



TOURISTS MOTIVATIONS TO PLATEAU STATE

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ABSTRACT

Motivations are the socio-psychological forces that originate from a needs not satisfied and that stimulate an individual to participate in a specific need-fulfilling journey. Motivations are included in destination choice and image formation models as major influential factors by researchers. Plateau state is acclaimed a land of beautiful sceneries, rich cultural and historical heritage and excellent weather/climate. The people of the state are very hospitable and accommodating. These explain why Plateau state has come to be identified as the “home of Peace and Tourism.” Plateau state has equally distinguished itself as Nigeria’s foremost tourist haven. The history of tourism development in the state has followed that of the national trend. This research was conceived to analyse the motivations of tourists who visited Plateau State. The study was carried out at nine purposely sampled sites where 1,023 tourists were sampled and interviewed. The research shows that Plateau State actually has rich tourism attractions to justify her slogan, ‘Home of ...and Tourism’; some of which have been developed while others just remain as potentials. A number of these attractions have actually pulled/motivated many tourists to come visiting. The most alluring attraction being her temperate-like clement weather/climate. The researchers recommend a comprehensive harnessing of all attractions through holistic planning, development, marketing and promotion that can guarantee sustainability of livelihoods.

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INTRODUCTION

Motivations are considered to be important in any attempt to understand tourists’ behaviour and travel choice (Baloglu and McCleary, 1999a; Beerli and Martin, 2004a). According to Oliver (1999), motivations are socio-psychological forces that originate from a need not satisfied and that stimulate an individual to participate in a specific need-fulfilling activity. Due to the push role that motivations play in prompting actions, they are included in destination choice and image formation models as major influential factors by researchers such as Stabler (1988), Um and Crompton (1990) and Um (1993). Some researchers have claimed that cognitive and affective images are to a great extent influenced by individual’s motivations resulting from their travel experience (Baloglu and Brinberg, 1997; Dann, 1996; Gartner, 1993). A number of researchers have confirmed that individual’s

motivations influence their cognitive and affective images towards a destination, although in varying degrees (Baloglu, 1997; Baloglu and McCleary, 1999a; Dann, 1996; Walmsley and Jenkins, 1993; Um and Crompton, 1990; San Martin and Del Bosque, 2008). San Martin and Del Bosque (2008), for example, studied the affective images of Cantabria, Spain as a holiday destination as perceived by 807 tourists who filled out questionnaire surveys. Fourteen motivation factors (relaxation and knowledge) were tested to discover their level of importance using a 7-point Likert scale, ranging from 1 (low importance) to 7 (high importance). The researchers demonstrated that a more favorable image can be achieved when the emotions elicited by the destination are consistent with individuals’ motivations for visiting it. Motivation is accepted by many (Uysal and Hagan, 1993) as the central concept in understanding tourism behavior and destination choice process. They are seen as the impelling and compelling forces behind all actions (Crompton, 1979b;). Pearce and Butler (1993) posit that motivation can either be intrinsic or extrinsic. Intrinsic motivation they define as behavior conducted for its own sake while extrinsic motivation is

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behavior under the control of outside rewards. The many tenets of destination marketing, including brochures videos and even online blogs and reviews are all facets of motivation. Jenkins (1999) undertook an international destination success survey, identified six critical factors including motivations as well as six most important strategies to achieving a sustainable tourism destination success. These are outlined in Table 1:

Table 1. Destination Critical Success Factors and Strategies

Success Factors:	Strategies:
1 Safety/Stability/Security of the destination	Creating a safe and secure destinations
2 Unique and diverse attraction	Distributing effective information
3 Accessibility of destination and attractions.	Easy access to major attractions
4 Quality of tourism experience	Providing an up-to-date product offering
5 Effective and collective marketing effort	Decreasing cost
6 Destination image and reputation	Achieving sustainable tourism development

Source: International Delphi Survey by Jenkins (1999).

According to Crouch and Ritchie (2005) Unique and diverse attraction refer to the motivations and internal experience of the visitor. The Unique and diverse attraction play an important role in the tourist's sense of customer satisfaction. And over the years, Plateau state has been widely known and acknowledged as a tourist haven of both natural and cultural uniqueness and beauty. The state has been referred to as a land of very beautiful, unique natural sceneries, rich and colourful cultural and historical heritages, clement weather as well as very hospitable and peace loving inhabitants. The state is therefore frequently described with phrases such as 'tourist haven', 'the land of beauty', 'the temperate region', 'a miniature Nigeria' and 'a home of unity in diversity' among other sobriquets that describe her attractiveness – all as her tourism brand names. For quite a long time, the image of the state had been positive and favorable. It was the preferred destination choice of many tourists, both national and international. For example, when Nigeria launched its image laundering efforts, "Good People, Good Country" in the early 2000s, the Assop Falls in Plateau State graced the cover of its international presentations and the official website of the campaign. From all over the country (Nigeria), Jos, the capital city of Plateau State was a preferred venue for national and international conferences, seminars and workshops for both public and private sectors. And for quite a long time, Plateau State lived up to its self-proclaimed sobriquet as the "Home of Peace and Tourism." Unfortunately, this positive and favorable image has been dented by recent fatal communal crises and conflicts that have overtaken the "peaceful" nature that the state had come to be known for, and marred the tourist attractiveness that the state had been acclaimed.

As has been previously stated, there are many theories of motivation relating to tourists. This section provides an outline of a few of the more popular theories. Plog (1987) used the terms psychocentric and allocentric to describe two completely opposite tourist profiles. Psychocentrics seek comfort in familiarity (places, environments) and are not very active. Allocentrics are the adventurous tourists; they crave novelty and excitement. This theory implies that a destination's image is an individual thing shaped by the very essence of personality. A destination perceived as drab and boring to some people, may be alluring to another, because of relaxation

and therapeutic opportunities. A prominent theory of tourism motivation has been put forward by Iso Aloha. The optimal arousal perspective is a theory of intrinsic motivation that speaks to the universal quest for satisfaction by tourists. It espouses that leisure needs change throughout the life time of an individual depending on where or with whom the individual is, and also on the situation in which the individual finds themselves. Paige and Connel (2001) in support of this viewpoint, criticize Plog's work, as they conclude that it is too rigid in its structure and does not consider changes in the psyche of an individual across different stages in their life. Proponents of this theory will therefore advocate that a tourist will select a destination based on the point that they are in life. The image of places will therefore be based upon their current mental state. The destination that best serves the current set of benefits sought to the largest degree will most likely be viewed in a positive light, and become the destination of choice. However, impressions of that destination and its desirability at a particular time are likely to change. In a study on Lanzarote, Spain, Beerli and Martin (2003) also identified motivation and traveler experience as influential in shaping the destination image. Interesting enough the third factor that they alluded to as shaping destination image was the traveler's country of residence. In a 1999 research Baloglu and McCleary attempted to ascertain through empirical research if there was a relationship between tourists' socio-psychological motivation and the destination image. Their findings showed a moderate relationship, but they warned about the result of their study as in their sample was a homogenous one. From a cognitive point of view, tourist destination image is assessed on a set of attributes that correspond to the resources or attractions that a tourist destination offers. However, many and varied other activities and facilities make their own contribution to a comprehensive service required by the tourists. In this study, the industry is treated as a combination of 'core' attractions and 'support' amenities, which are the main motivations of a destination. The 'core' attractions are the natural and cultural features that motivate or pull tourists to the state, while the 'support' amenities are those facilities and services rendered to make the travel and stay of tourists in the destination a very convenient and a worthwhile venture. Plateau state, as a tourist destination, possesses its share of both core attractions and support amenities. Gontul (2006) categorized the core tourism attractions of Plateau State into three types: site attractions, general attractions, and event attractions.

The Site Attractions

The site attractions are the immovable attractions, which are found at particular locations. They are either gift of nature or man-made monuments, which are static and are always there for the tourists to visit. Examples of the site attractions include rock formations such as volcanic domes, inselbergs, castle kopjes and mesas. Others are hydrological features such as springs, lakes, dams and waterfalls. Also in this category are parks and gardens, museums, sport centers, historical sites, architecture and sculptures, among others. The distinctive characteristic of the site attractions is that they are always there at all times of the year for the tourists to visit. Plateau state is very rich in these site attractions which are distributed all over the state. The site attractions are very crucial in the image making of a destination.

General Attractions: These are attractions that are not site specific, but are rather general environmental situations, which could be an attraction to visitors. A good example is the

climate of a place. Physiographically, Plateau State is dominated by a plateau known as the Jos-Plateau (from which the state derives its name). This Plateau attains an average height of 1250 meters above mean sea level with the highest peak reaching 1829 meters above mean sea level. This height has significantly moderated the weather and climate of the Jos-Plateau region in the state due to temperature inversion. The Jos-Plateau region thus enjoys what has been, severally, described as “temperate-like” climate with an average annual temperature of 22^oC with standard deviation of $\pm 2^{\circ}\text{C}$. The Jos-Plateau region is one of the coldest areas in Nigeria, alongside the Mambila Hills and the Obudu Plateau. The temperate-like climate experienced on the Jos-plateau is one of the attractive attributes of the state. Most international tourists who come from temperate regions find the Jos region as their second home because it is similar to their home-origin climate type (Gontul *et al.*, 2008). Strategically, therefore, the unique weather and climate of Jos-Plateau is featured prominently as positive image promoter to lure tourists to the state. Other general attractions in Plateau State are its security and hospitality. Plateau state is known to be a tourist destination that is peaceful and accommodating has surely lured more tourists than a less peaceful environment. No matter how rich a destination is with tourist attractions, if the local people are not peaceful and accommodating, visitors will be scared away. The inhabitants of Plateau State are generally very peaceful, accommodating and hospitable. This is what has earned the state the slogan, ‘home of peace and tourism’ not minding the recent unfolding squabbles/rows that are alien to her.

Event Attractions

The event attractions are the attractions that are featured occasionally. They are not permanently located, but rather exhibited from time to time and are dynamic: their time, scope, content and venue can change. Examples of event attractions are cultural and religious festivals, ceremonies and sporting activities. By their nature, they may be hosted or featured in a particular location at a particular time, but their locations and timings can be changed at will. Except in well-planned and organized circumstances where the events are packaged for year-round exhibitions at a destination, the tourists may not enjoy the event attractions at any time they wish to see it as in site or general attractions. The main advantage of the event attraction, however, is in their dynamics of scope, content, time and geographical (spatial) mobility. All the over 50 indigenous ethnic groups together with other ethnic nationalities that have come to settle in Plateau State (the non-indigenes) exhibit varied, colourful and rich cultural events which can capture the interest of a wide segment of tourists. And to give these event attractions more impetus, almost all the ethnic nationalities found in Plateau State have repackaged and/or reinvented various cultural festivals, which are exhibited as ‘umbrella festivals’ or ‘festival of festivals,’ which may be referred to as ‘mock festivals’ since they are generally of the actual cultural rituals associated with them. They are a form of cultural renaissance that partially came with the motive of cultural reawakening, preservation and commercialization with the intention to attract tourists. Some of the festivals which are very popular and are being published to create a unique cultural tourism image of Plateau State include the NgasPusdung festival, the Beroms’ NzemBerom festival, Igbo, Yoruba, Idoma, Tiv Days ...). All the festivals are usually featured/hosted in the dry season (December to April), with the probability that several of them may be held

on the same day at different venues. However, a well-planned calendar for the festivals is being canvassed to guarantee an all year round spread of the festivals. This is the unique thing about event attractions. Their timing and venue can be changed based on convenience and strategy to ensure high marketability and patronage/ consumption. The state is well known for hosting a number of sporting activities such as the golf tournament every January, national football league matches, friendly matches, Governor’s Football Cup Competition and a lot more of local sporting competitions. Plateau State is also a home for different religious activities which have touristic values: religious seminars, conferences, fellowships, (re)citations etc. In summary, Plateau State could be said to have very rich tourist attractions which is a pre-requisite to projecting an attractive tourism destination image for the state. Several support facilities are necessary to enhance this image.

Tourism Support Facilities and Services in Plateau State

A functional tourist destination must provide some basic amenities and services which are needed by the tourists. These include transportation and communication, convenience and souvenir shops, banking services, security, electricity, health services, hotels, restaurants, water supply, parks and garden, travel agents/tour operators and worship places which all abound in Jos town the state capital. The central location of Plateau State in Nigeria and its proximity to Abuja (the FCT), about 300 km away only, makes the state accessible from all parts of the country through air, road and rail. Over 64% of the sampled tourist indicated that Plateau State was peaceful and rich in tourism potentials including clement weather/climate t at the time of their visits to the state in 2015. Only about one - fifth of the sampled tourists felt that Plateau State was a crises-torn State. Plateau state is a land of beautiful sceneries, rich cultural and historical heritage and excellent weather. The people of the state are very hospitable and accommodating. These explain why Plateau state has come to be identified as the “home of Peace and Tourism” Plateau state has equally distinguished itself as Nigeria’s foremost tourist haven. The history of tourism development in the state has followed that of the national trend. To attain and maintain a leading position by harnessing its rich potentials, the state government formed the Plateau State Tourism Corporation in 1986 to develop, market and promote the industry as a parastatal under the Tourism Division of the State Ministry of Commerce and Industry.

MATERIALS AND METHODS

Plateau state has been widely known and acknowledged as a tourist haven of both natural and cultural uniqueness and beauty. The state has been referred to as a land of very beautiful, unique natural sceneries, rich and colourful cultural and historical heritages, clement weather as well as very hospitable and peace loving inhabitants. The state is therefore frequently described with phrases such as ‘tourist haven’, ‘the land of beauty’, ‘the temperate region’, ‘a miniature Nigeria’ and ‘a home of unity in diversity’ among other sobriquets that describe her attractiveness – all as her tourism brand names. For quite a long time, the image of the state had been positive and favorable. It was the preferred destination choice of many tourists, both national and international. This research was conceived to find out the tourism motivations that pull these teaming tourists to the state. The study specifically investigated

the tourists' motivations to Plateau State. Plateau state derives its name from a geographical feature known as Jos-Plateau. The state is a product of more than half a century of boundary adjustments and political creations. Plateau state is located in the middle belt zone of Nigeria and lies between latitudes 8°30' and 10°30' North and longitudes 7°30' and 8°37' East. The state shares common boundaries with Bauchi state in the North, Taraba state in the East, Nasarawa state in the South and Kaduna state in the West. The state has an area of landmass covering 26,899 square Kilometers. Plateau state is a land of beautiful sceneries, rich cultural and historical heritage and excellent weather. The people of the state are very hospitable and accommodating. These explain why Plateau state has come to be identified as the "home of Peace and Tourism"

The study was undertaken at nine purposively sampled tourist sites in the state in which 1,023 tourists were sampled and interviewed. The researchers with the advice of the staff of the Plateau State Tourism Corporation purposely identified and selected the most physically developed and patronized resorts for questionnaire administration. The nine (9) tourist resorts selected for the exercise included: Assop Falls, Jos National Museum, Hill Station Hotel, Museum of Traditional Nigeria Architecture (MOTNA), Pandam Game Reserve, Rayfield Resort Jos, Zoological Garden and Jos Wildlife Park. The researchers also took advantage of the Plateau State Trade Fair, which took place in November, 2015 at the Polo Trade Fair Ground to administer some questionnaires to the participants who came from different parts of the country. Convenience sampling that was used involves choosing respondents at the convenience of the researchers. The convenience sample adopted was the selection of tourists at the sampled sites for administration of study questionnaire. Convenience sampling is helpful especially when it is difficult to draw a probabilistic sample due to lack of reliable data base as was the case here with the number and distribution of tourists in Plateau state over the years. The method also saves time and cost substantially. All in all a total of 1,023 copies of the questionnaire were validly filled and returned. Finally, the Chi – Square inferential statistic was used to test the research hypothesis.

RESULTS

The goal of this study was to establish the tourist motivations to Plateau State. The sampled tourists in Plateau State were asked their primary reasons (motivations) for their first visit to the State. Their responses are summarized in Table 2 which reveals that over nine tenth third (93%) came to Plateau State to enjoy her good weather/climate and about two third, 61,1% had come to enjoy the touristic attraction of the state, over one-quarter, 25% of the tourists were in Plateau State on educational visit for businesses, while over half. Another two third visited the state for conferences/meetings. An interesting thing that was noted of all the motivations was they are all inclusive. A tourist could come to the state for more than one reasons/motivations, but all the reasons mentioned, but may even come for something different. The high altitude of the Jos-Plateau region of Plateau State has a moderated its temperature, which has been described as temperate-like. The approximate maximum temperature is about 26°C while the mean minimum temperature is about 18°C and the average temperature is about 22°C (Dung – Gwom *et al.*, 2009). The weather/climate on the Jos-Plateau region of the state is

therefore generally cold especially between December and February as a result of the Harmattan winds (North East Trans Sahara Trade Winds) and in July and August at the peak of rainy season. Thus generally, the Jos-Plateau region of the state has been acclaimed as one of the coldest areas in Nigeria, and Jos town, the State headquarters is the coldest State capital in Nigeria. This cold attribute is a special tourism asset/attraction of the State. The adjoining lowland area of Plateau State however, has a contrasting weather/ climate from that of upland Jos - Plateau region of the State. The lowland areas are marked by relatively hot temperatures with mean maximum of 28°C and minimum of 22°C while the average temperature in this region is 25°C (Gontul, 2006). It may be assumed, with some degree of accuracy that the lowland areas may not have similar patronage as the plateau region for several reasons. First, the climate and weather conditions are not as favorable as in the upland region, which is the face of the state's tourism promotion efforts. Secondly, the support facilities are less developed because the region is largely rural. Associated with this is accessibility, which is less because of the rural economy than in the upland region which has more urban areas. Nevertheless, Plateau State is also well known for her hospitable and peace loving people in both regions. Furthermore, the State has been described as a miniature Nigeria because it contains within itself almost, if not all the various tribes or ethnic groups of Nigeria. The State also has over 50 indigenous ethnic groups each with a proud cultural heritage with no single group large enough to claim majority position. The people have similar cultural and traditional ways of life and people from other parts of the country coexist peacefully with the indigenes.

Table 2. Motivation that Induced Tourists to Visit Plateau State

Tourists motivations	(n=1023)	percent %
To enjoy the good climate/weather	952	93.1
To patronize tourist attractions	613	61.1
Conferences/Meetings	603	60.1
Sports	535	52.5
Education	294	26.7
Trade fair/ business	148	14.7

Most Appealing Tourist Attractions of Plateau State to Tourists

The sampled tourists in Plateau State were further asked to mention one outstanding/most appealing tourist attraction to them. Their responses (Table 24) show that the most appealing tourist attraction of Plateau State is the friendly climate/weather, followed by Jos Wild Life Park, Assop Falls, Jos National Museum and Jos Zoological Garden in descending order. The most appealing attractions are not usually the most patronized due to some other reasons, for instance distance and accessibility issues but may serve as symbols for good image projection in marketing and promotion advertorials for the state.

Outstanding Characteristics of Plateau State

The sampled tourists to Plateau State were asked to identify what they felt were the outstanding characteristics of Plateau State. According to Table 25, over four-fifths of the sampled tourists said that the most outstanding characteristic of Plateau State is the cool climate/weather, which is pleasant and friendly/clement.

Table 3. Most Appealing Tourist Attractions to Tourists to Plateau State

N Attraction	No. of Tourists	%
Weather and Climate	366	35.7
Jos Wild Life Park	139	10.7
Ampidong Crater Lake	98	9.6
Jos National Museum	113	11.1
Assop Falls	106	10.4
MOTNA	44	5.2
Wase Rock	68	6.6
Jos Zoo	103	10.1
Shere Hills	30	2.9
Kura Falls	19	1.8
Jarawa Dance (Asharuwa) at IgoonIzere festival	12	1.2
Solomon Lar Amusement Park	11	1.1
Total	1023	100.00

About one-half of the tourists rated the natural/cultural scenic attractions and general hospitality of the inhabitants of the State as outstanding characteristics of the State.

Table 4. Outstanding Characteristics of Plateau State as Adjudged by Tourists

Outstanding Characteristics	Number of Tourists (N=1023)	%
Good Weather/Climate	952	93.1
Spectacular Natural Scenic features	613	51.1
Accommodating and Hospitable people	603	60.1
Colourful Cultural diversity	535	52.5
Serenity and Peace	294	26.7
Do not know	148	14.7

DISCUSSION OF FINDINGS

Of course, Plateau State has a number of “specific” and “unique” strengths/opportunities as motivations or magnetic lodestones that exert a pull on the influx of thousands of tourists that come to Plateau State weekly (Gontul *et al*, 2008). It is however, highly regrettable that the outstanding/unique attractions of the state have not been strategically developed and/or fully developed to world standards in order to compete well with other competing destinations. The claim that Plateau State has the best of tourist attractions without any befitting developments that project a unique and alluring tourism destination image to induce and attract tourists/investors could only amount to empty noise if steps are not proactively taken to give the tourism industry a face lift. It is in records that at any time that peace prevails in the state, there is a high influx of tourists to the state due to her immense and unique tourism attractions that draw tourists in their large numbers. The findings of this study have therefore clearly reconfirmed the magnetic pull/motivations that the state exerts on tourists. Destinations that hope to remain on board must sustainably offer something unique and alluring to capture tourists in their large numbers. This very fact must have informed the choice of the sobriquet/slogan that describes Plateau State as ‘home of peace and tourism’ for the simple fact that tourism goes with motivations/attractions and uncompromised peace. Plateau State is actually richly endowed with both natural and man-made tourist attractions (Gontul, 2006). The range of the attractions shows that Plateau State, in terms of potential tourist attractions, may be ranked among the leading tourism endowed States in Nigeria. However, most of the attractions have not been fully exploited or developed at all. Most sampled tourists to Plateau State had a general feeling that

Plateau State has very rich tourism resources, but not harnessed arising from cognitive appraisals. The tourists felt that if the tourism attractions of the state are fully harnessed (planned, developed, well managed and intensively promoted), then the state could be a leading tourist destination in Nigeria without competitor/rival. Of the numerous tourist attractions of the state, the most outstanding as established by this survey is the friendly, unique and temperate-like weather/climate of Jos-Plateau region of the state which constitutes nearly one-third (about 9,400 square kilometers) of the land mass of Plateau State. The Jos town, which is the state capital, is located on the Jos-plateau and it is ranked the coldest state capital in Nigeria. The weather/climatic image of Plateau State is therefore very inviting and friendly and it is actually projected and perceived as very attractive tourism attribute of the Jos-Plateau region of the State to tourists (Gontul, 2006). Jos town, with her clement weather/climate, is the most preferred tourist destination for international tourists from temperate regions (Gontul, 2006). This single reason saw the reason for the development of the Hill Station Hotel (a resort) as a first of its kind for the colonial masters in Jos town in the colonial days in Nigeria. The other outstanding tourism resources, which are noted in Gontul’s work (2016) as unique in Plateau State are: MOTNA- the only kind in Africa, South of the Sahara, Wase Rock- one of the five rock pillars in the world, the Ampidong Crater Lake- the only kind in West Africa, Jos National Museum- the biggest in Nigeria, Jos Wildlife Park –the first and the biggest man-made conservation reservoir in Nigeria, the Gahwang Basaltic Pavement - the only kind in Africa.

The researchers had also established that Plateau State is the second state with diverse ethnic nationalities with over 50 indigenous ethnic groups after Adamawa State in Nigeria (Dung-Gwom, 2009). These diverse cultural groups in the state all exhibit very rich and colourful cultures, arts and crafts among others, which are all, representing the rich cultural tourism wealth of Plateau State. Inarguably these monumental unique attractions are the magnetic lodestone/motivations that pull tourists in their large numbers to Plateau State among other numerous attractions. The range of the attractions shows that Plateau State, in terms of potential tourist attractions, may be ranked among the leading tourism endowed States in Nigeria. However, most of the attractions have not been fully exploited or developed at all. The findings show that most sampled tourists to Plateau State had a general feeling that Plateau State has very rich tourism resources arising from their cognitive appraisals. The tourists felt that if the tourism attractions of the state are fully harnessed (planned, developed, well managed and intensively promoted), then the state could be a leading tourist destination in Nigeria. Indeed, the list of the tourist attractions is long and if richness of attractions were the only factor in luring or motivating tourists to Plateau State, the state would have been sustainably projected/portrayed as leading tourism destination in Nigeria. But this would only happen if the tourism assets of the State were effectively harnessed (planned, developed, managed and well promoted). Efficient utilization of the rich tourism potentials of the state would have impacted very positively in motivating tourists to the state. The Ministry of Tourism and Culture should give impetus to the sector by drawing up a comprehensive strategic tourism development plan for implementation. The plan will accomplish new tourism projects, complete all abandoned tourism projects and renovate/upgrade tourism resorts to international standards among other strategies.

Notable also is a fact that the rich tourist attractions in Plateau State would have to be marketed. They should be brought to the knowledge of potential visitors and investors. This is done through an aggressive marketing promotion campaigns. The destination managers have to reach out their products to the prospective consumers (the tourists and investors). The study found that though the state has employed some marketing and promotion strategies, the measures employed are not very effective. The targeted population is not effectively and sufficiently covered. There is still much more room to improve on the tourism marketing strategies of the state. The destination managers must rise up to the enormous challenges/tasks of planning, development, efficient management and promotion of the rich tourism resources of Plateau State. Both public and private stakeholders should employ more effective conventional and unconventional marketing campaign strategies. For instance, the electronic and print media should avail information about the tourism opportunities in the state to reach out to the entire country and beyond. Regular, far reaching and deep touching advertorials and publicity ought to be mounted through different media across and beyond the country. Motivations are considered to be important in any attempt to understand tourists' behaviour and travel choices (Baloglu and McCleary, 1999a; Beerli and Martin, 2004a). According to Oliver (1999), motivations are socio-psychological forces that originate from a need not satisfied and that stimulate an individual to participate in a specific need-fulfilling activity. Due to the push role that motivations play in prompting actions, they are included in destination choice and image formation models as major influential factors by researchers such as Stabler (1988), Um and Crompton (1990) and Um (1993).

Conclusion and Recommendations

The study confirmed and concluded that Plateau State is indeed very rich in tourist attractions, which if adequately planned, developed, promoted and managed, will motivate tourist to come in their largenumbers to the state. Motivations are considered to be important lodestones in any attempt to understand tourists' behaviour and travel choices. Motivations are socio-psychological forces that originate from a need not satisfied and that stimulate an individual to participate in a specific need-fulfilling outing. Due to the role that motivations/attractions play in prompting actions, they are included in destination choice and image formation models as major influential factors by researchers. This study has conclusively established that to a great extent motivations result in travel experience. To achieve good, attractive and sustainable tourism motivations to Plateau State, the researchers recommend good and sustainable tourism planning, development, efficient management and aggressive promotion strategies.

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