly proportional to customers' perception. This was the issue for this study which was hinged on the design of a customer-driven marketing strategy for Kanji Lake National Park (KLNP), Nigeria, through analysis of data collected on the travel profile of the visitors, purpose of visit, experiences and emotional responses as expressed over a period of four years (2011-2015). Both primary and secondary data were used in the study. Primary data were collected with the aid of a questionnaire and this was complemented with field observations. Secondary data were collected and analysed using both quantitative and qualitative approaches. A total of nine thousand, three hundred and nine (9,639) visitors were recorded during the study period. These included adult (39.0%) and children below of 10 years (61.0%). About 52.0% of the visitors came in groups while the balance of 48.0% came individually. Gender difference was established through the visitors' prefix. A greater percentage of the visitors (32.86%) indicated that their visit was satisfactory and a worthwhile experience. The KLNP is endowed with arrays of attractions such as wildlife resources, geological formations, hydrological formations, chalets and cultural heritage resources that offer various opportunities such as education (41.18%) and nature tourism (29.05%). The strategic marketing plan was drawn based on the suggestions from the visitors for improve service delivery. Research output will enhance attraction of upscale tourists to the park.

Introduction

Ecotourism typically involves travel to destinations where flora, fauna and cultural heritage are the primary attractions (Oladeji *et al.*, 2012). The authors defined ecotourism as a sustainable and environmentally responsible form of travel to relatively nature based sites to educate, observe and appreciate nature in its pristine form and the accompanied cultural heritage resources that have impact on the environment thereby contributing to social and economic wellbeing of the rural populace. Ecotourism has attracted increasing attention in recent years, not only as an alternative to mass tourism, but also as a means of economic development and environmental conservation (Campbell, 2002). Ecotourism is an industry capable of generating employment, improving the standard of living of the rural populace and serving as income earner for a country if the resources are properly harnessed (Oladeji and

Kayode, 2013). Today, the industry is regarded as one of the fastest growing forms of tourism (UNWTO, 2012 and 2015). It ensures a balanced economy through transfer of wealth from rich and developed nations to poor and developing countries (Honey and Gilpin, 2009) South Africa is one of the countries in the World that is reaping significant economic benefits from ecotourism (Miller, 2007).

Ecotourism evolved at the period when conservation groups were seeking for solutions to address lingering problems of biodiversity loss and degradation of environment as a result of mass tourism. The advent of ecotourism therefore has brought the promise of achieving conservation goals, improving the well-being of local communities and generating new businesses — promising a rare win-win situation (Drumm and Moore, 2002). Ecotourists have diverse reasons for visiting destinations some of which include to experience nature in its pristine state, wildlife viewing, conservation education and cultural heritage tourism. Generally, wildlife technically covers both flora and fauna, although in popular use, wildlife is mostly used to refer to animals in the wild. Perhaps, a classic image of wildlife for many people is a large mammal or a flock of wild birds, but the term is widely used to cover all types of animals, including all kinds of insects and marine life (UNEP, 2006). According to Gandiwa (2011), wildlife tourism is one of the fastest growing tourism sectors worldwide. The number of tourists seeking interactions with wildlife in their natural environment is increasing based on the increasing demand to experience nature in its pristine and increasing value being placed on animals in the wild, as opposed to those in captive or semi-captive situations (Reynolds and Braithwait, 2001). Ecotourism/nature tourism was growing globally 3 times faster than the tourism industry as a whole (Stolton and Dudley, 2010). Many countries whose primary attractions are natural areas are experiencing dramatic increases in tourist arrivals. TIES (2006) Global Ecotourism Fact Sheet revealed that UNEP and Conservation International have indicated that most of tourism's expansion is occurring in and around the world's remaining natural areas. WTO (2001) reported that Sun-and-sand resort tourism has now “matured as a market” and its growth is projected to remain flat. In contrast, “experiential” tourism—which encompasses ecotourism, nature, heritage, cultural, and soft adventure tourism, as well as sub-sectors such as rural and community tourism—is among the sectors expected to grow most quickly over the next two decades (TIES, 2006) . The impact of ecotourism activities can be viewed at various levels ranging from social, ecological, cultural and political (Saayman *et al.*, 2005). In any way one tends to look at it, the negative and positive impacts cannot be ignored, while making necessary efforts at maximizing the positive impacts. The relevance of studies on visitors' perceptions of ecotourism sites and the impact of their visits cannot be ignored especially when attempt has to be made to develop or improve facilities in a particular destination. Since ecotourism products are offered to satisfy interest of the visitors, visitors' perceptions therefore serve as basis to either improve on existing facilities being provided or develop additional ones. Since the tourism industry is founded on organizing and selling experiences, consequently, activities such as wildlife-themed tourism seek to commodify nature (Priskin, 2005). Nature is made into a product, illustrating the relationship between (economic) consumption of nature and conservation (Iveniuk, 2006). In exchange for dollar, the tourist returns home with authentic experiences in the form of images and narratives. Tourists' characteristics also have significant relationships with satisfaction (Oladeji and Adedapo, 2014). The authors observed that differences in character can contribute to the differences in expectations and satisfaction towards tourism destination. Dwyer *et al.* (2006) mentioned that different types of tourists

tend to undertake different patterns of activities, which will have different types and levels of impact on a destination. The strong preferences for wildlife encounters and nature experiences may be explained by the human desire to have tangible interactions with the wilderness and to understand animal behaviour. This is due to humans' ethnocentric and anthropomorphic attraction to animals (Curtin, 2005).

A careful consideration of the image being delivered through marketing messages may result in positive ecotourists' perceptions of an ecotourism business. It is not surprising that areas in Australia scored highly as preferred future ecotourism destinations given the place-images produced by the tourism industry, the uniqueness and remoteness of the places, and the range of ecotourism activities on offer. Also, research on destination loyalty finds that previous experience is an influential factor in today's and tomorrow's decisions about the choice of travel destination (Oppermann, 2000). This helps to explain why tourists favourable to ecotourism continue to seek out similar experiences to past eco-encounters.

Being the foremost National Park in Nigeria, Kainji Lake National Park (KLNP) has attracted visitors from different parts of Nigeria and outside the country since inception. KLNP offers opportunities for accommodation, game viewing, ecotourism, recreation, bird watching, swimming e.t.c. This study is designed with a view to develop a marketing strategy to meet the needs of visitors that are considered consumers of ecotourism products being offered by the Park. Kotler (2010) opined that consumer needs are fulfilled through a market offering which is a combination of tangible products, services, information or experiential product components. The marketing of tourism is simply applying the appropriate marketing concepts to planning a strategy to attract visitors to destination, whether resort, park, city or region (Kolb, 2006). The author opined that although selling is an important part of promotion however, there would be no longer gain for destination managers to focus only on convincing people to visit without first making sure the destination offers the experiences they desire. The standard strategic model for marketing product is equal focus on the four P's of product, place (distribution), price and promotion (Goeldner and Ritchie, 2009). Promotion is used to create demand for a service or product, attract attention, create interest or desire, and generate action in order to sell that service/product (Goeldner and Ritchie, 2009). Involving the local community in the process of developing marketing strategy is also considered to be necessary. Oladeji (2015) observed that local residents possessed intangible heritage resources such as folklores, tales, riddles that could be incorporated in developing logo and slogans that can catch the attention of the tourists. The author also emphasized that tangible products such as historical buildings, monuments also form part of tourist attractions. In fact, what might be taken for granted by the local residents could be an exciting new experience for tourists and this explains the reason why cultural tourism is thriving.

Materials and Methods

Study area

The study area is the Kainji Lake National Park (KLNP). It is the Nigeria's foremost national park established in 1979 by Decree 46 of the Obasanjo led Military administration. It is located in North-Central Nigeria between Latitudes 9^o, 44'N and 10^o, 23'N and Longitudes 3^o, 40'E and 5^o, 47'E. It is situated mainly within Niger State with a smaller portion falling within the boundary of Kwara State. It boasts of a land mass of 5340.82sq Km making it the second largest National Park in Nigeria after Gashaka-Gumti National Park in Taraba State

with a land area of 6,731sq km. It is predominantly of the Southern Guinea Savannah Vegetation. KLNP is close to Nigeria's border with the Republic of Benin and comprises of two sectors; Borgu and Zugurma sectors. The headquarters is at Zugurma while the administrative sector is at Borgu. It has a base camp (Oli base camp) where visitors lodge. It has a yearly cycle of dry and wet season base on northern savannah climate. The wet season begins in April and last till October. The dry season begin in November and ends in April with a temporary harmattan period between mid-December and February ((Nigeria Park Service (NPS), 2010).

Collection of data

Data for this research were collected based on the views of users. Regular questionnaire and observation surveys on information about people's views on overcrowding, interactions with other users and their perception of the state of the habitat and landscape were used. This research depended on data from two sources; primary source through field observation and secondary source. The data were collected based on two approaches: the secondary data (pre-questionnaire survey) and filed observation.

Secondary data (Pre-questionnaire survey)

Review of ecotourism market opportunities offered by KLNP, was carried out through the use of secondary data (including records from the Park Visitor Entry Register from January 2011 to June, 2015) for thorough analysis of the tourism demand. Thus, secondary data were collected from the visitor's record book kept by the park management.

Field observations

Field observations were conducted in order to assess ecotourism attractions in KLNP. The resources observed were documented and are classified based on exiting classifications in ecotourism literature (Bulton, 1985; Ceballos-Lascurain, 1998; Cooper *et al.*, 1998 and Swarbrooke, 2002) and researchers' understanding and/ or instinct.

Results and Discussion

Travel profile

Monitoring visitors' likes, dislikes and travel patterns, as well as their impacts, can help identify and justify needed actions in the changing tourism industry (Pederson, 2002). According to UNWTO *Tourism Highlights* (2011 edition), the vast majority of destinations reported positive increases on 2009 figures in international tourist arrivals during 2010. All regions posted positive growth in real terms, with the exception of Europe (-0.4%). The Middle East (+14%) and Asia and the Pacific (+13%) showed the strongest growth, while the Americas (+5%) was close to the worldwide average and Africa grew (+3%) somewhat slower, despite strong growth in South Africa (+15%) after the hosting of the football World Cup. The most significant change as reported in 2010 by UNWTO, 2011, in international arrivals was the emergence of China to third place in international arrival numbers and fourth place in terms of tourism receipts (+15%). Availability of recreational facilities needed for adventure, cultural and nature-based tourism are contributing factors for the growth of tourism in many countries. UNWTO *Tourism Highlight* (2016) opined that travel for holidays, recreation and other forms of leisure accounted for just over half of all international tourist arrivals in 2015 (53% or 632 million). Oladeji and Adedapo (2014) observed that availability of recreation facilities in Nigeria provided opportunities for the citizen to relax, release

tension in time of stress, anxiety or overwork during leisure to become well adjusted. International tourism now represents 7% of the world's exports in goods and services, up from 6% in 2014, as tourism has grown faster than world trade over the past four years (UNWTO, 2016).

According to UNWTO (2015) although ecotourism is a comparatively new concept, however, it is the fastest growing segment within the tourism industry. For instance in 2014, ecotourism accounted for 6% of the global gross domestic product – a value of approximately US \$4.5 Trillion (UNWTO, 2015). Ecotourism industry is growing at a rate faster than can ever be imagined and is considered as a panacea for sustainable economic development in rural communities especially in developing countries (Oladeji and Kayode, 2013). It is such an industry that brings about much needed balance of trade in the global economy flowing from developed countries to developing countries (UNEP, 2012). In view of increasing challenges, ecotourism destinations are facing across the World, the need to develop new techniques as a way to ensure effective and sustainable management of ecotourism resources and minimizing associated negative impacts of visits can therefore not be ignored. One of such techniques that has received attention in the recent time is termed Visitor Experience and Resource Protection Process (VERPP). This newer visitor management methodology is applicable to management of both natural and cultural sites (Ruoss and Alfarè, 2013).

KLNP is Nigeria's foremost national park and an epitome of Nigeria's heritage, a unique ecosystem of diverse wildlife resources. Wildlife are rich heritage resources of unique values to any nation, its composition determines both the culture and traditional occupation of the citizenry hence adequate measures must be put in place to ensure that they are conserved (Agbelusi, 2009; Oladeji, 2012). This forms part of the objectives of establishing KLNP, targeted at promoting biodiversity conservation for sustainable development, protecting endangered species of wild plant and animals in their natural habitat, ensuring the development of scientific and education reserves and supporting ecological tourism as means of recreation (NPS), 2010). Result of the analysis of secondary data obtained over the period of five years (2011-2015) revealed that the park witnessed a total of 9639 visitors during this period. This number can be disaggregated into 3799 adults which amounted to 39.0% of the total number and children below of 10 years representing the balance of 61.0%. Although there are indications of gender difference through prefix such Mrs, Mr., *Alhaji*, *Alhaja* and His royal highness attached to the visitor's name, however their actual number could not be established since these are omitted in some names. The use of prefix such as *Alhaja* and *Alhaji*, is sufficed to say there are religious difference among the visitors as well.

The number of visitors that came in groups represented 52.3% of the total number of visitors during the study period while those that came individually represent 47.7% (Table 1). Visitors from Colleges of Education, Colleges of Science, Colleges of Basic and Advanced Studies, Colleges of Land Resources constituted the highest percentage (42.3%) of number of groups of visitors. This was followed by those from academic departments such as Wildlife, Botany, Zoology and Forestry in various Universities. Students from Secondary Schools represented 18.5% of the group of visitors (Table 1). In term of frequency of visits, students from Colleges of Education visited the park more than twice others in the group (42.25%).

Table 1: Names of the Distribution of Groups of visitors to the Kainji Lake National Park by Institutional Setting

Institution of Groups of Visitors	Frequency	Percentage
Nursery and Primary schools	386	7.65
Secondary schools	935	18.53
Colleges	2132	42.25
Polytechnics	203	4.02
Universities	982	19.46
Research Institutions	9	0.18
Clubs, Union, Legislative Council, Association and Groups	242	4.79
Religion bodies	156	3.09
Total	5,045	100

The result obtained on the purpose of visits also revealed that a greater percentage of the visitors was those that came for documentary, education and research activities (41.18%). This was followed by those on nature visit/ tour (29.05%). Excursionists, that is, visitors that spent less than 24 hours, accounted for 17.53% of the visitors during the study period. The least proportion of the visitors was those that came for camping, holidaying and vacation (1.02%) (Table 2). Based on the duration of stay of the visitors at this destination, two categories of visitors were identified. These include excursionists (17.53%) and visitors that spent more than 24 hours (45.5%) while others (37%) did not indicate their length of stay. There was a clear distinction between overnight tourists and same-day visitors or excursionists. Overnight tourists were regarded as temporary visitors staying at least 24 hours in the their destination and same- day visitors are excursionist or temporary visitor staying less than 24 hours in the places visited (UN and WTO, 2000) . UN and WTO (2000) opined that the purpose of visit of overnight tourists (temporary visitors) can be classified under one of two headings: leisure (recreation, holiday, health, study, religion and sport) and business, (family, mission and meeting). Findings from studies by the UN and WTO (2000) revealed that five categories of visitors were proposed based on the purpose of visit. These include leisure, recreation and holiday; visiting friends and relatives; business and professional; health treatment; and religion/pilgrimages. This is in variance with Yorke (2013) that proposes two broad classifications for the visitors based on their purpose of visit. The author noted that business and professional classification includes the activities of self-employed, and employees, as long as they do not correspond to an implicit or explicit employer-employee relationship with a resident producer in the country or place visited while personal classification include includes all purposes of tourism trips that are not classified as business and professional.

Apart from excursionists on short time visits (less than 24 hours), three categories of visitors to KLNP during this period fell within the UN and WTO classifications including relaxation, enjoyment, leisure, fun , day and night parties (1.75%); camping, holiday and vacation (0.90%); religious retreats, official visits and industrial training (1.81%). Based on Yorke (2013) classification of visitors all the visitors that came to KLNP during the study period can be regarded as personal tourists on holiday, leisure and recreation; visiting friends and relatives; education and training; health and medical; religion/pilgrimages; shopping; transit and other related activities. All the visitors came in vehicles since this is the only means of

transportation to the park. However, it can be deduced from the vehicle registration numbers that a greater percentage of the visitors came either on private or commercial vehicles (47.0%). This was followed by those that made use of official vehicles (25%) while the least was those that used KLNP vehicles (3.0%). The rest did not indicate vehicle registration numbers.

The low level of patronage recorded in visits for relaxation, enjoyment, leisure, fun , day and night parties (1.85%) contrasted with what was obtained among outbound travelers from Argentina to some destinations across Europe (European Travel Commission (ETC), 2012). The data on the distribution of outbound trips from Argentina to all destinations based on the purpose of travel according to the survey carried out by INDEC at Ezeiza International Airport revealed that a greater percentage of the visitors travelled for leisure , recreation and holiday (50.9%)(ETC, 2012). The number of visitors recorded for nature tourists (29.05%) during the visiting period was unprecedented as documented in the literature. Drum and Moore (2002) reported that more than two-thirds of tourists in Costa Rica visited protected areas and reserves. Many countries whose primary attractions are natural areas were experiencing dramatic increases in tourist arrivals. For example, arrivals in Costa Rica more than quadrupled from 246,737 in 1986 to 1,031,585 in 1999 and with a million tourist arrivals annually, tourism in Costa Rica is a US\$ 1.92 billion a year industry and the country's second largest source of income, accounting for 7.8% of GDP in direct terms and nearly 3% of total employment (in 2008) (UNWTO, 2012). Taking advantage of its incredible biodiversity, with 32 national parks, eight biological reserves, 13 forest reserves and 51 wildlife refuges, along with scenic beaches, lush rainforests, volcanoes and exotic wildlife, Costa Rica has focused on the development of ecotourism as the key to its economic development (International Trade Forum, ITF, 2011). In the United Republic of Tanzania, tourism is the country's top export earner, outperforming other services categories and accounting for over 35% of total goods and services exports. The International Ecotourism Society (TIES), (2006) Global Ecotourism Fact Sheet revealed that United Nations Environment Programme (UNEP) and Conservation International have indicated that most of tourism's expansion is occurring in and around the world's remaining natural areas.

The goal of every efficient marketing manager is to offer maximum satisfaction to those patronizing their products. Customer satisfaction depends on a product's perceived performance in delivering values relative to a buyer's expectations. If the product's performance falls short of the customer's expectations, the buyer is dissatisfied. If performance matches expectations, the buyer is satisfied. If performance exceeds expectations, the buyer is delighted (Kotler *et al.*, 2010) .There is every indication that K L N P has met the expectations of a greater percentage of their customers in the four years covered by this study. This is because greater percentage of the respondents (32.81%) indicated that the visits have been very satisfactory, enjoyable, interesting, nice and worthwhile experience. Other opportunities offered by the Park includes safari, game viewing and sight-seeing (3.72%), camping, holidaying and vacations (1.81%) as shown in Table 3. This is a clear indication that the park serves as research laboratory for students and researchers especially those in the fields of ecotourism, wildlife, Zoology, Botany, Forestry, anthropology etc. Good quality of service, attractive scenery; conducive environment for research accounted for 12.56% of the perception of the tourists for visiting. This supports the findings of Jamal *et al.*, (2006) that ecotourism is generally presented in terms of ethical principles revolving around conservation, education and economic benefits.

Table 2: Purpose of visit to Kainji Lake National Park.

Purpose of visit	Frequency	Relative Frequency (%)
Tourism/Nature tourists	2,801	29.05
Excursion	1,690	17.53
Ecological trip	350	3.64
Relaxation, enjoyment , leisure, fun, day and night party	179	1.85
Documentary, Education and Research	3,969	41.18
Wildlife tourism/game viewing, safari and sight seeing	366	3.79
Retreat, official visits and industrial training	187	1.94
Camping, holidaying and vacation	97	1.02
Total	9,639	100

Table 3: Perceptions based on the response of the visitors to Kainji Lake National Park.

Perceptions and emotional response	Frequency	Percentage
Visits were very satisfactory, enjoyable, interesting , nice and worthwhile experience	3,168	32.86
Great, wonderful, exciting , fantastic , fascinating, impressive , splendid, sweet and beautiful nature experience	631	6.55
The overall experience is fair	34	0.35
It is okay, sweet, full of fun and I am happy to be here	765	7.94
Good quality of service, attractive scenery; conducive environment for research	1,211	12.56
Super and excellent	179	1.86
Worth visiting again	93	0.96
There is need to improve on the supporting ecotourism attractions and infrastructural facilities like provision of toilet for campers, mechanic workshop and communication network; development of park website, available tour vehicle for safari and well equipped souvenir shop.	330	3.42
There is need to improve facility at the hippo pool; improve lodging facilities; improve on electricity and water ; improve on advertisement; improve on major road	323	3.35
Focus on facility maintenance	99	1.03

like renovation of chalets and accommodation building, adequate provision of catering and electricity supply, and improve service delivery.		
Very poor management; very disappointed, not satisfying, needs serious attention to attain standard service, below expectations, environment not conducive for study	367	3.81
Impressive with renovation completed and quite impressive with little left to be done	94	0.97
Check activities of intruders	14	0.15
Upgrade the park facilities; make the park compete favourably with other parks in countries like Kenya , Tanzania	30	0.31
Chalet management should be left to private enterprises and there is need to fund the park	58	0.60
Provide enough game animals, I wish to sight Buffalo and Antelope; some animals need to be caged for viewing	78	0.81
Not as satisfactory as previous years; not recommended for visit during rainy season, trucks need repair with roads cleared	128	1.33
<i>juste le cafe le matin</i> (English translation: just coffee in the morning), <i>vive le Nigeria</i> ,(English translation : Bright Nigeria) <i>vive la France</i> (English translation : Long live France) <i>Lie levolle tutuaole netter tilet Dauke</i> (German language)	7	0.07
No response	2,030	21.28
Total	9,639	100

Ecotourism attractions

Another reason for the growth of ecotourism in KLNP is based on the availability of attractions that offer unique ecotourism products demanded by visitors as itemized below:

A. Supporting Physical facilities :

- i. **Road and tracts:** Wawa to Roan gate, Roan gate to Oli, Obasanjo Track , Km 3, Gilbert Child, Zaire Hippo track, Shehu Shagari, Yankari, Mamuda Lapai, Hawal Ibrahim, Gado Nasco, Maratasude , Bukar Shuaib
- ii. **Man made structures:** Office complex, Staff quarters, Divisional armoury, Ticketing and reception, Museum, Conference room, Convenience / souvenir shop ,Accommodation chalet, Parachute house ,Mechanic workshop
- iii. **Other physical structures :** Observation tower, Camping site, Kilometer 8 and Hippo pool walk way, Gate house.

B. Recreational facilities : Volley ball court, Badminton court, Table tennis, Swimming pool and bar, Indoor games like *Opon ayo*, Scrabble game.

C. Natural attractions :

- i. **Fauna(Flagship or focal species) :** Roan antelope, Baboon, Lion, Hippopotamus, Kob, Crocodile.
- ii. **Others fauna species: Divers species of bird e.g Weaver bird, King fisher , Francolin ; fishes; reptiles e.t.c.**
- iii. **Flora :** Typical Guinea savanna vegetation dominated by *Detarium metrocarpus*, *Burkea africana*, *Vitellaria paradoxa*, *Acacia spp*, *Azelia africana*, *Diosporous soubrena*.
- iv. **Hydrological formations:** Oli river, Shagunu beach, Hippo pool, Giyaye pool
- v. **Geological formations:** Lion cave, Pissa cave, Kuble hill range

D. Cultural heritage resources :Wawa moat, Museum , ruins of old Bussa.

E. Accommodation facilities : 1 no Royal suite,4 nos Executive suite, 2 nos Luxury suite, 4 nos VIP suite, 5 nos Double room (Executive), 5 nos Double room, Chalets (4 in 1), Chalet (4 in 1), Student hostel (50 bed space).

Identified ecotourism attractions in KLNP were categorized into three (Complementary, Supporting and Core attraction) with five sub topics based on the author's instinct and findings from literature (Bulton, 1985; Swarbrooke (2002). The complementary attractions are provided in order for the tourists to have longer stay they also include physical facilities like observation towers, Museum, camping site, Hippo pool walk way e.t.c. The supporting attractions are physical facilities provided to meet tourist's convenience through offering of services such as reception, gents, bedding, eating, sleeping, shopping etc. Attractions such as

wildlife, vegetation, geological formations, hydrological formations and cultural attractions (intangible festivals and tangible art and crafts) form part of the core attraction of KLNP.

Conclusion

This research study revealed information on the ecotourism attractions and accompanied opportunities KLNP is endowed. Identified arrays of attractions can be categorised to core attraction, complimentary attraction and supporting attraction. The natural resources include wildlife, geological formations, hydrological formations; manmade physical facilities such as chalets, souvenir shops, museum as well as cultural heritage resources like Wawa moat, ruins of old Bussa, Gani Festival, Mallale fishing village, Kalli historical site. All these attractions offer opportunities to the visitors in term of education, logging, game viewing, relaxation as expressed by the visitors in their course of visits. The need for the management of the park to develop a marketing strategy in order to attract upscale tourist since greater percentage of the patronage are local visitors cannot be over emphasised.

Recommendations

These recommendations are drawn from the result obtained during the field observation and responses of the visitors as obtained from the visitor's record. They are aimed at developing a marketing strategy towards improve quality service delivery in order to attract upscale visitors. This includes ensured provision of adequate facilities, increasing advertisement and wide coverage, promotion strategies and accessibility to the park. There should be provision of facilities such as toilet for campers and moderately equipped mechanic workshop that can attend to immediate needs of the tourists in case of any minor breakdown on their vehicles like deflated tyres, brake failure, engine servicing. Lack of communication gargets and non-availability of network that could facilitate contact with the families and relatives of the visitors were also considered as impediment. Service Provider of Global System of Communication should be liaised with to facilitate internet connection and communication network within the camp. Availability of vehicles that can support safari should be given serious considerations by the Park Management. Other recreational facilities that can facilitate longer stay at the hippo pool should be provided. Lodging facilities such as availability of regular and interrupted electricity and water should be given attention. Environmental friendly source of power like biofuel, hydo and solar power should be given serious consideration in order to afford noise pollution and contamination from toxic waste. Promotion through development of website of the Park, improvement on advertisement through the use of slogan and logo with local context like riddles, folklores e.t.c . This will give the locals sense of belonging and pride for recognising their culture. The tracks should be maintained in such a way that will make them accessible all the year round except during the off season.

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