

# MOTIVATION AND PLACE ATTACHMENT OF TOURISTS IN IDANRE HILLS, NIGERIA

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## **Abstract**

*The study examined tourist's motivation and place attachment in Idanre Hills Nigeria. Data were collected using questionnaire administration on 371 randomly selected tourists. The data collected were analysed descriptively and with factor analysis, while hypotheses were tested using One-way Analysis of Variance (ANOVA), Chi-Square, T-test and Pearson's Correlations. The results showed that 50.2% were male, 48.90% of the tourists sampled were between the age of 15-24 years with 59.5% single while the majority of the tourists were first-time visitors (71.3%). Motivation to visit Idanre Hills by a large percentage (69.5%) of the tourists was to "to be in a natural setting" (mean=4.22). For place attachment, the highest mean value was that "the things I do at this place I would enjoy doing just as much at a similar site" (mean=3.21). Factor analysis showed four factors for motivation items and one factor for place attachment items. Motivation to visit Idanre Hills by the tourists was high while there was a low level of repeat visitation and place attachment to the Hills. Provision of accommodation to the tourists would encourage tourists from long-distance destination to be involved in repeat visits and also enhance place attachment to the Hills.*

**Keywords:** Motivation, place attachment, visitation, Idanre Hills, Nigeria

**Introduction**

Motivation is an important element to understand consumer behaviours in the contexts of business, hospitality, and tourism (Clemenz, Kim & Weaver, 2006) while the concept of place attachment was initially developed in environmental psychology, describing close relationships between people and place (Kyle, Mowen & Tarrant, 2004). Natural areas serve as important venues for spending time and seeking out new experiences interacting with nature and other visitors (Snepenger, Snepenger, Dalbey & Wessol, 2007). While multiple definitions have been created in an attempt to describe the motivation, there is no universal definition. As defined by Beck (2000), motivation is “a theoretical concept that accounts for why people choose to engage in particular behaviours at particular times.” The pull-push framework provides a practical approach to examine tourist motives (Klenosky, 2002). Push factors are internal motivations and pull factors are external motivations. Tourist motivation has been widely studied in the fields of nature-based tourism and ecotourism by various researchers (Adam, Adongo, & Amuquandoh, 2017). Motivation refers to the psychological need and the feeling to fulfil desires (Beh & Bruyere, 2007), and it explains why tourists behave in a specific manner (Mehmetoglu & Normann, 2013). Motivation has been studied using different approaches, and the push-pull model of Crompton (Crompton, 1979) has often been used. “Push” refers to the internal trigger for tourists to decide to travel and seek unspecified travel destinations, while “pull” refers to the external attraction of a certain destination that appeals to a tourist.

Place attachment is originally an environmental psychological concept that attempts to describe the emotional relationship between people and place (Butler & Lee, 2016). Connection or emotional attachment to a place will lead to the desire to protect that place lead to awareness of environmental impacts (Ardoin, 2006). There have been various debates on how to define place attachment, and different measures have been derived from these different definitions. Place attachment is defined as a person being able to identify the differences between places.

Experiencing different features of the place means the person has created place attachment. The person then blends their personal memories, producing personal emotion, social meaning and historical meaning towards the natural view (Liu, 2004). However, some researchers treated the concept of place attachment as one-dimensional (Lewicka, 2005), while others treated the concept as

multidimensional (Williams & Roggenbuck, 1989; Scannell & Gifford, 2010). A related problem is that while place attachment is usually analyzed at the individual level as a person's emotional and behavioural commitment to a place, the degree to which users or residents of the same place or community share a similar experience of, or attachment to, that place, it may also be aggregated as a collective phenomenon (Brown, Perkins & Brown, 2003). According to the model developed by Tsai (2012), a comprehensive attachment-nurturing foundation is constituted by holistic tourist experience, which contains emotional pleasure, cognitive stimulation, psychological growth, self-expressiveness and communal awareness. Place attachment, nurtured upon such foundation, converts into a powerful driver of the tourist's revisit behaviour. The five associated factors affecting place attachment include to revisit, length of stay, destination image, service quality, novelty seeking and distance to destination. Sense of place is a concept which is changing a typical space to place with special behaviour and sensory characteristics for certain people. It meant to connect to place by an understanding of everyday activities and symbols associated with it. This sense can be created in an individual living place and be expanded along with him/her life (Riley, 1992).

Different subjects on tourist motivation and place attachment had evolved e.g Butler and Lee (2016). Studies in motivation and place attachment can provide crucial information for the management of tourists, marketing strategy and product development in nature-based or protected areas (Cheung & Fok, 2014). According to Ryan and Cave (2005), "the connection between the physical characteristics of place and people's attachment had been neglected in previous studies. The concept of connecting motivation and personal value attached to a rarely visited place of importance (Gunderson & Watson, 2007), is recent; therefore, studies explicitly addressing this relationship are limited. Thus, there is insufficient information on the degree of the role of place attachment on repeat visitation in ecotourism centres such as Idanre Hills. Understanding place attachment and the factors that contribute to it can enable natural and cultural heritage stakeholders a more significant opportunity to identify, shared, and contested meanings and values assigned to a particular place. This is an essential step toward negotiating the management of these places. The study aimed at determining the impact of place attachment on repeat visitation in Idanre Hills

## Materials and Methods

### Study Area

This study was carried out in Idanre Hills, Ondo State, Nigeria (Figure 1). The old Idanre settlement (*Oke-Idanre*) is about 24 kilometres southwest of Akure, Ondo state and is situated on a rocky outcrop comprising massive inselbergs, abutting spurs as well as a cliff, spectacular valleys and caves all of which are at altitudes ranging between 1378-3000 feet (420-914 meters) above sea level. Idanre land covers an area of about 619 square miles (1584.6km<sup>2</sup>). It lies within latitudes 7° 06' 13.8"N, and longitude 5° 06' 5.4"E of the equator and the Greenwich Meridian respectively (UNESCO, 2007). Its eastern neighbours are Benin while the Ondo occupy its western flank. To its South are indigenes of Siluko (Edo state), Onisere (Idanre tributary) and Ikale in Ondo state. Akure, the Ondo state capital is Idanre's neighbour to the North.

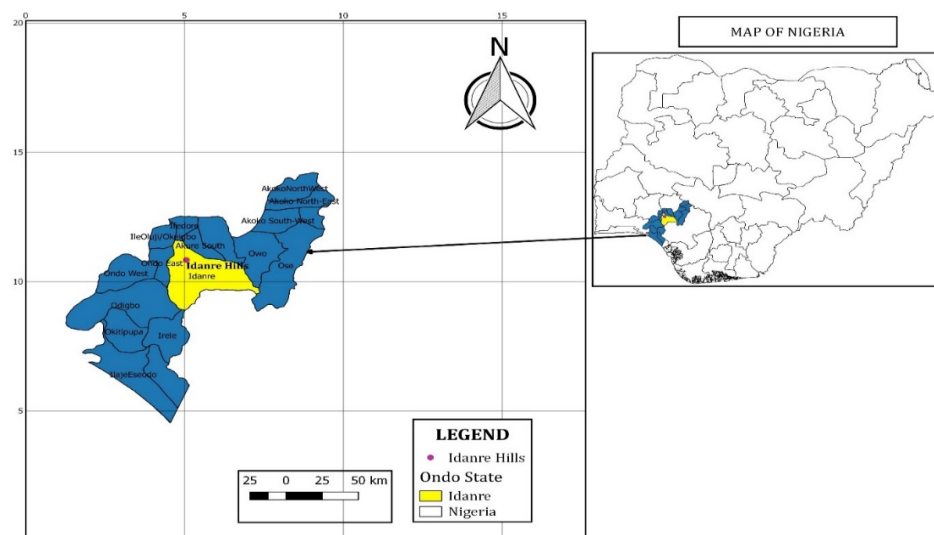


Figure 1: Map of Ondo State showing Idanre Hill

### Method of Data Collection and Analysis

The study was a questionnaire survey. Primary data were obtained from the respondents through structured questionnaires. The contents of the questionnaire were related to visitors' socio-demographic characteristics, level of visitation, visitation motives and place attachment. The administration of questionnaires was through the direct face-to-face method. Data collected were analysed and presented descriptively and with factor analysis, while hypotheses were tested using One-way Analysis of Variance (ANOVA), Chi-

Square, T-test, and Pearson's Correlations. The independent variables were sex, age, marital status, education, residence, income, and the number of times visited. The dependent variables were the motivation and place attachment. The Cronbach Alpha reliability coefficients for motivation was 0.79 while the place attachment was 0.92.

### Execution of the Research

This study was conducted from February to June 2016. Data were collected from tourists that visited Idanre Hills during this period. The sample size was determined using Krejcie and Morgan (1970) method of determination of sample size. The sample size (331) was based on the total population of tourists (2293) to the site in 2015 obtained from the Ministry of Culture and Tourism, Ondo State. The content of the questionnaire was also translated to the visitors' that speak only native language.

### Presentation of Results

In Table 1, the socio-demographic characteristics of the respondents are presented. It shows that 50.2% were males while 49.8% were females, 49.85% and 45.9% belonged to the age group of between 15-24 years and 25-54years respectively. Also, 59.5% were single, 69.5% had tertiary education, and 25.4%, 19.0% and 17.5% reside in Akure, Lagos and Ibadan respectively. In addition, 56.2% belonged to monthly income earners of between 0- 18,000 naira (Figure 2) 28.7% were repeat visitors, while 71.3% were first-time visitors (Figure 3).

Table 1: Socio-demographic characteristics of respondents (n=331)

Variables	Frequency	Percentage (%)
<b>Sex</b>		
Male	166	50.2
Female	165	49.8
<b>Age</b>		
0-14	9	2.7
15-24	165	49.8
25-54	152	45.9
55-64	4	1.2
65 and above	1	0.3
<b>Marital status</b>		
Single	197	59.5
Married	126	38.1
Divorced /separated	6	1.8

Widow /widower	2	0.6
<b>Education</b>		
Non-formal	2	0.6
Primary	14	4.2
Secondary	85	25.7
Tertiary	230	69.5
<b>Residence</b>		
Akure	98	29.6
Ondo	13	3.9
Ibadan	58	17.5
Lagos	63	9.0
Abeokuta	11	3.3

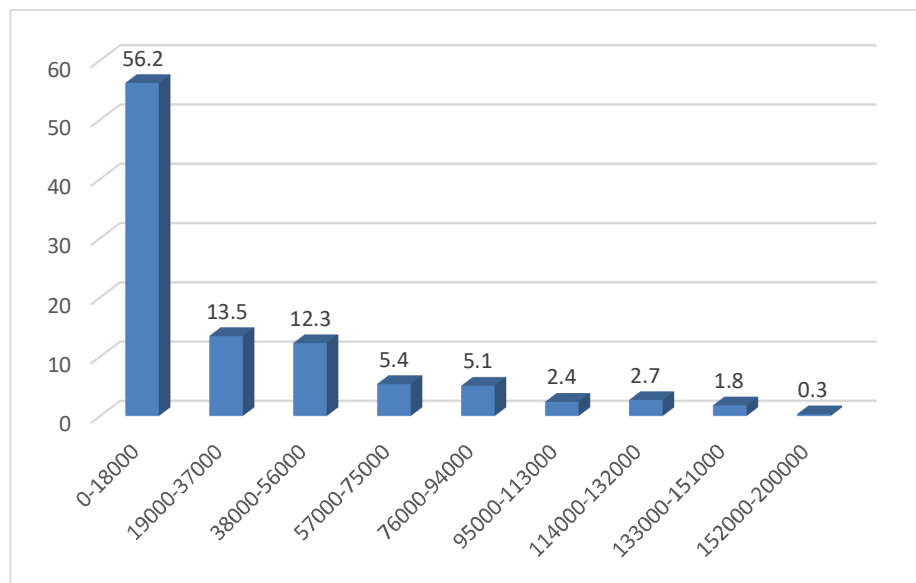


Figure 2: Percentage distribution of respondents' income

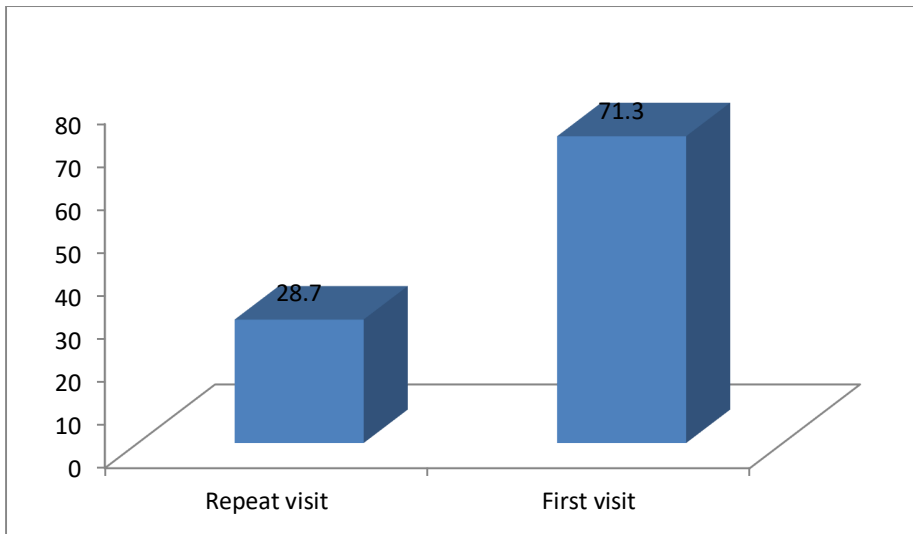


Figure 3: Percentage distribution of repeat and first time visitors

Table 2 presents the visitors’ motivation for visiting Idanre Hills. The mean of motivational items ranged from 3.20 to 4.22. The highest motivation was to ‘be in a natural setting’ while the least was to ‘kill time’. The Kaiser-Meyer-Olkin measure of sampling adequacy (KMO) showed that the sample was adequate for the analysis (KMO=0.80). Four factors were identified having eigenvalue over KMO criteria of 1 and in combination, explained 50.99 of variances (Table 4).

Table 2: Visit Motivations of Respondents

Motivation Items	Mean	Standard Deviation
To be in a natural setting	4.22	0.91
To observe the ecological landscape	4.14	0.86
To be with my(our) family or friends	4.02	0.97
To improve my physical health	3.85	1.13
To kill time	3.20	1.27
To experience the tranquility	3.89	1.12
To learn more about new things or nature	4.18	0.98
To get away from other people for the solitude	3.52	1.29

To memorise the experience	3.84	1.15
To accept someone's invitation	3.51	1.21
To educate the children	3.84	1.23
To be with others who enjoy the same	3.85	1.11
To search for self-ego	3.59	1.27
To have an adventurous experience	4.20	1.00
To conduct a survey or research	3.51	1.34
To observe and experience the cultural and historical values of the locals	3.92	1.14

Table 3: Dimensions of motivation items

	<b>Factor</b>			
<b>loadings</b>				
<b>Motivation Items</b>	<b>Factor 1</b>	<b>Factor 2</b>	<b>Factor 3</b>	<b>Factor 4</b>
To be in a natural setting	0.54			
To observe the ecological landscape	0.61			
To be with my (our) family or friends	0.58			
To learn more about new things or nature	0.48			
To be with others who enjoy the same	0.65			
To have an adventurous experience	0.77			
To observe and experience the cultural and historical values of the locals	0.43			
To improve my physical health		0.47		
To kill time		0.80		
To experience the tranquility		0.46		
To search for self-ego		0.60		
To educate the children			0.72	
To conduct a survey or research			0.74	
To get away from other people for the solitude				0.49
To memorise the past				0.55
To accept someone's invitation				0.73
Eigen values	2.71	1.92	1.89	1.65

%variance	16.93	11.98	11.80	10.28
KMO	0.80			

Table 4 presents the level of place attachment for visiting Idanre Hills. The mean of attachment items ranged from 2.56 to 3.21. The highest was ‘The things I do at this place I would enjoy doing just as much at a similar site’ while the least was ‘I am attached to this place’. The Kaiser-Meyer-Olkin measure of sampling adequacy (KMO) showed that the sample was adequate for the analysis (KMO=0.93). One factor was identified having eigenvalue over KMO criteria of 1 and in combination explained 54.00 of variance. The items loading suggests one factor (Table 5).

Table 4: Visitors’ level of place attachment

Place attachment Items	Mean	Standard deviation
I feel that this place is a part of me	2.70	1.36
This place is the best place for what I like to do	2.72	1.30
This place is very special to me	2.83	1.31
No other place can be compared to this place	2.65	1.29
I identify strongly with this place	2.78	1.31
I get more satisfaction out of being at this place than at any other	2.75	1.24
I am attached to this place	2.56	1.30
Doing what I do at this place is more important to me than doing it any other place	2.69	1.23
Being from this place says a good deal about who I am	2.76	1.33
I wouldn’t substitute any other area for this place	2.76	1.26
This place means a great deal to me	3.00	1.34
The things I do at this place I would enjoy doing just as much at a similar site	3.21	1.39

Table 5: Dimensions of place attachment

Place Attachment	Factor
I feel that this place is a part of me	0.72
This place is the best place for what I like to do	0.73
This place is very special to me	0.75
No other place can be compared to this place	0.76
I identify strongly with this place	0.79
I get more satisfaction out of being at this place than at any other	0.75
I am attached to this place	0.76
Doing what I do at this place is more important to me than	0.74

doing it any other place	
Being from this place says a good deal about who I am	0.75
I would not substitute any other area for this place	0.70
This place means a great deal to me	0.76
The things I do at this place I would enjoy doing just as much at a similar site	0.58
Eigenvalue	6.48
% Variance	54.00
KMO	0.93

Table 6 shows the relationship between visitors' socio-demographic characteristics and their visitation motives. It shows that there was a significant relationship between visitation motives and age ( $p < 0.01$ ). However, no significant relationship between visitation motives and education ( $p > 0.05$ ), residence ( $p > 0.05$ ), sex ( $p > 0.05$ ) and monthly income ( $p > 0.05$ ).

Table 6: Relationship between socio-demographic characteristics and visitation motives

Variable	Correlation value	P	Decision
Age	0.14	0.01	Significant
Monthly income	0.02	0.75	Not significant
Variable	Chi square value	P	Decision
Education	111.96	0.81	Not significant
Residence	1488.42	0.13	Not significant
Sex	39.11	0.60	Not significant

$P < 0.01$  significant level

Table 7 shows the relationship between visitors' visit motivations and place attachment. Visitation while place attachment ( $p > 0.05$ ) have no significant relationship with their level of repeat visitation.

Table 9: Relationship between visitors' motivation and place attachment

Variable	Correlation value	P	Decision
Motivation	-0.18	*0.00	Significant

\* $P < 0.01$

### Discussion of Findings

The findings from this study showed that there were more male respondents (50.2%) than female respondents (49.8%). This is consistent with Liu and Ko (2011) who reported a higher percentage of male respondents (58.1%) than female respondent (41.9%) in a

study of tourist attraction in Taiwan. A higher percentage of the respondents were in the age group of 15-24 (49.8%) and 25-54 (45.9) %, this is higher than the estimated age group for the country by The Central Intelligence Agency (CIA) (2016) which was 0-14 years. Also, 59.5% of the respondents were single which may suggest that single tourists seek more leisure time than the married one, which is similar to Arowosafe and Adebayo (2014), who observed that a higher percentage of single respondents were single.

It was observed that 69.5% of them had tertiary education. This is consistent with Adetola, Adewumi and Olonimoyo (2016) were the majority of the tourist to this site were well educated and are aware of and understand the importance of tourism as a way of life. It was observed that 60.0% of the visitors practice Christianity. This corroborates the findings of Ogunjinmi (2007), which shows that Christians visit Nigeria national parks. Also, 59.2% of the visitors' income were within ₦0 and ₦20, 000 (USD 319 - USD380), this is in agreement with the findings by Ogunjinmi (2015) that reported 60.3% of the visitors' income were within ₦15000 and ₦20,000 in Nigeria National Parks.

It was also observed that a significant number of the tourists were visiting for the first time (71.3%), which is consistent with Adetola *et al.* (2016) who indicated that a higher percentage of the respondent to Idanre Hills were first time visitors. This might be due to the increase in publicity of the site resulting from its inclusion on the UNESCO World Heritage Site Tentative List. The study revealed that the primary motivation item was "to be in a natural setting ". This is not consistent with Ogunjinmi (2015) who reported that the tourists to Nigeria National Parks were game viewing. This could be due to the nature of destinations as Idanre Hills is not noted for wildlife tourism.

The result shows that tourists mean of attachment to Idanre Hills ranges from 2.56 to 3.21, which is an indication of a low level of attachment to the site. The level of place attachment recorded in this study is lower than what was being reported by Ujang (2010) which indicated a relatively secure attachment. The pattern in Ujang (2010) can be associated with the current issues with regards to the upgrading projects in Jalan Masjid India that may have caused a strong emotional reaction from the static users.

There was a significant difference in repeat visitats based on age ( $p < 0.01$ ), monthly income ( $p < 0.05$ ) and residence ( $p < 0.01$ ). This is similar to Kruger, Saayman and Ellis (2010) who recorded that

although only small to medium practically significant differences (based on the phi coefficients) were found between first-time and repeat visitors based on other socio-demographic and behavioural characteristics.

The relationship between the socio-demographic characteristics of the tourists and repeat visitation reveals that age ( $p < 0.01$ ), and monthly income ( $p < 0.05$ ) had a significant relationship on the level of repeat. Esu and Udonwa (2015) reported that there were no significant relationship in socio-demographic characteristics such as age ( $p > 0.05$ ), sex ( $p > 0.05$ ), education ( $p > 0.05$ ), monthly income ( $p > 0.05$ ), repeat visitation ( $p > 0.5$ ).

The study observed a significant relationship between income and tourists visitation motive. Jensen (2011) identified a significant relationship between gender, age, income and education level and visitation motive. From the findings, no significant relationship was observed between place attachment and repeat visitation. This could be as a result of a low level of tourists' repeat visitation. Li, Frieze, Nokes-Malach and Cheong (2013) observed a significant relationship in the level of place attachment based on repeat visitation due to the visitors' motivation.

### Conclusion

This study has contributed to literature on motivation and place attachment of tourists in Idanre Hills, Nigeria. In this study, the level of repeat visitation to Idanre Hills was low. The main motive of the respondent to the site was "to be in a natural setting" indicating that respondent visit to the site was to appreciate nature. There was significant relationship between motivation and place attachment which suggests that motivation could impact on place attachment to Idanre Hills and subsequently, more visitation to the site.

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