

Original scientific article

THE NEXUS BETWEEN TOURIST MOTIVATION AND SATISFACTION IN LEKKI URBAN FOREST AND ANIMAL SHELTER INITIATIVE (LUFASI) LAGOS STATE, (NIGERIA)

Olubukola Mary Ogundare^A, Adekunle Olufemi Oloyede^{B*}, Olakunle Shakur Olawuyi^A, Morayo Phebe Abimbola^A

Received: Jun 13, 2024 | Accepted: October 15, 2024

DOI: [10.5937/ZbDght24021100](https://doi.org/10.5937/ZbDght24021100)

ABSTRACT

Tourism refers to the act of individuals or groups spending time away from home for amusement, relaxation, and pleasure while utilizing commercial services. Meanwhile, the patronage of tourist destinations in Nigeria is influenced by various factors, including motivations and perceptions visitors had when they visit such destinations, which can impact customer patronage. This study was carried out in LUFASI in Lagos state, Nigeria. A total number of 359 respondents were selected using Yamane (1967) formula. A well-structured close-ended questionnaire was used for data collection, and the results were statistically analyzed using both descriptive and inferential statistics. This study revealed that the primary motivation for most respondents to engage in tourism was fun, with 49.9% of the respondents agreeing and 44.3% strongly agreeing. Additionally, 45.4% were satisfied and 44.0% of the respondents were very satisfied with the park. The visitors were motivated to visit the park for the following reasons: novelty, relaxation/escape, relationships, nature, and self-development. The study also found that the management of LUFASI Park is doing a commendable job in managing and protecting their natural environment by ensuring that the inflow of tourists and their activities does not affect the natural resources. Lufasi Park has an impressive environment that provides a high level of satisfaction for tourists from diverse backgrounds.

Keywords: nature-based tourism, motivation, satisfaction, tourist inflow, perception

INTRODUCTION

Tourism, historically linked to classical antiquity, refers to the movement of people from their usual environment to other places primarily for leisure, recreation, or business purposes while utilizing commercial services (Walton, 2021). Although the concept of travel for pleasure has ancient roots, modern tourism as a socio-economic phenomenon emerged in Western Europe in the 17th century. According to the World Tourism Organization (2010), tourists are individuals who travel and stay outside their usual environment for no more than a year, for purposes such as leisure, business, or other motives, and they can do so domestically or internationally. In recent times, tourism has become a significant contributor to the global economy, creating opportunities for socio-economic development, particularly in industrialized nations (Ajake & Amalu, 2012). It has also played

^A Department of Tourism Studies, Osun State University Osogbo, Nigeria

^B Department of Consumer and Home Economics, Ladoke Akintola University of Technology, Ogbomoso, Nigeria.

* Correspondence: aooloyede14@gmail.com

a vital role in fostering cultural integration among people of diverse backgrounds within and across nations (Aniah, Eja, & Ushie, 2009). A tourist destination is defined not only by its geographical location but also by a combination of attractions, accessibility, amenities, and auxiliary services that distinguish it according to potential visitors (World Tourism Organization, 2010). Successful destinations are those that provide appealing and memorable experiences, thus securing competitive advantages in the tourism market (Dwyer & Kim, 2003). Tourism products encompass all services and experiences consumed by tourists during their visit, ranging from accommodation and transportation to attractions and activities. The decision to visit a particular destination is often influenced by factors such as ease of access, quality of accommodations, and the image projected by the destination (March & Woodside, 2005; Baloglu, 2001). Travelers are drawn to destinations by a combination of internal motivations—such as the desire for novelty, relaxation, and self-development—and external features like natural attractions, cultural heritage, and recreational activities (Lee et al., 2014). Motivation plays a crucial role in tourist behavior, shaping both the decision to travel and the choice of destination (Yolal et al., 2015). The push and pull theory of motivation, proposed by Jang et al. (2009), posits that individuals are driven to travel by internal push factors, such as the need for escape or personal growth, and external pull factors, such as the allure of a destination's attractions and amenities. Understanding the motivations of tourists is essential for destinations seeking to enhance their appeal and improve visitor satisfaction (O'Leary & Deegan, 2005). Satisfaction, on the other hand, is a critical measure of a destination's success and refers to the extent to which a tourist's experience meets or exceeds their expectations (Chen & Tsai, 2007). Tourist satisfaction is influenced by various factors, including the quality of customer service, the environment, and the overall experience provided by the destination (Eagles, 2002). High levels of satisfaction lead to positive word-of-mouth and repeat visits, contributing to the long-term sustainability of tourist destinations (Ninemeier & Perdue, 2008). This study aims to explore the relationship between tourist motivation and satisfaction at the Lekki Urban Forest and Animal Shelter Initiative (LUFASI), a nature-based tourism site in Lagos State, Nigeria. LUFASI provides a unique blend of conservation, recreation, and educational experiences, making it an ideal case for understanding how different motivational factors influence tourist satisfaction in a natural setting.

LITERATURE REVIEW

Concept of Motivation in Tourism

Motivation is central to understanding tourist behavior, as it explains the reasons behind individuals' travel decisions and activities at a destination. Derived from the Latin verb *movere*, meaning "to move," motivation can be described as the internal or external factors that propel individuals to engage in specific actions (Tran & Ralston, 2006). In tourism, motivation reflects the needs, desires, and goals that influence the decision to travel. According to Pearce (2013), psychological needs drive tourist behavior, coordinating and integrating actions that fulfill those needs. These motivations play a critical role in destination choice, shaping both the decision to travel and the specific activities undertaken (Yolal et al., 2015). Several studies categorize tourist motivations into psychological, socio-cultural, and environmental drivers. Psychological motivations involve personal fulfillment, novelty, and the desire to escape everyday life (Park & Yoon, 2009). Socio-cultural motivations include the desire to interact with different people and experience diverse cultures, while environmental factors often pertain to the natural beauty and scenery of a destination (Aniah et al., 2009).

Push and Pull Theory of Motivation

One of the most widely accepted frameworks for understanding tourist motivation is the push and pull theory. According to Jang et al. (2009), push factors refer to the internal or psychological desires that motivate individuals to travel, such as the need for relaxation, adventure, or self-development. These are intrinsic motivations that drive the initial decision to travel. On the other hand, pull factors relate to the external attributes of a destination that attract tourists, such as natural beauty, cultural heritage, or unique attractions (Jang & Cai, 2002). This theory suggests that successful destinations must cater to both the internal motivations of tourists and provide appealing external features (Pan & Ryan, 2007). For example, travelers may be pushed to seek relaxation and adventure while being pulled by the scenic beauty and recreational activities offered by a destination like LUFASI Park.

Tourism Motivation and Ecotourism

In the context of ecotourism, where nature and conservation are central, motivations often stem from a desire to engage with nature, learn about conservation efforts, and experience tranquility away from urban environments. Studies by Lee et al. (2014) highlight that ecotourists are often driven by a combination of relaxation and educational pursuits. Factors such as the opportunity to reconnect with nature, engage in environmentally responsible activities, and contribute to conservation efforts can significantly influence ecotourism motivations. Moreover, the element of novelty experiencing something different or unique—also plays a pivotal role in motivating tourists to visit nature-based attractions (Mak, 2015).

Concept of Satisfaction in Tourism

Tourist satisfaction is a key measure of a destination's success, referring to the fulfillment of tourists' expectations during their visit. Satisfaction is influenced by both the quality of services and the overall experience provided by the destination. According to Chen and Tsai (2007), tourist satisfaction is determined by how well a destination meets or exceeds the expectations tourists form before their visit. The degree of satisfaction influences whether a tourist will return to a destination or recommend it to others. In the tourism context, satisfaction is often linked to the perceived value of the experiences, which include factors like service quality, accessibility, and the destination's ability to provide the desired experience (Severt et al., 2007). High levels of satisfaction contribute to positive word-of-mouth and destination loyalty, while dissatisfaction can lead to negative perceptions that harm a destination's reputation.

Factors Affecting Tourist Satisfaction

Several factors influence tourist satisfaction, including destination accessibility, amenities, natural beauty, and customer service. Goeldner, Ritchie, and McIntosh (2000) argue that tourists evaluate a destination based on the quality of its transportation, accommodation, and attractions. Satisfaction is closely tied to the overall experience at a destination, and it can be impacted by both the tangible and intangible aspects of the visit. For instance, Baloglu (2001) notes that a destination's image, shaped by marketing and prior visitor experiences, plays a crucial role in forming tourist expectations and satisfaction. Eagles (2002) further emphasizes that tourist satisfaction in nature-based destinations is heavily influenced by the quality of the natural environment and the conservation practices in place. In such settings, tourists expect not only to enjoy the scenery, but also to see that the environment is being preserved and that their presence does not negatively impact the area. This is particularly important in destinations like LUFASI, where conservation and education are key elements of the tourist experience.

Ecotourism and Tourist Satisfaction

Ecotourism offers unique challenges and opportunities in terms of tourist satisfaction. Lee et al. (2014) identifies that ecotourism satisfaction is often driven by educational experiences, environmental conservation efforts, and opportunities for personal growth. Ecotourists generally seek more than just entertainment—they are keen to learn, engage with local cultures, and contribute to the sustainability of the environment. In this context, the satisfaction of ecotourists is closely tied to the perceived authenticity and sustainability of their experiences.

The Relationship between Motivation and Satisfaction

There is a strong relationship between tourist motivation and satisfaction. Tourists who are motivated by specific factors, such as the desire for relaxation, novelty, or educational experiences, are more likely to be satisfied if these needs are met during their visit (Chen & Chen, 2010). As a result, destinations must tailor their offer to match the motivation of their target market. For example, destinations that attract nature-loving tourists must ensure that their environmental practices align with the expectations of eco-conscious visitors. Ninemeier and Perdue (2008) highlight that understanding tourist motivation is essential for improving satisfaction levels, as motivated tourists are more likely to have their expectations met, leading to greater satisfaction. This in turn fosters repeat visits and positive reviews, which are crucial for the sustainability of tourist destinations.

Understanding tourist motivation and satisfaction is essential for the development and sustainability of tourist destinations. Theories such as the push and pull model provide valuable insights into why tourists choose specific destinations, while satisfaction research emphasizes the importance of meeting or exceeding tourist expectations. For nature-based destinations like LUFASI, catering to both the motivational factors (such as novelty, relaxation, and environmental consciousness) and ensuring high levels of satisfaction through quality services and environmental stewardship are critical for long-term success.

METHODOLOGY

Study Area

The Lekki Urban Forest and Animal Shelter Initiative (LUFASI), a specially chosen nature-based leisure area in Lagos State, Southwest Nigeria, served as the study's site. The location was picked due to its popularity and natural surroundings. On January 4, 2013, LUFASI was established. A conservation center and animal refuge, LUFASI Park is situated by the Lekki Epe highway. The park was established in 2013 as a non-governmental organization (NGO) with the exclusive mission of conserving the environment, safeguarding animals, and preserving endangered species in the Lagos metropolitan region. LUFASI Nature Park was founded by Desmond Majekodunmi. LUFASI Park serves as an animal sanctuary and forest conservation. It was officially launched in November 2016 (Adedoyin and Ajani, 2021).

To become acquainted with the research site, a preliminary assessment of the region was conducted. Tourists were given standardized questionnaires to complete, providing data for the study.

Sample Procedure and Sample size

The target population for this study consisted of tourists who visited the Lekki Urban Forest and Animal Shelter Initiative (LUFASI) in Lagos, Nigeria. To determine the appropriate sample size, the Yamane (1967) formu-

la was applied, which is widely used in social sciences for sampling large populations. The formula is as follows:

$$n = \frac{N}{1 + Ne^2}$$

$$n = \frac{3536}{1 + 3536 \times (0.05)^2}$$

- where: n = Sample size, N = target population, e = percentage of error = 5%, 1 = constant value

LUFASI's management provided the data on the total number of tourists who visited the park between 2018 and 2021, which amounted to 3,536 visitors. Using this population figure and applying a 5% margin of error, the calculated sample size was 359 respondents. This sample size was deemed adequate to provide statistically significant results while maintaining a manageable and practical number of respondents for data collection. The study adopted a **systematic sampling technique** to select participants. First, tourists visiting the park during the survey period were identified, and only those aged 18 years and older were considered. From this target population, respondents were systematically selected at regular intervals to ensure a representative sample. This approach ensured that every visitor had an equal chance of being selected, thereby reducing selection bias.

To ensure a comprehensive representation of tourist experiences, the questionnaire was distributed to a diverse group of visitors, including both first-time and repeat tourists, as well as domestic and international visitors. The data collection process spanned multiple days to account for variations in visitor patterns and to include tourists with different visit motivations and experiences. By adhering to this sample procedure and using a systematic method, the study accurately aimed to capture the motivations, experiences, and satisfaction levels of tourists visiting LUFASI.

RESULTS AND DISCUSSION

Motivating factors for the tourists

It is expected that specific factors or indices must have motivated individual(s) to travel to a destination for tourism. The table 1 shows a breakdown of the indicators of these four (4) broad elements (novelty, relaxation/escape, nature, and self-development) and their respective statistical computations.

The results reveal that most of the respondents noted that the desire to have fun is a tourism motivation, as 49.9% of the respondents agreed to having fun and 44.3% strongly agreed that having fun is motivating. Most of the respondents noted that their desires to experience something different are a tourism motivation, as 46.8% agreed to experiencing something different while 44.6% strongly agreed to experiencing something different. Similarly, the desire to visit a place of personal interest can serve as tourism motivation, as more than 90% of the participants strongly agreed with or agreed to visiting places related to their personal interests. Mak (2015) noted that the characteristics that drive people to seek novelty reflect a person's choice of novel experiences, as well as general personality traits with stability and consistency. Aydin et al. (2022) pointed out that familiarity with a tourist location, especially in terms of personal interest, is a key condition for tourism enthusiasts seeking novelty. Lee and Compton (2022) noted that the typical description of novelty centers around the fact that individuals may travel because of their desire to experience something new or different. The novelty associated with a tourist attraction can get people enthusiastic about visiting such a tourist attraction. Blomstervik and Olsen (2022) argued that the dynamics that trigger, activate, influence, or motivate novelty via antecedent relate to novelty-specific personal traits, which are characterized by the arous-

al, sensation -seeking, a desire for variety, and optimized conditions. Chen and Yoon (2019) noted that those that seek novelty usually tend to have greater satisfaction with their lives. According to Drewery et al. (2016), novelty attractions impact individuals who lead a satisfying lifestyle, and seek unique and diverse activities. Basically, the novelty of a tourist destination, which highlights the rarity and authenticity of the destination, should be a fundamental reason for visiting such tourism attractions. Supaporn (2018) noted that novelty, as well as search for leisure, were relevant travel motivators that the TCP model emphasizes as main motivators.

Table 1. The tourist motivating factors

	Disagree	Strongly Disagree	Agree	Strongly Agree	Mean	Std. Deviation
Novelty						
Having Fun	3.3	2.5	49.9	44.3	3.3510	.69269
Experiencing Something Different	6.7	1.9	46.8	44.6	3.2925	.80551
Visiting Places Related to My Personal Interest	5.6	4.2	52.4	37.9	3.3064	1.74994
Relax/Escape						
Resting and Relaxing	4.2	1.4	51.8	42.6	3.3287	.70753
Being Away from Daily Routine	3.6	2.8	47.9	45.7	3.3565	.70979
Giving My Mind at Rest	3.3	3.1	49.6	44.0	3.3426	.69888
Getting Away from Everyday Physical Stress/ Pressure	4.5	5.0	47.9	42.6	3.2869	.75755
Getting Away from Everyday Psychological Stress/Pressure	7.5	3.1	44.3	45.1	3.2702	.84363
Nature						
Viewing the Scenery	4.5	2.2	44.8	48.5	3.3733	.73989
Being Close to Nature	4.5	1.9	48.2	45.4	3.3454	.73075
Getting a Better Appreciation with Nature	5.6	3.1	45.1	46.2	3.3203	.78420
Being Harmonious with Nature	6.1	2.8	49.6	41.5	3.2646	.78722
Self-Development (Personal/Host Community)						
Learning New Things	5.3	0.6	41.5	52.6	3.4150	.75701
Meeting New Varied People	4.7	1.7	49.3	44.3	3.3315	.73529
Developing my Knowledge	3.3	1.7	48.2	46.8	3.3844	.68698
Observing the Environment	3.1	2.5	47.6	46.8	3.3816	.68650
Developing my Personal Interest	3.3	2.8	48.2	45.7	3.3621	.69901
Gaining A Sense of Accomplishment	7.2	3.3	51.5	37.9	3.2006	.81460

Source: Field survey (2022)

It is also evident from the result that most respondents identified rest and relaxation as motivating factors for tourism. This is supported by the fact that 51.8% agreed and 42.6% strongly agreed that resting and relaxing motivated them. Likewise, most respondents noted that disengagement from daily routine can motivate an individual to travel, as more than 90% of the respondents either agreed or strongly agreed that being away from daily routine can motivate tourism. The idea that an individual’s mind can be at rest, at least from the hustle of the city and work, also motivates people to travel, as reflected in the responses: 49.6% agreed and 44.0% strongly agreed to giving their mind rest while traveling. Tourism, which usually takes place outside

an individual's residence, provides an opportunity to escape regular day-to-day pressures and stress. In fact, 47.9% agreed and 42.6% strongly agreed on staying away from daily physical stress and pressure. Similarly, tourism allows people to escape from daily psychological stress and pressure, with 44.3% agreeing and 45.1% strongly agreeing. Vuuren and Slabbert (2011) noted that tourists usually escape and relax to relieve both physical and mental pressure. There is also an indication that the main motivator for tourists revolves around rest and relaxation. Said and Maryono (2018) noted that relaxation, as a tourism motivating factor, involves disengaging from routine activities for enjoyment and romance. Escape entails the creation of changes or stepping away from regular everyday engagements, as well as the release of stress.

The potential view of beautiful scenery at a tourist destination could motivate people to travel with 44.8% of the respondents agreeing and 48.5% strongly agreeing to viewing beautiful scenery. People who love natural ambience will be motivated to go to tourist destinations where they will be closer to nature - 48.2% of the respondents agreed and 45.4% of the respondents strongly agreed to being close to nature. Closeness to nature apparently culminates in better appreciation of nature; this is because 45.1% of the respondents agreed and 46.2% strongly agreed to getting a better appreciation of nature. Likewise, it makes it easier for some tourists to harmoniously co-exist with nature; 49.6% agreed and 41.5% strongly agreed to being harmonious with nature. Said and Maryono (2018) noted that natural environments with diverse attributes and characteristics can motivate people to visit such environments. A tourist who left the hustle and bustle of the city would prefer to go to a less noisy and more serene environment for vacation. Devesa et al. (2009) highlighted defining personal traits of rural tourists, who seek tranquility as well as connection with nature and those connected with culture-bound visits. Ramazannejad et al. (2022) noted that inclusive of nature-based attributes, conditions like spiritual regeneration, feeling of belonging, buying farm produce, as well as culture matters, are highly significant motivating factors for travelling. Agyeiwaah et al. (2013) stated that for the contemporary study, preserving the environment appears to motivate choosing a homestay, although foreign visitors do not emphasize it.

Education is a significant motivator for tourism because, in most cases, tourists learn new things or ideas at tourist destinations - 41.5% agreed and 52.6% strongly agreed that learning new things on tour can motivate them to travel. Meeting new people while travelling may be a motivator, as 49.3% agreed and 44.3% strongly agreed with the statement. The educational aspects of tourism deepen the knowledge of people with 48.2% of the respondents agreeing, and 46.8% strongly agreeing. Observation of the environment is also a strong tourism motivator with 47.6% agreeing and 46.8% strongly agreeing. The presence of the tourist at a destination may make the tourist develop personal interest for specific tourism elements - 48.2% agreed to developing their personal interest, and 45.7% strongly agreed to developing their personal interest. Overall, the notion that a prospective tourist will have a sense of accomplishment after leaving a tourist destination may motivate such a tourist to travel - 51.5% agreed and 37.9% strongly agreed to gaining a sense of accomplishment after departing from the tourist destination. Mannell and Iso-Ahola (1987) established a four-dimensional motivational theory: personal seeking, personal escape, interpersonal seeking, as well as interpersonal escape. Education is certainly part of tourism because a tourist is bound to learn more while traveling, and individuals travel to disengage from their challenges to obtain personal or interpersonal gains (Prosperous and Lakavath, 2019).

Tourist Satisfaction

Lufasi Park is easy to locate for tourists because 45.4% were satisfied and 44.0% of the respondents were very satisfied with finding the park. The park has its parking lot, and people could also park close to the park. 58.8% of the respondents were satisfied, and 29.2% were very satisfied with parking close to the park. Tourists find the opening hours of the park satisfactory; 53.2% of the respondents were satisfied, and 37.0% were very satisfied with the opening hours of the park. Overall, the accessibility of the park is satisfactory; 52.6% of the respondents were satisfied, and 35.7% were very satisfied with the overall assessment of the park's accessibility. Past research has shown that an accessible destination has the tendency of attracting more tour-

ists, which can consequently result in enhanced tourism activities and tourist satisfaction (Guiver and Stanford, 2014; Ramyar and Halim, 2020). Lufasi Park is indeed accessible because of how easy it was for tourists to locate the parking facilities. Dumitrascu et al. (2023) noted that a typical attraction that offers an impressive degree of visitor’s satisfaction has the tendency of being less affected by accessibility challenges. Rajesh (2013) noted that accessibility is an attribute of the image of a tourist location that impacts the satisfaction of tourists. Castro et al. (2017) suggested that accessibility to a tourist destination is significant in measuring visitors’ satisfaction.

Table 2. Tourist Satisfaction with site accessibility

	N	Very dissatisfied	Not very satisfied	Satisfied	Very satisfied	Mean	Std. Deviation
Ease in finding the park	359	2.5	8.1	45.4	44.0	3.3092	.72597
Ease in parking close by	359	2.2	9.7	58.8	29.2	3.1504	.67658
Opening hours	359	2.2	7.5	53.2	37.0	3.2507	.68796
Overall assessment of the park’s accessibility	359	3.3	8.4	52.6	35.7	3.2061	.72994

Source: Field survey (2022)

Satisfaction of tourists with LUFASI Premises

Tourists at the park generally expressed satisfaction with the surroundings of the park; 45.1% were satisfied and 48.5% were very satisfied with the surroundings of the park. Based on their satisfaction with the surroundings of the park, they also expressed satisfaction with the comfort that comes from the park’s surroundings; 55.2% of the respondents were satisfied, and 39.6% of the respondents were very satisfied with the comfort of the premises. Tourists also expressed satisfaction with self-service and tourism information at their disposal; 50.4% were satisfied and 40.4% were very satisfied with the self-service and tourist information. Overall, the tourists expressed general satisfaction with their assessment of the park. 48.7% were satisfied and 40.4% were very satisfied with the overall assessment of the park’s premises. As expected of a park, Lufasi has a serene, neat, and clean environment. This indicates that the park management is conscious of the principles of park management, and they regularly administer these principles at Lufasi. Lascu et al. (2018) identified amenities as a predictor of destination image that significantly influences tourist satisfaction. Sitari et al. (2019) submitted that the major indicators influencing tourist satisfaction include physical indicators, relevant for nature tourism.

Table 3. Tourist Satisfaction with site premises

	Very dissatisfied (%)	Not very satisfied (%)	Satisfied (%)	Very satisfied (%)	Mean	Std. Deviation
Surroundings (neatness, temperature, arrangement of the animal cage etc.)	1.7	4.7	45.1	48.5	3.4039	.66104
Comfort of the premises	1.4	3.9	55.2	39.6	3.3287	.61910
Self-service and tourist information	3.6	5.6	50.4	40.4	3.2758	.72793
Overall assessment of the park premises	3.3	7.5	48.7	40.4	3.2618	.73877
Valid N (listwise)						

Source: Field survey (2022)

Tourist Satisfaction with the LUFASI Staff

The waiting time for tourists to get responses from the staff members of LUFASI was not dominant, as 52.1% of the respondents were satisfied and 31.8% were very satisfied with the waiting time. Similarly, the staff members exhibited appropriate courtesy when communicating with tourists, as 58.0% of the respondents were satisfied and 31.8% were very satisfied with that. The staff members of the park listened attentively to the questions and requests of the tourists because 51.3% of the respondents were satisfied and 39.9% were very satisfied. Invariably, the staff members of the park made themselves available to the tourists, as 55.4% of the respondents were satisfied with the staff members' availability and 37.0% were very satisfied. The fact that the staff members were available and listened to the tourists made it easy for them to understand tourists' requests. 49.9% of the respondents were satisfied with how the staff members understood their requests, and 39.9% were very satisfied. The responses of the staff members generally met the request of the tourist because 50.7% of the respondents were satisfied and 37.6% were very satisfied because the staff reply suited their request. The tourists also largely got prompt responses to their requests because 50.7% of the staff members were satisfied and 39.1% were very satisfied because the tourists got prompt answers to their requests.

Table 4. Tourist Satisfaction with staff attitude and competence

Assessment Statement	Very dissatisfied (%)	Not very satisfied (%)	Satisfied (%)	Very satisfied (%)	Mean (%)	Std. Deviation (%)
Waiting time	1.9	9.7	52.1	31.8	3.2770	1.75277
Courtesy of your interlocutor	3.5	6.7	58.0	31.8	3.1808	.70253
Listening	1.2	7.6	51.3	39.9	3.3003	.65799
Availability	1.5	6.1	55.4	37.0	3.2799	.64239
Understanding your request	1.5	8.7	49.9	39.9	3.2828	.68306
Response to your request	2.9	8.7	50.7	37.6	3.2303	.72710
Quickness to respond	2.6	7.6	50.7	39.1	3.2624	.70996
Overall assessment of the park's staff	1.7	8.7	55.1	34.4	3.2216	.67356

Tanković et al. (2023) suggests that the results of contemporary research show that communication capacities have positive effects on other forms of soft skills that finally lead to enhanced clients' satisfaction. King (2004) believes that adverse behavior of staff members has damaged different organizations as well as made many organizations lose millions of dollars daily. Company staff members are significant to ensure good clients' perception as well as satisfaction because these staff members generally have the responsibilities of making available qualitative services that meet clients' expectations (Zeithaml et al., 1996). Research findings have shown that the positive or negative behavioral habits of staff members have a significant correlation to clients' general satisfaction (Kattara et al., 2015). Perić et al. (2018) noted that the contact between staff members and visitors is a fundamental indicator of the degree of visitor's satisfaction, and it also determines service quality. Perić et al. (2018) noted that, based on research findings, ethical and friendly communication are the conditions that visitors consider to be highly positive and crucial. The courtesy of staff members, being professional and hospitable, correlates with visitors' overall satisfaction. For businesses that are highly competitive, staff members' attitudes are key to determine and attain efficiencies, effectiveness, as well as clients' happiness in an organization (Kwizera et al., 2019). Wampande and Osunsan (2020) claim that the attitudes of staff members of hotels have a substantial impact on the satisfaction of customers. It is notable that when employees appreciate tourist satisfaction and see the clear link to the services they provided, such employees may be motivated to perform better subsequently. Olawuyi (2017) explains that employees' performance can easily get enhanced because of being motivated by clients.

CONCLUSION

A prospective tourist must have been enthused or motivated by certain things or conditions before such an individual will travel out of their place of residence to a tourist destination. It is notable that the attractions at the tourist destination are essential motivators for tourism motivation. However, tourism motivation can be psychologically or emotionally underpinned. Briefly, the highest predictors for each of the tourists' motivators considered for this study are as follows: a visit to a place of personal interest is the biggest predictor of novelty; an escape from everyday psychological stress/pressure is the highest predictor of relaxation/escape; being harmonious with nature is the highest predictor of nature; and gaining a sense of accomplishment is the highest predictor of self-development. Accessibility to a tourist destination is paramount to determining the success of such a destination. If a tourist destination is inaccessible, then it may not attract the right type of tourist and the right number of tourists. This study revealed the predictors that led to the highest level of tourists' satisfaction are as follows: tourists' general assessment of the park's accessibility, their general assessment of the park's premises and their waiting time at the park. Finally, Lufasi Park has met the expectations of tourists. The park is remarkably accessible, with good parking lots for tourists. Lufasi Park has an impressive environment that can give tourists from different backgrounds a sufficient level of satisfaction. It is important that the employees of Lufasi Park are prompt in responding to the needs and requests of the tourists. It is evident that most tourists were at Lufasi Park because it was related to their personal interests, and these tourists were satisfied with the impressively short waiting time they experienced at the park.

REFERENCES

- Agyeiwaah, E., Akyeampong, O., Amenumey, E. (2013). International tourists' motivations to choose homestay: Do their socio-demographics have any influence? *Tourism and Hospitality Research*, 13(1), 16–26.
- Ajake, A. O., Amalu, T. E. (2012). Participation of Becheeve people in tourism development in Obudu Mountain Resort Cross River State Nigeria. *British Journal of Humanities and Social Sciences*, 3(2), 25–39.
- Adedoyin, A. H., Ajani, F. (2021). Management effectiveness and tourist satisfaction in private protected areas. *Journal of Hospitality and Tourism Studies*, 2(2), 119–134.
- Aniah, E. J., Eja, E. I., Otu, J. E., Ushie, M. A. (2009). Patronage of ecotourism potentials as a strategy for sustainable tourism development in Cross River State Nigeria. *Journal of Geography and Geology*, 1(2), 20–27.
- Aydin, B., Erdogan, B., Koc, E. (2022). The impact of novelty seeking on intention to visit a country: The mediating role of overall cuisine image. *An International Journal of Akdeniz University Tourism Faculty*, 10(3), 480–500.
- Baloglu, S., Mangaloglu, M. (2001). Tourist destination images of Turkey, Egypt, Greece, and Italy as perceived by US-based tour operators and travel agents. *Tourism Management*, 22(1), 1–9.
- Blomstervik, I., Olsen, S. (2022). Progress on novelty in tourism: An integration of personality, attitudinal, and emotional theoretical foundations. *Tourism Management*, 93, 104744. <https://doi.org/10.1016/j.tourman.2022.104744>
- Castro, J., Quisimalin, M., Pablos, C., De Gancino, V., Jerez, J. (2017). Tourism marketing: Measuring tourist satisfaction. *Journal of Service Science and Management*, 10(3), 280–308. <https://doi.org/10.4236/jssm.2017.103023>
- Chen, C., Yoon, S. (2019). Tourism as a pathway to the good life: Comparing the top–down and bottom-up effects. *Journal of Travel Research*, 58(5), 866–876. <https://doi.org/10.1177/0047287518775282>
- Devesa, M., Laguna, M., Palacios, A. (2009). The role of motivation in visitor satisfaction: Empirical evidence in rural tourism. *Tourism Management*, 31, 547–552. <https://doi.org/10.1016/j.tourman.2009.06.006>
- Drewery, D., Jiang, K., Hilbrecht, M., Mitas, O., Jakubowitz, A. (2016). Modelling activity novelty and adolescent females' subjective well-being during a winter holiday. *World Leisure Journal*, 58(4), 298–310. <https://doi.org/10.1080/16078055.2016.1228218>

- Dumitrascu, A., Teodorescu, C., Cioclu, A. (2023). Accessibility and tourist satisfaction - Influencing factors for tourism in Dobrogea Romania. *Sustainability*, 15, 7525. <https://doi.org/10.3390/su15097525>
- Dwyer, L., Kim, C. (2003). Destination competitiveness: Determinants and indicators. *Current Issues in Tourism*, 6(5), 369-414.
- Eagles, P. F. J. (2002). Trends in park tourism: Economics, finance, and management. *Journal of Sustainable Tourism*, 10(2), 132-153.
- Guiver, J., Stanford, D. (2014). Why destination visitor travel planning falls between the cracks. *Journal of Destination Marketing & Management*, 3, 140-151.
- Jang, S., Cai, L. (2002). Travel motivations and destination choice: A study of British outbound market. *Journal of Travel and Tourism Marketing*, 13(3), 45-57.
- Kattara, H., Weheba, D., Ahmed, O. (2015). The impact of employees' behavior on customers' service quality perceptions and overall satisfaction. *African Journal of Hospitality Tourism and Leisure*, 4(2), 1-14.
- Lee, S., Lee, S., Lee, G. (2014). Ecotourists' motivation and revisit intention: A case study of restored ecological parks in South Korea. *Asia Pacific Journal of Tourism Research*, 19(11), 1327-1344. <https://doi.org/10.1080/10941665.2013.852117>
- Mak, A. (2015). Novelty tourism. In: J. Jafari & H. Xiao (Eds.), *Encyclopedia of Tourism*. https://doi.org/10.1007/978-3-319-01669-6_460-1
- Rajesh, R. (2013). Impact of tourist perceptions, destination image and tourist satisfaction on destination loyalty: A conceptual model. PASOS. *Revista de Turismo y Patrimonio Cultural*, 11(3), 67-78.
- Said, J., Maryono, M. (2018). Motivation and perception of tourists as push and pull factors to visit national park. *E3S Web of Conferences, 31, 08022, 1-5. <https://doi.org/10.1051/e3sconf/20183108022>
- Tanković, A., Vitezić, V., Kraljić, V. (2023). Employee communication and soft skills influencing tourists' satisfaction. *European Journal of Tourism Research*, 34, 3410. <https://doi.org/10.54055/ejtr.v34i.2967>
- Walton, J. K. (2021). *Tourism*. Encyclopedia Britannica. <https://www.britannica.com/topic/tourism>
- World Trade Organisation (WTO). (2010). *Tourism and poverty alleviation: Recommendation for action*. Madrid: World Trade Organisation.
- Yamane, T. (1967). *Statistics: An introductory analysis (2nd ed.)*. New York: Harper and Row.
- Zeithaml, V., Berry, L., Parasuraman, A. (1996). The behavioral consequences of service quality. *Journal of Marketing*, 60(2), 3.

CONFLICTS OF INTEREST The authors declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article. © 2024 by the authors. This article is an open-access article distributed under the terms and conditions of the Creative Commons Attribution (CC BY) license (<http://creativecommons.org/licenses/by/4.0/>).

ORCID Olubukola Mary Ogundare <https://orcid.org/0000-0002-4141-1012>
 Adekunle Olufemi Oloyede <https://orcid.org/0009-0000-1107-4644>
 Olakunle Shakur Olawuyi <https://orcid.org/0000-0002-1800-6182>