

Impact of Travel Lifestyle on Outbound Tourism in Abia State, Nigeria

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Abstract

The study evaluated the Influence of tourism travel lifestyle on outbound tourism intentions in Abia State. Outbound tourism entails travelling "OUT" of one's home country for the purposes of tourism, excluding the purchasing of goods and services before or after the trip within the tourism generating country. The specific objectives of the study were to: determine the factors that influence travel intentions in the study area; examine the influence of travel lifestyle on outbound tourism intention, and evaluate the challenges of outbound tourism intention. The study reviewed related literature and anchored the discourse on push and pull theory. The methodology used was a descriptive research design. The population for the study was infinite since it involved all the customers located at the study area. Thus, Kothari formula was used to find the sample size of 196. The instrument for data collation was a structured questionnaire. Simple descriptive statistics such as frequency, percentage and mean were used to analyze data. The result showed amongst others that income level, distance to tourism destination, and levels of tourism development influence travel intention to tourism destinations in Abia State. The challenges include lack of paid holidays, lack of fund, insecurity, and stringent government policies. The work recommended amongst others that; tourism establishments should be more efficiently, managed and maintained to enhance guest satisfaction and guard against factors that hinder outbound tourist, including their safety. These will encourage customer retention and revisit intention.

Keywords: Influence, Tourism Travel, Lifestyle, Outbound Tourism, Intentions, Abia State.

Introduction

Outbound tourism refers to the activities of a resident visitor outside of their country of residence, (IRTS, 2008). It entails travelling "out" of one's home country for the purposes of tourism and without the intention to purchase goods or services within the tourism generating country. Outbound tourism and inbound tourism have been used interchangeably to refer to this form of travel. This is because a tourist who is travelling internationally is both an outbound tourist because one travels OUT of one's home country and an inbound tourist because he/she travels IN to another country, Obasi, (2015), in a handbook of tourism, Stephen I. J. Smith, (1995), defines tourism as the "set of activities of a person traveling to a place outside his or her usual environment for less than a year and whose main purpose of travel is other than the excuse of an activity remunerated from within the place visited" It could be inferred from the above that tourism is a kind of past-time and means of relaxation from active work by holiday makers and honeymooners.

Travel lifestyle goes beyond an episodic consumption of backpacking, which refers to low-cost, independent travel that often includes staying in inexpensive lodgings and carrying all necessary possessions in a backpack,

www.britannica.com. Lifestyle is used to segment the market because it provides a wide and everyday view of customers. The use of lifestyle variable provides an understanding of tourists by looking at their activities, interests, and opinions. Knowing how an individual behaves in one area of his life may allow us to predict how he will act in others (Feldman & Thielbar, 2015). Through applying the lifestyle approach to understand the tourist as a customer, the marketers could develop more efficient and effective marketing programmes (Schewe & Calantone, 2018). The use and application of the travel lifestyle construct as an effective segmentation criterion could provide adequate delineation of customer behaviour. Inspection of groups resulting from travel lifestyle classification should provide valuable insights for marketing researchers into how leisure time is spent and what type of travelers exist. Maoz and Bekerman, (2010), describe backpackers as 'relatively young tourists who tend to gather in ghettos or enclaves: places where large numbers congregate to experience home comforts and the company of tourists of similar interests.' This latter enclave focus reflects an institutionalization of the backpacking phenomenon, a mainstreaming decried by Cohen (2003) and O'Reilly, (2006) for its alignment with the stigma of mass tourism. Travel lifestyle is a phenomenon that illustrates a de-differentiation of everyday life and tourist experiences, a process that Uriely, (2005), identifies as characteristic of tourism in late modernity. Travel life-style makes tourism an everyday practice through the ongoing physical mobility of backpacking.

Nigerians, in this era, are raised in an environment that offers a wide and increasing range of travel opportunities. Until very recently, there were low-cost carriers and the ease of information searching and tourism products purchasing via World Wide Web, as well as freedom to travel. Nigerians' attitudes toward holiday making were very positive, which are being truncated by skyrocketing economic hardship and soaring inflation. The age of travelers is getting younger. Despite an increasing interest in the market size of young travelers, the economic potential and their desire to travel, relatively little is known about their travel lifestyles and intentions to travel overseas.

Okpoko, (2012), said that given the large size of the country and the diversity of her cultural and ecological heritage, a zonal approach is suggested in identifying her huge heritage and in converting this into tourist products. However, there are problems that bedevil the management of tourism industry, thereby hindering its sustainable development. Many of such problems emanate from poor planning, lack of effective control and staffing. There is no business that survives without adequate planning. Unfortunately, most tourism sites appear not to take planning seriously, resulting in the lack of requisite staff to manage them. Staffing is critical in every organization and as such should be managed effectively and developed. Some of the tourism sites do not have enough staff and in some cases, customers are left unattended.

There is also the problem of security occasioned by separatist agitations, kidnapping for ransom and extra-judicial killings. Insecurity, crime, theft and bad road lead to constant accident among others, (Nze, 2011). It is unfortunate that government has done little or nothing to prevent the insecurity challenges which have hindered sustainable tourism development.

It is against these backdrops that the study examined the influence of travel lifestyle on outbound tourism intention in Abia State. The specific objectives were to: (1) determine the factors that influence travel intention in tourism destination in Abia State, (2) examine the influence of travel lifestyle on outbound tourism intention in Abia state, and (3) evaluate the challenges of outbound tourism intentions in Abia State.

Literature Review

Travel Lifestyles

The psychographic profile of a traveler segment can be represented by the travelers' measured activities, interests and opinions (Schiffman & Kanuk, 2007). It refers to one's particular pattern of activities, interests and opinions (AIO) in areas such as leisure and recreation. Furthermore, it reflects a traveler's preferences for products and services, destinations and travel-related lifestyle (Reisinger, 2009). One's travel style varies depending on personal motivations, experiences and expectations among other things. According to Landry (2010), one's travelling style depends on his or her interests and activity to seek new experiences; they could just want to be observers from distance, or go deeper and interact and communicate, trying to actively understand the experiences, foreign cultures and people. For young people, backpacking is often the time between graduating and entering work life. Adler (2015) studied youth travel from a historical perspective discussing how tourism changed in the 19th century from what was called the 'Grand Tour' the young European male aristocrats' educational and cultural travel, to more of a middle class modified form of travelling, as before travelling was not understood as something accepted in the society among the working class and the poor. She finds similarities with the 'Grand Tour' and the modern 'youth travel', and notes that the travel motivation in the 'Grand Tour', as also in the modern youth travel is to create an escape from home, everyday life and from adulthood's required family structure, and that travel offers an opportunity to adventure, education and to gain independence (Adler, 2015).

Strategies for the Development of Tourism and Theatre Industries in Nigeria

Tourism, as a concept of travelling from one destination to another by a person or group of persons for the purpose of leisure, social interaction and trade, is not alien to Nigerians especially the Rivers man. According to Karibo Elekima (15), "Nigerians have been good travellers within and outside their traditional homes, and even outside the country in pursuit of leisure and trade as well as for purposes of cultural obligations and ceremonies. This could be said to have

dated back to the early empires of West Africa”.

Derefaka (72) supports the above postulation by tracing the origin of tourism. He quotes Gumel (2018) as saying: “The basic feature of tourism is leisure activity, which includes among other things, merry-making, festivals, cultural visitation and exchange, travelling for commerce and health purpose were, until historical (colonial) period almost an exclusive African tradition”.

Nigeria - International tourism

The value for international tourism, number of arrivals in Nigeria was 600,000 as of 2013. As the graph below shows, over the past 18 years this indicator reached a maximum value of 1,555,000 in 2010 and a minimum value of 486,000 in 2012. International inbound tourists (overnight visitors) are the number of tourists who travel to a country other than that in which they have their usual residence, but outside their usual environment, for a period not exceeding 12 months and whose main purpose in visiting is other than an activity remunerated from within the country visited. The data on inbound tourists refer to the number of arrivals, not to the number of people traveling. Thus, a person who makes several trips to a country during a given period is counted each time as a new arrival.

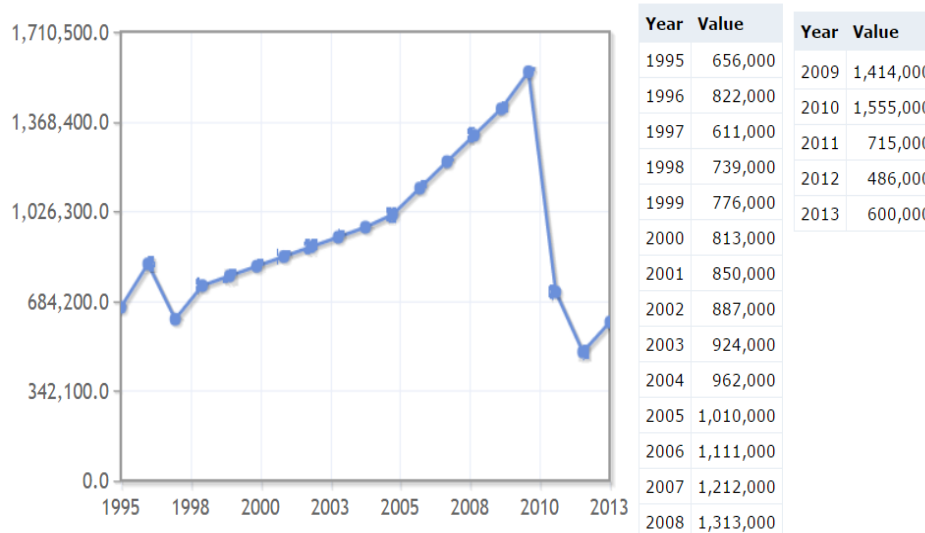


Fig 1: The value of international tourist in Nigeria
World Tourism Organisation, yearbook of tourism Statistics data files (2023)

Outbound Tourism

Tourism has grown significantly since the creation of the commercial airline industry and the advent of the jet airplane in the 1950's. By 1992, it had become the largest industry and largest employer in the world. One of the major issues in gauging tourism's total economic impact is the diversity and fragmentation

of the industry itself. Besides the foregoing, William Theobald opined that this problem is compounded by the lack of comparable tourism data since there has been no valid or reliable means of gathering comparable statistics. He proposes that the varying definitions of tourism terms internationally, and the complex and amorphous nature of tourism itself have led to difficulty in developing a valid, reliable, and credible information system or database about tourism and its contribution to local, regional, national and global economies.

Behavioural Intentions

It refers to a holiday or activity of travelling for which someone wants and plans to do. The intention is assumed as the immediate antecedent of certain behaviours (Ajzen, 2006). In the context of this study, outbound tourism intentions are measured by the likelihood of Nigerian's to travel to international destinations.

The determinants of behavioral intention is a topic frequently explored in tourism research, as behavioral intentions have been regarded as the decisive factor in the drastic growth of destination's popularity (Goeldner & Ritchie, 2006). Generally, behavioral intention can be captured by the intentions to recommend and revisit. Intention to recommend is the intention to share the experience through word-of-mouth (WOM) communications and intention to revisit is the intention to return to the destination (Ajzen, 2006). These intentions are likely to be influenced by destination image.

Classification of Travelers Segments of Tourism

An extended classification system of tourism demand delineating the main purpose(s) of visits or trips by major groups was developed based on that first proposed by the UN (1979). This system was designed to help measure the major segments of tourism demand for planning and marketing purposes.

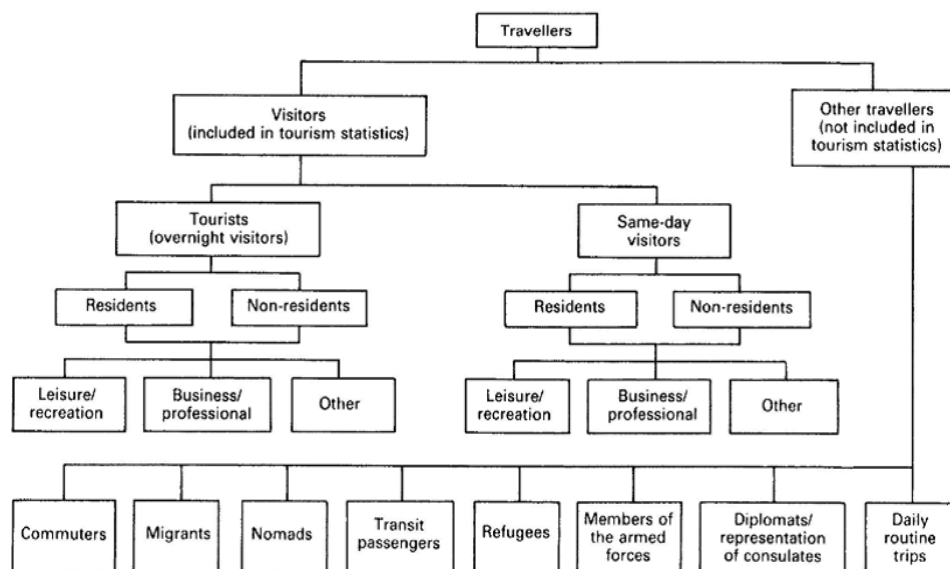


Fig2: Classification of travellers
WTO, 2023

The major groups purposes for tourists and travellers visitation and travel. The major groups are inclusive of the following:

1. Leisure, recreation, and holidays;
2. Visiting friends and relatives;
3. Business and professional;
4. Health treatment;
5. Religion/pilgrimages; and
6. Other (crews on public carriers, transit, and other or unknown activities).

Tourist Total Experience and Revisit Intention

The connection between past travel experience and future travel behaviour has not been explored widely, but the existing studies suggest a close relationship between them (Dolnicar & Huybers 2013; Hosany & Witham, 2010; Oppermann, 2000). Oppermann (2000), states that a tourist's loyalty towards a destination is reciprocated by his or her intention to revisit the destination apart from his or her willingness to recommend it to others. Past travel experience appears to be a powerful influence on behavioural intentions and individuals with past travel experiences to various destinations may become more confident as a result of their experience and thus, be more likely to travel back to those places of interests (Dolnicar, Coltman & Sharma, 2013). Repeat tourists are expected to be more likely than first-timers to choose the same destination in the future (Juaneda, 2016). The first-timers cannot be entirely relied upon as they may wish to visit other destinations. In other words, repeat visitation can be developed, and it is contingent upon their total experience with promotion, price, core products, facilities and front employees while they were on vacation

for the first time.

Destination Image

It has also been widely acknowledged that destination image affects tourists' subjective perception, consequent behaviour and destination choice (Assaker, & Hallak, 2013; Chi, 2012; Prayag & Ryan, 2012). For example, in one of the first conceptualizations of the destination image, Gunn (2012) proposed that destination images are formed from the types of information that tourists received. It is argued that destination images are divided into two levels: (1) organic and (2) induced images. An organic image is formed as a result of exposure to stimuli from non-tourism market-oriented information whereas an induced image derives from conscious efforts of marketers and advertisers to develop, promote and advertise a destination. Fakeye and Crompton (2011), state that information is an important determinant which distinguished an organic image from an induced image. In tourism, tourists develop a more complex and differentiated image from induced image throughout the actual visitation experience. Tasci et al., (2007), contend that the composition of tourism images as advanced by place image has made inroads into the gambit of tourism marketing. Product-country image or simply country image and tourism destination image are both focusing on place image (Gallarza et al., 2002). In this sense, place image relates to the buyer attitudes towards products from various origins. In another word, destination image represents the effects of beliefs, ideas, and impressions that a person has on a destination. In line with above notion, tourists' behavioural intention is expected to be partly conditioned by the image that they have of destinations. The image will influence tourists in the process of choosing a destination, the subsequent evaluation of the trip and in their future intentions. Destination image exercises a positive influence on perceived quality and satisfaction. A positive image deriving from positive travel experiences would result in a positive evaluation of a destination (Gallarza et al., 2002; Tasci et al., 2007). Tourist satisfaction will improve if the destination has a positive image and destination image also affects tourists' behavioural intentions.

Push and Pull Factors Theory

The theory assumes that people travel and choose their destinations according to different push and pull motivational variables. Basically, this is a two-step process involving push factors which motivate an individual to leave his/her home, and pull factors which draw an individual to travel to a specific place. Push factors offer insights into tourists' internal stimulations to travel and are useful in explaining the desire to go on holiday in general. Most push factors are origin-related and involve socio-psychological concerns and intrinsic desires such as the need for escape, relaxation, adventure, prestige, family and friend togetherness, sport, and enjoying natural resources. On the other hand, pull factors offer indications as to what external attributes attract tourists and

make them desire to visit specific places. They often involve tangibles and other elements such as the availability of recreational facilities, historical values, marketing image, etc.

Integration Model of Explicit Motives

This model involves the two types of factors (push and pull) being integrated and having a reciprocal relationship. In other words, push and pull factors can be matched to psychographic profiles of tourists. For instance, escape-relaxation factors make people choose destinations where nightlife, entertainment and water sports are available, whereas social status factors push them to choose other destinations where facilities such as golf, tennis, fishing, shopping and gambling are available.

By examining the nature and extent of the relationship between push and pull factors of tourist motivations for pleasure travel, a correlation has been found between the two groups of factors. Two of the pull factors (entertainment/resort and rural/inexpensive) could be explained by the push factor (escape). The results also suggest that rural/inexpensive areas may have the potential to attract those motivated by variables in the heritage/culture factor grouping, which includes local crafts, festivals, events, theatre, and cultural activities.

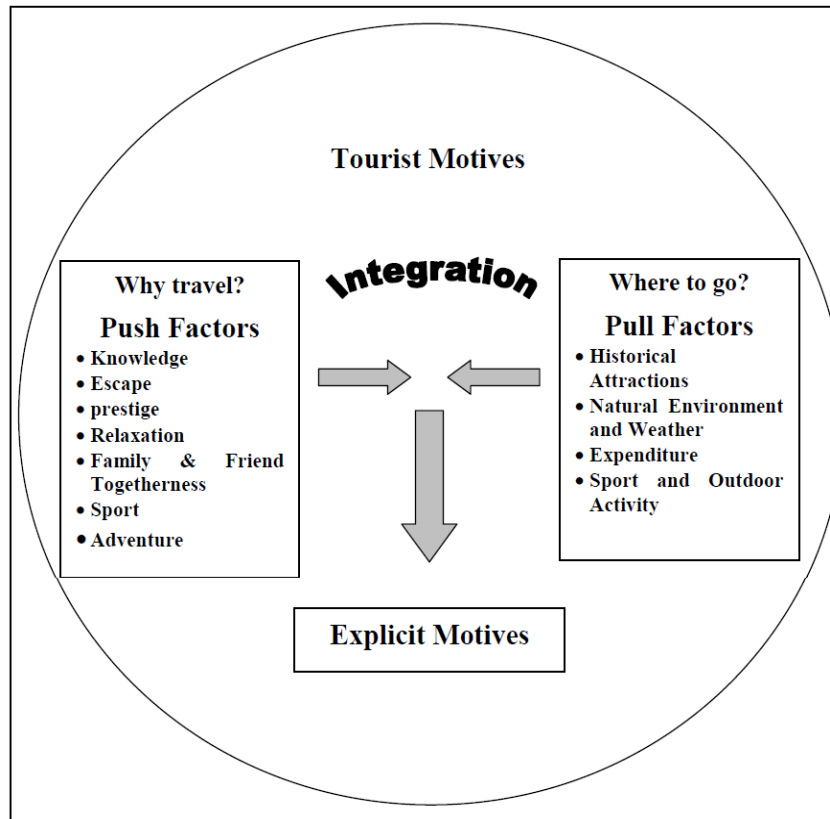


Fig 3. International Model of explicit motives, (2019)

Based on the above argument, the “Integration Model of Explicit Motives” of push and pull factors suggests that the relationship between push and pull factors should be integrated to explain the explicit motives of tourists. Although this is true, this model does not give the complete picture. In other words, it does not effectively explain the complex relationship between the two groups of factors. The model has been used by previous studies to explain explicit motives as the only motives of tourism. However, “explicit” motivations are not necessarily the only motives that drive the tourist to travel. The answers of a tourist about his/her motivations do not always necessarily reflect all his/her actual motivations. For example, if a tourist is asked about his/her push motivations to have a holiday, and the answer is to enjoy good weather, this push motivation is not necessarily the only motivation that drives him/her to travel. Perhaps, he/she has other motives that push him/her to travel, but some of these motivations are implicit and the tourist does not want others to know about them for whatever reason.

Travel motivation theories

One of the best-known theories concerning human behavior is Maslow, (1943)

need hierarchy theory that helps to understand the levels of human needs and demand. It has been used originally in the field of psychology to understand the hierarchy of basic human needs and their influence on human behavior. Human behavior theories can be applied in tourism studies to understand people's needs and their choices when choosing a travel destination. The idea in Maslow's need hierarchy is that if the most basic needs are not satisfied, they will become dominant in an individual's behavior. When the basic needs are fulfilled, the next level of needs will start motivating the individual. The needs in Maslow's theory are in hierarchical interaction with each other.

Method

The study adopted descriptive research design. Simple descriptive statistics such as frequency, percentage, and mean were used to analyze data. The population for the study was infinite since all the customers located in the study area were involved.

Using Kothari's (2004) formula at confidence level 95%, 196 respondents were arrived at as the sample size. The researcher made use of structured questionnaire to collate information from the respondents, which was designed in a four-point scale as follows: SA = strongly agreed, = 4, A= Agreed, = 3, D = disagreed, = 2, SD = Strongly disagreed = 1. A total of 172 copies of questionnaire were duly completed and returned, while 24 copies were not returned. The mean value of > 2.5 and above was accepted while the value < 2.5 was rejected.

Results

Analysis of research questions

Objective 1: To determine the factors influencing travel intention in tourism destination

What factors influence travel intention in tourism destinations in Abia State?

Table 1: Mean responses on the factors that influence travel intention in tourism destination in Abia State?

S / N		SA	A	D	S D	Tot al no	Total score	Me an	Rem ark
1	Income	110(64%)	50(29%)	12(7%)	0	172	614	3.57	Acce pt
2	Age	100(58%)	52(30%)	20(12%)	0	172	596	3.47	Acce pt
3	Level of education	90(52%)	70(41%)	12(7%)	0	172	594	3.45	Acce pt
4	Distance to tourism destination	120(70%)	42(24%)	10(6%)	0	172	626	3.64	Acce pt

5	Availability of tourism sites	88(51%)	58(34%)	26(15%)	0	172	578	3.36	Accept
6	Level of tourism development.	110(64%)	50(29%)	12(7%)	0	172	614	3.57	Accept

The result of the mean responses presented on table 1 showed that income, age, level of education, distance to tourism destination, availability of tourism sites and level of tourism development influence travel intention to tourism destinations in Abia State. Each of the items scored above the acceptable mean response of 2.5. Item 4 had the highest mean of 3.64, followed by items 1 and 6, with a mean value of 3.57 each.

Objective 2: To examine influence of travel lifestyle on outbound tourism intentions

What is the influence of travel lifestyle on outbound tourism intention in Abia State?

Table 2: Mean responses of respondents on influence of travel lifestyle on outbound tourism intention in Abia State.

S / N		SA	A	D	SD	Total no	Total score	M	Remark
1	Income of travelers influences their outbound tourism intention	100 (58%)	40 (23%)	10 (12%)	12 (7%)	172	286	3.33	Accept
2	Age of travelers influences their outbound tourism intention	90(52%)	70(41%)	12(7%)	0	172	297	3.45	Accept
3	Level of education of travelers influences	102(59%)	44(25.5%)	24(14%)	2(1%)	172	295	3.43	Accept

	their outbound tourism intention								
4	Distance to tourism destination influences outbound tourism intention	94(54.5%)	60(35%)	18(10.5%)	0	172	296	3.44	Accept
5	Availability of tourism sites influences outbound tourism intention	80(46.5%)	80(46.5%)	12(7%)	0	172	292	3.40	Accept
6	Level of tourism development influences outbound tourism intention.	90(52%)	70(41%)	12(7%)	0	172	297	3.45	Accept

The result on table 2 showed the following mean responses 3.33, 3.45, 3.43, 3.44, 3.40 and 3.45 respectively. All these items had mean responses that are greater than 2.5, the criterion mean. This implies that guests were satisfied with the level of green practices in the area.

Objective 3: To evaluate the challenges of outbound tourism intentions

What are the challenges of outbound tourism intentions in Abia State?

Table 3: Mean responses on the challenges of outbound tourism intentions in Abia State

S / N		SA	A	D	S D	Total no	Total score	Mean	Remark
1	Lack of job holidays	80(46.5%)	80(46.5%)	12(7%)	0	172	584	3.40	Accept
2	Lack of fund	90(52%)	70(41%)	12(7%)	0	172	594	3.45	Accept
3	Insecurity	110(64%)	50(29%)	12(7%)	0	172	614	3.57	Accept

)		%)					pt
4	Stringent government policy such as restrictions	88(51%)	58(34%)	26(15%)	0	172	578	3.36	Accept
5	Poor road network	80(46.5%)	80(46.5%)	12(7%)	0	172	584	3.40	Accept
6	Unequipped tourism destinations	96(54.5%)	60(35%)	18(10.5%)	0	172	592	3.44	Accept

The result resented on table 3 showed that lack of job holidays, lack of fund, insecurity, stringent government policy such as restrictions, poor road network and unequipped tourism destinations are the major challenges of outbound tourism intentions in Abia State. All the items had mean responses that are above 2.5, implying that all the factors affect outbound tourism intention negatively.

Discussion

The findings of this study presented on table 1 showed that income, age, level of education, distance to tourism destination, availability of tourism sites and level of tourism development influence travel intention in tourism destinations in Abia State. These finding were in line with that of Fletcher, Fyall, Gilbert, & Wanhill (2013), which listed similar items as the factors influencing travel intention to tourism destinations. Also the findings were in conformity with the findings of Coleman, & Loda, (2010), who revealed that income, age, level of tourism development are the major factors influencing travel intention in tourism destination.

The findings on table 2 showed that income, age, level of education, distance to tourism destination, availability of tourism sites and level of tourism development influence travel lifestyle on outbound tourism intention. The findings were consistent with the findings of Dawn, and Powers (2013), which revealed that level of income and availability of tourism sites influence travel lifestyle on outbound tourism intention. The findings were also supported by the findings of Coleman, & Loda (2010) who revealed that income, age, and level of tourism development influence travel lifestyle intention in tourism destinations

The findings on table 3 showed that lack of job holidays, lack of fund, insecurity, stringent government policy such as restrictions, poor road network and unequipped tourism destinations were the major impediments to outbound tourism intentions in Abia State. The findings were consistent with the findings

of MacCannell, (2019), who revealed similar items as the major challenges of outbound tourism intentions.

Conclusion

Travel lifestyle is a phenomenon that differentiates everyday life from tourist experiences, a process that is characteristic of tourism in late modernity. Rather than permeating everyday places where individuals reside, though, for instance, simulated environments and virtual reality, travel lifestyle makes tourism an everyday practice through the physical mobility. Travel lifestyle in a broader sense can take on different forms, for instance, backpacking, ocean yacht cruising or caravanning. What these forms of travel have in common that distinguishes them from many other lifestyle choices is sustained physical mobility. Whilst social scientists dispute just how 'new' mobility is to our lives, less disputable is that globalization, with mobility as a crucial characteristic, is leading to different ways of understanding identities and relating to places.

The use of the lifestyle variable provides an understanding of tourists by looking at their activities, interests, and opinions. By applying the lifestyle approach to understand the tourist as a customer and the push and pull theory upon which this study is anchored, marketers could develop more efficient and effective marketing programmes. Consequently, this study recommended as follows: (1) Tourism establishments should manage their tourism destinations more efficiently to attract more travelers. (2) They should maintain quality services that would enhance guest satisfaction which, in turn, leads to intention to revisit. (3) Tourism establishments should guard against factors that hinder outbound tourists in the area of study, while ensuring that adequate measure is taken to make tourists safe in the area of study.

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