==

PREDICTING COASTAL DESTINATION MARKETING PERFORMANCE THROUGH TOURISTIC ACTIVITIES: AN EMPIRICAL EVALUATION FROM NIGERIA

ETUK, Joseph .S. 1

NZEI, Justina, A. 2

1 Department of Hospitality and Tourism Management, Faculty of Management Sciences, University of Port Harcourt, Choba, Nigeria. 2 Department of Vocational Education (Home Economics Unit), Delta State University, Abraka Nigeria

Email for Correspondence: joseph.etuk@uniport.edu.ng

Abstract:	Keywords:
The South-South geo-political zone of Nigeria has been identified as one of the regions characterized by low tourism patronage despite her huge natural and cultural attraction assets/opportunities and perceived hospitable disposition of her people. Therefore, this study was carried out to empirically ascertain tourist activities and coastal destination marketing performance in Akwa-Ibom State, South-South Nigeria in terms of tourists' satisfaction and revisit intention. To carry out the study, a survey method was adopted whereby primary data were obtained from 308 respondents through the questionnaire method. Descriptive and univariate analysis was done using simple percentages, mean score, standard deviation while the Pearson Product Moment Correlation technique was deployed for hypotheses testing. The analyzed data revealed that destination activities were strongly and positively correlated with tourists' satisfaction and revisit intention. The study concluded that tourist activities correlated positively and significantly with tourists' satisfaction and revisit intention to the tourist sites in Akwa-Ibom. The study, therefore recommended introduction of other touristic activities such as canoeing/boating, boat regatta, bungee jumping, zip-lining, jet skiing, and sun batting for visitors' fun and relaxation and the beach sustainability.	Destination hospitality service delivery capability, destination marketing performance.

Introduction

Destination marketing performance denotes the actual performance of a tourist destination or attraction sites with regard to the numbers of tourists/visitors, their spending, tourist satisfaction, repeat visit, revisit intention and referrals (Ekeke & Ndu, 2021). These metrics are crucial to the destination's economic sustainability in the long run which draws substantially from the hospitality and tourism service offerings. One of the metrics upon which other indicators are anchored is tourist satisfaction (Akanimoh,2016).Satisfied visitors make repeat

==

===

visits and spread positive words of mouth about the destination and always look forward to revisiting the same destination in the future. And one of the reasons for visiting a destination is the allurement of activities for visitors participation and enjoyment (Morrison (2013). Therefore, the ability of tourist destinations to create memorable tourist experience with tourist activities for positive behavioral responses can be a strategic and competitive advantage (Boit & Doh,2014).

International and domestic tourism marketing literatures affirm that destination activities account significantly for tourist destination choice and as well as patronage and popularity of the destination. Bello & Bello (2017) Buhalis, (2000) corroborate the view that a tourist destination characterized by exciting and activities for tourists' participation create tourists memorable experience. In fact, Buhalis (2000) contend that activities constitute one of the important attributes of a destination. This is captured in his popular original 6'As of tourism (attraction, accessibility, activities, amenities, available packages and ancillary services).

Today, destinations have become very important tourist products in both domestic and international tourism markets (Ekeke & Ndu, 2021). The power and influence of a tourist destination is expressed by their ability to create emotional appeal, high conversational capital and celebrity value (Morgan & Pritchard, 2004). The need to travel and see the world, learn or copy from other cultures and enjoy the experience that modern travel brings is often alluded and attributed to the allurement of the destination which accounts for its popularity (Etuk, 2021). This, therefore, derives from the destination's ability to create a memorable tourist experience for repeat visits and referrals.

One of the strategies deployed by well-marketed destinations to create emotional appeal and generate high conversational capital for it is the creation of tourist activities for visitors' participation and enjoyment. Activities provided at the destination often reflects the purpose of travel which may be religious pilgrimages, medical, leisure/relaxation, business conferences, educational exchange programmes, etc. (Yakubu & Magaji, 2015). Thus, a destination characterized by an array of activities is bound to attract tourists with spending and high retention rate possibility. Conversely, destinations with tourist activities deficit cannot survive competition in the long run. A destination that cannot survive and outsmart competition with engaging tourist activities may not attract many visitors. Consequently, it may be unable fulfill its obligation to its stakeholders.

This seems to be the case in Nigeria today where the level of domestic and international tourism patronage in some states and regions are unfortunately low with the dire consequence of the tourism industry not being able to make any meaningful contribution to the country's GDP.

Given its pivotal role in influencing travel destination choice, touristic activities have been extensively investigated in several geographical contexts outside Nigeria with meaningfully and significantly positive outcomes (Marinao, 2017;Aliman et al, 2016; Kotler; Buhalis,2000). Similarly, tourist satisfactions is unarguably one of most investigated issues in tourism marketing (Otaka, 2016). However, the nexus between tourism activities and tourist satisfaction and revisit intention in the coastal tourism context in Nigeria appears to be neglected or under-researched. Since international tourism in Nigeria has been negatively impacted by terrorism

===

==

and banditry in Nigeria, domestic coastal tourism is beginning to pick up in some coastal states in the Niger Delta and Lagos as expressed by many visitors at beaches in Lagos and Ibeno at weekends and festive seasons. However, not much empirical evidence exists in the literature regarding the influence of tourist activities on tourists' satisfaction and revisit intention in coastal tourism in the Niger Delta. This study is therefore undertaken to determine the nexus between tourist activities on tourists' satisfaction and revisit intention in coastal tourism in the Niger Delta region of Nigeria.

2. Literature Review

Touristic Activities Capability

Touristic Activities Capability refers to the ability of a tourist destination to organize activities and events for visitors' participation, entertainment and delight (Bello & Bello, 2017). Activities available at a destination and what consumers will do during their visit is also a measure of destination marketing capabilities (Akanimoh, 2010). Tourists are motivated for a trip to a destination due to unique activity that characterized such, destination, activity in this context may be fishing, nature trails, and sport, among others. Activities at the destination may be active or perceive. Active activities are the activities that tourist directly involve themselves, while tourists observe perceived activities. Chacko (1997) highlights some activities that capable destinations should make available. They include sightseeing in the cities, shopping, dining out, guided tour, visiting landmarks, taking pictures, beach activities, visiting theme parks and swimming. In the context beach tourism, Dodds and Holmes (2019) identify beach soccer, boating, swimming, sea viewing and beach party entertainment as some of the activities available at the beach for visitor enjoyment.

Zhou (2010) posits that entertainment opportunities constitute one of the important criteria used to measure activities at a destination. A destination's "entertainment attribute" can be found in many forms, such as outdoor activities, gambling, and nightlife. Research suggests that tourists enjoy entertainment during their trip at such places as museums and other cultural sites or beach party (Global hospitality Inc. 2004). A survey by Zhou (2010) indicates that 46% of respondents considered entertainment as an important touristic activity at a destination. Accordingly, many destinations are projecting themselves as entertainment cities just to attract visitors. In the United States of America (USA), entertainment destinations have been growing substantially over the past decade. Branson, Missouri, for example, is an entertainment destination, which has become the second-most popular tourist destination in the USA (Petrick *et al.*, 2001). Research shows that one of the reasons why people travel is that they seek an escape from the stress and strain characterized by the drudgery of daily routine. They travel for fun, entertainment, and relaxation. Thus, entertainment and relaxation could be significantly attractive attributes for a destination to satisfy travelers' needs. Consequently, a destination deficient or incapable of designing and delivering a memorable experience through touristic activities cannot compete.

==

===

Destination Marketing Performance

Destination marketing performance denotes the actual performance of a tourist destination or attraction sites with regard to the numbers of tourists/visitors, their spending, satisfaction, repeat visit, revisit intention and referrals (Ekeke & Ndu, 2021). These metrics are crucial to the destination's sustainability in the long run which draws substantially from the hospitality and tourism service offerings. Implicit in the above definition is the fact that destination marketing performance can be measured objectively (e.g tourist arrivals and tourist expenditure) and subjectively (e.g tourist satisfaction, repeat visit, revisit intention and referrals). In this study the subjective measures were considered since our focus was the visitors' behavioural outcomes (tourist satisfaction and revisit intention).

Tourist Satisfaction

Chen, Huang and Petrik (2016) view tourist satisfaction as the extent of the tourist's fulfillment of pleasure which occurred from the trip experience about tourist a product or service feature at the destination that matched the tourist's desires, expectations and wants in association with the trip. Viewed from that standpoint, satisfaction is created by the comparison of the customer's expectation before and after consumption. In the tourism context, satisfaction is primarily considered a function of pre-travel expectations and post-travel experiences. The tourist is satisfied when experiences go beyond the expectations. However, if the tourist feels displeasure, dissatisfaction will be the expected outcome (Chen & Chen, 2010). Furthermore, Chenini and Touati (2018) state that tourist satisfaction is an overall evaluation of destination performance based on all prior experiences of the tourist with it. Thus, a tourist who receives what he or she expected in terms "of pleasurably memorable touristic experience" is most likely to be satisfied.

Revisit Intention

Ramukumba (2018) conceptualized customer repurchase intention as a "deeply-held commitment to re-buy or re-patronize a preferred product/service consistently in the future'. This perspective tends to confer the idea that repurchase intention is an attitudinal loyalty. In the same vein, Singh (2018) define attitudinal loyalty as the intention of a consumer to continue his/her relationship with the organization in the future regardless of whether competitors lower their offering prices. Repurchase intention is hypothesized as the willingness to recommend friends and the intention to continue to patronize the organization. When applied in the context of tourism, revisit intention refers to the willingness or the likelihood of a tourist revisiting the same destination, the same tourist site, the same hotel or the same restaurant in the future (Smith & Pusko, 2010). Therefore, it has been argued that attitudinal loyalty represents a higher-order or long-term commitment of a customer to an organization or destination which results in a long, fruitful relationship between the organization and the customers over time, based on customer satisfaction (Al-Msallam, 2015).

The importance of tourist revisit intention is well documented in tourism research. Fridgen (2009) reports that international tourism agencies and national tourist organizations use tourist revisit intention in tourism forecast, which is crucial in predicting or determining tourist flow

===

==

and spending, especially in measuring destination competitiveness. This clearly shows that tourist revisit intention is very significant in building tourism patronage, tourist flow and expenditure.

2.3 Empirical Review and Hypotheses Development
Touristic Activities Capability and Marketing Performance

The influence of touristic activities at a destination on marketing performance in respect of tourist satisfaction, tourist arrivals, tourist receipts, and revisit intentions is already established by destination marketing scholars and reported in the literature. Destination marketers have affirmed a strong and positive interaction between touristic activities and destination marketing performance.

The annual Calabar Christmas Carnival is a tourist event which thousands of tourists in Nigeria and beyond look forward to every year. Egweatu (2019) assessed the economic impact of Calabar carnival activities on hospitality industry development in Calabar. The result showed that tourist activities (street carnival) correlated positively with the marketing performance (tourist arrivals and revenue) of tourist and hospitality organizations. The study revealed that the event attracted over two (2) million spectators, with 25 states in Nigeria and many countries from other parts of the world participating in 2018; generated over N1billion naira in revenue in 2015 and over N2billion naira in 2018. The mass participation of domestic and international tourists in the carnival could be based on the previous satisfying experience at the destination which influenced repeat visit or future behavioural intentions.

In the same vein, Zhou et al (2009) has established a positive effect of tourist destination activities on destination marketing performance. Drawing from a study of the event that attracted 34 (thirty-four) thousand tourists to the Trinidad and Tobago carnival in 2018, the finding showed that the event generated $318 million in revenue. The study affirmed that destination touristic capability to stage events was a vital aspect of tourism marketing, especially when the event (activity) is unique and novel to the tourists. Thus, Bello and Bello (2017) assert that the incapability of a destination to organize and package events accounts significantly for low tourism patronage in such places.

In their studies of beach destinations activities, tourist experience and revisit intentions of visitors at the Caribbean and Mediterranean islands, Osinaiki (2014) confirmed that beach activities such as a sunbathing and picnicking, swimming, boating, nature observation, motorized and non-motorized water sports, beach volleyball and beach soccer were important elements of beach management that created a positive influence on tourist satisfaction and revisit intention. Conversely, the study also reported that beach destinations with perceived inadequate tourist activities had a negative impact on tourist satisfaction and revisit intention. The findings suggest that effective beach management includes the planning and implementation of touristic activities that create a pleasurable, memorable experience for beach visitors because activities constitute a veritable source of competitive advantage for beach destinations.

Ekpenyong and Okopedi (2016) report a positive influence of Calabar Christmas carnival on the revenue base of hotels, restaurants and other Leisure – oriented businesses in Calabar. This

==

===

implies that the ability of a destination to organize events for tourists' delight can improve its performance and competitiveness. Isanghidi (2014) examined the impact of religious activities on the satisfaction of members and devotees in selected faith-based organizations in Abuja. The objective of the study was to determine the extent to which members and devotees were satisfied with the spiritual service mix of their organizations. It was a survey in which 680 active members participated. The result of data gathered through questionnaire distribution and interview showed that fasting and prayer, soul-winning and regular end-of-the-month night vigils were important religious activities which are pertinent to their spiritual development and retention as well as in drawing new members. What this suggests is that religious organizations can network among themselves to organize city-wide crusades and conventions to bring in more members. This finding also indicates that destination capability to stage events can attract more visitors and enhance their performance in the process.

Christopher (2016) investigated recreational park development strategies and leisure consumption behaviour. A key finding of the study revealed that the availability of activities for adult and children participation at a destination was one of the leisure consumption behaviour determinants. The findings also suggest that tourist destinations deficient in activities for various classes of visitors cannot be competitive, because visitors would like to participate in recreational activities such as dance and drama, canoe adventure, water aerobics, kickboxing book camp yoga, golf clinics, cycling, walking tour. However, others may want to see a movie in the cinema, watch local entertainment activities etc. He found that staging events, at a destination for tourist consumption experience positively correlated with satisfaction, repeat visit intention and increase in tourist spending.

Similarly, the study conducted by Yakubu and Makaji (2015) on cultural activities and rural development revealed that the Argungu fishing and Durbar festivals in Nigeria drew thousands of visitors to the events which generated reasonable revenue to the organizers and the host community.

Consequently, activities at the destination significantly correlated with revisit intention. The implication is that destination marketers can plan and organize activities to draw visitors to their destination for socio-economic gains.

Research conducted by Puh (2014) on destination image and tourism satisfaction: the case of a Mediterranean destination revealed that touristic recreational activities were some of the elements considered important by tourists in their travel selection process. The study involved a sample of 706 tourists vacationing in Dubrovnic, Croatia. This finding underscores the role that programming of activities can play in destination promotion.

Fubara (2013) investigated the effectiveness of visitors activities for children and patronage of amusement centres in Port Harcourt. The survey involved a sample of 280 parents. The analyzed data revealed that children were important determinants in restaurant brand choice and that restaurants with children-friendly facilities for activity participation played an important role in customer revisit intention. Also, the study of Amakhu (2012) on recreational culture and leisure consumption behavior in Owerri, Imo State was undertaken to evaluate how touristic activities influence on recreational behavior. The survey consisted of 362 respondents residing in Owerri,

===

==

the state capital. The analyzed result using regression technique revealed that unavailability of exciting activities at recreational parks was a significant explanatory variable of poor recreational behavior of the respondents, with profound negative implications for satisfaction and intention to revisit the parks in the future.

Ariza et al (2012) investigated the relationship between tourists' perception of beach product quality and tourists satisfaction at beaches in Costa Brava and Spain. The results showed that activities were among the important determinants of tourists' satisfaction. Thus, Connell and Page (2006) and Buhalis (2000) argue that destination is not a destination if it is deficient in tourist activities.

These findings underscore the fact that poor leisure culture towards some destinations is not necessarily intrinsic but occasioned by some external factors, such as the absence or inadequacy of tourist activities at the destination. Thus, it is safe to argue that a destination with activities capability can demonstrate high tourist – drawing power, which is crucial to both financial and non-financial performance of a destination. In this context, a destination that is incapable of providing activities for tourist participation and enjoyment would record low tourist arrival, which manifests in declining revenue and by extension, declining profit. It also suggests that touristic activities capability plays a crucial role in a destination's success and competitiveness. However, the influence of tourist activities capability of beach destinations on marketing performance through tourist satisfaction and revisit intention in the context of Akwa Ibom beach tourism needs to be validated empirically. Consequently, the following propositions are formulated:

H1: Beach activities correlate positively with tourists/visitors satisfaction in Akwa-Ibom State.

H2: Beach activities correlate positively with tourists/visitors revisit intention to Akwa-Ibom State.

3. Methodology

Research Design and Participants

The descriptive survey design was adopted for the study because it helped the researcher to find answers to the research questions of the study and to test the hypotheses. The population of this study included domestic and international visitors available at Ibeno beach, Nwaniba beach, Ibaka beach and Utaewa beaches during the Christmas (2019)and New year (January 1[st Jan, 2020]) holiday season in Akwa-Ibom State. Diesamm (2012) has noted that in the context of the tourism and hospitality industry, the population of research involving customers is always large, unpredictable, mobile and transient. It is often not fixed; for example, the likelihood of a researcher meeting the same beach visitor or air passenger again at the same place in the future is slim.

Sampling/Sample Size Determination

The purposive sampling method was adopted to select the sample based on the researcher's judgment and on-the-spot accessibility, availability and willingness of the beach visitors to participate in the study during the researcher's visits to the beaches. The sample size used in this

==

===

study was determined by the application of Freund & Williams (1992) formula. Thus, three hundred and twenty-three (323) beach visitors constituted the sample size of the study. Our sample size is consistent with the extant suggestion of Roscue (1975 cited in Aliman et al., 2016) that a sample of more than 30 and less than 500 is sufficient for most research in the Social Sciences of which Tourism is a subset. Quota sampling was also adopted in the selection of the sample subjects because of variation in the level of beach development and the destination's drawing power. This sampling method is evident in the number of visitors drawn from each of the four beaches surveyed in the study. As Udall and Eneyo (2015) rightly stated, "there is no best sampling method; the nature of the study should dictate the method to be used". The implication is that both probability and non-probability sampling methods are acceptable in tourism/hospitality research.

Research Instrument, Procedure and Measures

Primary data were obtained from the respondents through the questionnaire, while secondary data were generated from relevant academic journals and textbooks in tourism marketing. The questionnaire was the primary data collection instrument for this study. A questionnaire is a set of specific questions that are constructed and used by the researcher in obtaining information from respondents in a survey research (Makinde 2015). The researcher and ten (10) research assistants administered copies of questionnaires on tourists/visitors visiting the four beaches for fun during the 2019 Christmas and 2020 New year holiday season in Akwa Ibom State. Visitors/tourists were briefed on the purpose of the study and the questionnaires retrieved after completion. The dependent and independent variables were measured onthe5-point Likert Scale, and the response scales for each statement in the survey questionnaire are 5-Strongly Agree, 4 – Agree Fairly Strongly, 3-Agree, 2-Disagree, 1-Strongly Disagree. The questionnaire items of the variables were modified from previous studies based on their relevance and appropriateness to the present study. Four (4) items on destination awareness strategies were modified from (Blain, et al., 2005). while tourist destination choice was treated as a one dimensional construct involving 3 items were adapted from (Gold & Whard, 2011)

Validity, Reliability and Analytical Techniques

In this study, the various types of validity adopted were: face validity, convergent validity and discriminate validity. Face validity for the research instrument used was ascertained through expert opinions and contributions. Also, it was assessed by tourism experts such as tourist managers, tour operators and marketing scholars based on their experience in the industry and academia respectively. Reliability was determined using (i) Cronbach Alpha co-efficient (0.7 and above) and (iii) factor analysis, composite reliability and average variance extract as well as correlation matrix for testing how the combination of measures constituted valid and reliable factors. The descriptive data were analyzed using frequency distributions, percentages, mean scores and other descriptive statistical measures, all in tables with the aid of the SPSS & Microsoft Excel. Regression analysis was used for the hypotheses. This analytical tool is often used to examine the existence of the linear relationship between a dependent variable and a set of (more than two) independent variables (Onodugo, Ugwuonah

===

===

& Ebinne,2010). For this study, the multiple regression analysis was adopted to determine the predictive power of the independent variables (destination awareness strategies) in explaining tourists' holiday destination choice (dependent variable).

4. Analysis and Results

Demographic Profile of Respondents:

Table 1: Demographic profile of respondents

S/No	Demographic variables	Number	Percentage
1	**Category of Visitors**		
	Foreign	37	12
	Domestic	271	88
	Total	308	100
2	**Type of Visitors**		
	Companies staff	36	12
	Government Officials	10	3
	Independent Visitors	262	85
	Total	308	100
3	**Length of stay**		
	1 day	203	66
	2 – 5 days	105	34
	5 days and above	-	-
	Total	308	100
4	**Age of Respondents**		
	18 – 30	101	33
	31 – 40	83	27
	41 – 50	70	23
	51 and above	54	17
	Total	308	100
5	**Marital status of Respondents**		
	Single	169	56
	Married	101	33
	Divorced	20	6
	Separate	18	5
	Total	308	100
6	**Gender of Respondents**		
	Male	172	56
	Female	136	44
	Total	308	100
7	**Educational Background of Respondents**		
	FSLC	31	10

===

===

	WASC/GCE	62	20
	OND	48	15
	BSC/HND	103	33
	MBA/MSC		2
	PhD	6	3
	Others	10	
	Total	308	100
8	**State of Origin of Visitors**		
	Akwa-Ibom	227	74
	Cross River state	51	17
	Rivers	18	6
	South East	7	2
	Delta		
	Foreign		
	Total	308	100
9	**Nationality of Respondents**		
	Nigerians	294	96
	ECOWAS	10	3
	0thers	4	1
	Total	308	100
10	**Purpose of Visit**		
	Appreciation of nature / Leisure	198	64
	Educational excursion	21	7
	Group meeting	89	29
	Total	308	100
11	**Frequency of Visit**		
	First-time Visitor	139	45
	Repeat Visitor	169	55
	Total	308	100
12	**Travel Party**		
	Alone	62	20
	Family/Partner	91	30
	Friends/Relatives	108	35
	Organized groups	47	15
	Total	308	100
13	**Monthly Income of Visitors**		
	N100,000	55	18
	N101,000 to N200,0001	63	53
	N200,000	90	29
	Total	308	100

===

===

Section 1 of Table 1 above shows the information on the category of visitors. The table revealed that (37) respondents (12%) were foreign while (271) respondents (88%) were domestic, thus, implying that domestic respondents were of the majority.

Section 2 of Table 1 above shows the information on the type of visitors. The table revealed that (36) respondents (12%) were companies staff, (10) respondents (3%) were Government officials, while (262) respondents (85%) were independent visitors. This shows that independent visitors were of the majority.

Section 3 of Table 1 above shows the information on the length of stay. The table revealed that (203) respondents (66%) stay for 1 day while (105) respondents (34%) stay for 2 – 5 days. This result points out that majority of the respondents stayed for 1 day.

Section 4 of Table 1 above shows the information on age brackets of the respondents. 101 respondents (33%), were within 18-30 years, 83 respondents (27%) were within 31–40 years, 70 respondents (23%) were within 41–50 years while 54 respondents (17%) were greater than 51 years. This information shows that majority of the respondents were within the ages of 18 – 30 years.

Section 5 of Table 1 shows the marital status of respondents. 169 respondents (56%) were single, 101 respondents (33%) were married, 20 respondents (6%) were divorced, while 18 respondents (5%) are separated. This information implies that majority of the respondents were single.

Section 6 of Table 1 shows the gender of respondents. 172 respondents (56%) were male, while 136 respondents (44%) were female. This information implies that majority of the respondents were male.

Section 7 of Table 1 shows the educational background of respondents. FSLC (31) (10%), WASC/GCE (62) (20%), OND (48) (15%), B.Sc/HND (103) (33%), M.Sc/MBA (54) (17%), Ph.D (6) (2%), Others (10) (3%). From the information it shows that respondents with B.SC/HND are of the majority.

Section 8 of Table 1 shows the state of origin of visitors. 227 respondents (74%) were from Akwa-Ibom, 51 respondents (17%) were from Cross River state, 8 respondents (6%) were from Rivers, 7 respondents (2%) were from South East, while 5 respondents (1%) were from Delta. From this information, it shows that respondents from Akwa-Ibom were the majority.

Section 9 of Table 1 shows the Nationality of respondents. 294 respondents (96%) were Nigerians, 10 respondents (3%) were from ECOWAS countries, while 4 respondents (1%) were Others. From the above information, it shows that respondents from Nigeria are of majority.

Section 10 of Table 1 shows the purpose of the visit. 198 respondents (64%) came for Appreciation of nature/ leisure, 21 respondents (7%) came for Educational excursion, while 89 respondents (29%) came for Group meeting, thus, showing that respondents who came for Appreciation of nature/Leisure are of majority.

Section 11 of Table 1 shows the frequency of visit. 139 respondents (45%) were first-time visitors, while 169 respondents (55%) were repeat-visitors. From this information, it shows that majority of the respondents were repeat visitors.

===

==

Section 12 of Table 1 shows the travel party. 62 respondents (20%) travelled alone, 91 respondents (30%) travelled with family/partner, 108 respondents (35%) travelled with friends/ relatives, while 47 respondents (15%) travelled with organized groups. From this information, it shows that majority of the respondents traveled with friends/relatives.

Section 13 of Table 1 shows the Monthly Income of Visitors. 55 respondents (18%) earn less than ₦100,000, 163 respondents (53%) earn ₦101,000 – ₦200,000, while 90 respondents (29%) earn above ₦200,000. Thus, majority of respondents earn ₦101,000 to ₦200,000 monthly.

4.   Analysis and Results

Table 2: Descriptive Statistics on Items of Tourist Activities

Descriptive Statistics

	N	Mean	Std. Deviation
Beach party and picnicking	308	3.9610	1.23406
Ocean viewing	308	4.4286	.81001
Adequacy of horse riding	308	2.3117	1.39342
Canoeing/boating sports	308	2.1429	1.23694
Beach soccer and volley ball	308	3.2468	1.39945
Boat regatta	308	1.5779	.55666
Bungee jumping	308	1.6558	.55193
Zip lining	308	1.6623	.59005
Jet skiing	308	1.6623	.57324
Sun bathing	308	1.5747	.54529
Strolling along the coastline	308	4.2565	.91448
Valid N (listwise)	308		

Information on Table 2 above indicates the univariate statistical result of tourist activities through the application of descriptive statistics with statistical package for social science (SPSS). Only 3 items had mean scores greater than 3.9 (Criterion mean) while the mean scores of 8 items were less than 3.0; an indication that respondents did not generally agree on all the items. The implication is that beach partying, picnicking, ocean viewing and strolling along the coastline were the activities that were popular at the beaches. On the other hand, other touristic activities such as canoeing/boating, boat regatta, bungee jumping, zip-lining, jet skiing, and sun batting were not available and inadequate for visitors' participation at the beaches.

==

Table 3: Descriptive Statistics on Items of tourist satisfaction

Descriptive Statistics

	N	Mean	Std. Deviation
Wise decision to visit the beach	308	4.0909	.98102
Fulfillment of expectation	308	2.0487	1.16164
High satisfaction and memorable experience	308	1.8149	1.06537
Pleasurable sightseeing opportunities	308	3.8312	1.24939
Overall satisfaction	308	2.0390	1.19381
Valid N (listwise)	308		

Information on Table 3 above indicates the univariate statistical result of tourist satisfaction through the application of descriptive statistics with statistical package for social science (SPSS).

The mean score of one item was greater than the criterion mean (3.9) regarding acceptability on the Likert 5-pont scale. This implies that respondents generally agreed on the fact that they made a wise decision to visit the beaches, which provided pleasurable sightseeing opportunities. On the other hand, the expectations were unfulfilled, while the overall satisfaction level was very low.

Table 4: Descriptive Statistics on items of Revisit Intention

Items	N	Mean	Std. Deviation
Likelihood of return based on experience at the beach	308	3.5974	1.25571
Likelihood of return based on the beautiful coastline of the beach	308	3.7013	1.37037
Likelihood of revisit with family and friends	308	3.6429	1.35867
Valid N (listwise)	308		

Information on Table 4 above indicates the univariate statistical result of revisit intention through the application of descriptive statistics with statistical package for social science (SPSS). All the mean scores on the items were greater than the criterion mean 3.9), indicating that the respondents agreed on all the items. The result tends to suggest that respondents generally agreed on prior experience and beauty of the beaches as likely reasons for a return visit. They also guaranteed to repeat the visit with family and friends.

Bivariate Analysis

Pearson Product Moment Correlation (PPMC) was conducted to determine the strength of the relationship between beach activities and tourists' satisfaction and revisit intention.

==

===

Table 5: Summary of PPMC Results

Predictor Variables	Criterion Variable	Rho Value	P-Value	Level of Sig.	Decision
Beach activities	Tourist satisfaction	0.757	.001	p=.001 < 0.05	Supported
Beach activities	Revisit Intention	0.808	.000	p=.000 < 0.05	Supported

As table 4.5 shows that beach activities correlated positively and significantly with tourist satisfaction. In the same vein, beach activities correlated positively and significantly with tourist revisit intention.

5. Discussion

The current study finding shows that touristic activities had a positive and significant effect on marketing performance of tourist beaches in terms of tourist satisfaction and revisit intention (rho =.757;p=.001< 0.05; rho =.808, p=.000 < 0.05). This finding is consistent with previous studies carried out in various tourism market contexts in different geographical regions of the world such as:(Egweatu, 2019; Ekpenyong & Okopedi, 2016; Isanghidi, 2016; Christopher, 2016; Yakubu & Makaji, 2015; Puh, 2014).

Morrison (2017) explained the importance of activities in destination marketing performance noting that programming involves developing special activities, events, or programmes to increase tourist spending or to give added appeal to a package or other hospitality/travel service. Activities constitute part of a destination product; these include all activities available and what visitors and tourists do during their visit at the destination. Morrison (2013) classified all activities under programmes; a component of the destination product.

 The empirical finding of this study identified only four activities (beach party and picnicking, ocean viewing and strolling along the beach coast as the major activities taking place at the beaches studied. The remaining seven activities (horse riding, canoeing and boating as inadequate. However, boat regatta, bungee jumping, zip-lining, jet-skiing and sun bathing facilities were either unavailable or insufficient. This reflects severe deficiency on the part of the beach management. The ability to provide more enjoyable and engaging activities on the beach sand and water to create a memorable experience for beachgoers can improve beach performance in terms of tourist satisfaction and revisit intention.

The positive and significant influence of touristic activities on beach marketing performance in terms of tourist satisfaction and revisit intention can be explained by the fact that participation in activities, observation and interactions at the beaches, constitute one of the beach travel motivations which provide fun and excitement to visitors. The Ibeno beach Christmas party, for example, which holds on every 26th December draws visitors from across the country and has been one of the major beach activities for the past thirty (30) years. Even in the absence of beach facilities, this major beach event has been a crowd-puller every year. Furthermore, not all beach visitors may want to participate in activities. Ocean viewing and just strolling along the beach coast may be all that motivated them to the beaches in the first place and may very well inform repeat visits.

===

==

6. Conclusion, Implications and Recommendations

The result of our empirical analysis has shown that tourist destination activities are important factors in predicting tourist satisfaction and intention to revisit the tourist sites in the future. Accordingly, the study concludes that although tourists' activities were inadequate or unavailable at the beach tourist sites in Akwa- Ibom state, the overall low tourist satisfaction did not affect revisit intention. Therefore, the study concludes that tourist activities correlated positively and significantly with tourist satisfaction and revisit intention to the tourist sites. Consequently, our research holds certain implications for tourist beach management, Akwa-Ibom State Ministry of culture and tourism and tourism promotion agencies as it provides a better understanding of tourists' behavioural intention towards the development of tourists attraction sites' marketing strategies towards the achievement of destination marketing objectives. It should be emphasized that beach tourists/visitors are from different socio-economic backgrounds. Variety of activities enables a beach to cater to different types of tourists. Therefore, it is expected that destination managers in Akwa Ibom State should develop the destination product with various maritime –based activities. Having a variety of activities at the beach will not only enhance consumer choice but also stimulate tourist satisfaction and positive word-of -mouth as well as revisit intention.

References

1. Akanimoh, H. (2010). Tourism services quality and customer satisfaction in Nigeria. Journal of Business Development,16 (2), 41-49

2. Alimam, N.K., Hashim, S. M., Wahid, S.D. M. & Harudin, S. (2016). Tourists' satisfaction with a destination: An investigation on visitors to Langkawi Island. International Journal of Marketing Studies, 14 (3), 135-144

3. Al-Msallam, S. (2015). The relationship between customer satisfaction and customer loyalty in the banking sector in Syria. Journal of Marketing and Consumer Research, 17(27), 34.

4. Amakhu, E. (2012). Re-creational culture and leisure consumption behavior among residents in Owerri, Municipality.Journal of Hospitality Research, 12 (10) 72 – 77.

5. Ariza, E., Ballester, R., Rigall-I-Torrent, R., Saló, A., Roca, E., Villares, M., Jiménez, J., & Sardá, R. (2012). On the relationship between quality, users' perception and economic valuation in NW Mediterranean beaches. Ocean and Coastal Management, 63, 55.

6. Bello Y. O. & Bello, M. B. (2017). Tourism planning and development in an Emerging Economy, Ondo: Excellent Grace Publishers.

7. Blain, C., Levy, S. E., &Ritche, J. R. (2005). Destination branding: Insights and Practices from destination management organizations. Journal of Travel Research, 43(4), 328-338.

8. Boit, J. & Doh, M. (2014).The role of destination attributes and visitor satisfaction on tourist repeat visit intentions: The case of Lake Nakuru national park, Kenya. NEAR Proceedings.

9. Buhalis, D. (2000). Marketing competitive destinations of the future. Tourism Management, 21(1), 97 116.

10. Chacko, H. E. (2018). Positioning a tourism destination to gain a competitive edge. Ideas and Trends Asia Pacific Journal of Tourism Research

==

==

11. Chen, C. C., Huang, W. J. & Petrick, J. F. (2016). Holiday recovery experiences, tourism satisfaction and life satisfaction–Is there a relationship? Tourism Management, 53, 140-147.

12. Chen, C., & Chen, F. (2010). Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists. Tourism Management, 31, 29-35.

13. Chenini, A. & Touuti, M. (2018). Building destination using tourist satisfaction and destination image: A holistic conceptual framework. Journal of Tourism heritage and services marketing.

14. Christopher, N. B. (2016). Recreational park development strategies and fun-seekers behavior in Port Harcourt, Journal of Hospitality and Tourism Research, 6 (8) 96-102.

15. Dieseman, J.E. (2012). Research methods in social service: problems and prospects. Lagos: Lighthouse Published Ltd.

16. Dodds, R., & Holmes, M. R. (2019). Beach tourists; what factors satisfy them and drive them to return. Ocean & Coastal Management, 168, 158-166

17. Egweatu, O. A. (2019). Enhancing hotel growth through Calabar Christmas festivals. Nigerian Hospitality Outlook, Special Report.3-14.

18. Ekeke, J. N. & Ndu, E.C. (2021). Tourism and hospitality management. Nijikoka: Paper world St. Patrick Ltd.

19. Ekpenyong, P. C & Okopedi, W. (2016). Cultural tourism development in Nigeria: Economic impact of Calabar festival of on leisure enterprises in Cross River State. Contemporary Travel and Tourism Issues.16 (2). 99-115

20. Etuk, J.S. (2021). Destination marketing capabilities and beach tourism performance in Akwa –Ibom State. Published Ph.D. Thesis, University of Nigeria, Enugu Campus.

21. Fridgen, J. D. (2009). Dimensions of tourism, 4th ed, Michigan: Educational Institute of American Hotels and Motels Association

22. Fubara, T. O. (2013). Tourism behaviour determinants: The role of children in patronage of amusement centres in Rivas State, Unpublished, M.Sc Thesis, RSUST.

23. Global hospitality insight (2004). Hospitality barometer.

24. Gold, Q. & Whard, M. H. (2011). Effect of Destination branding on destination choice. Travel Review. 32 (5). 165-177.

25. Isanghidi (2014). Religious Tourism in Nigeria: Determinants of success. Journal of Religious Studies 19(6) 102-110.

26. Makinde, p. (2015). Research method in educational psychology, Ibadan: Oyewale Press Ltd.

27. Marinao, E. (2017). Determinants of Satisfaction with the Chilean Tourist Destination. Journal of TourismResearch, 6 (8), 102-110

28. Morgan, N. & and Pritchard, A. (2004). Meeting the destination branding challenge, in destination branding, Burlington: Elsvier Butterworth-Heinemann

29. Morrison, A (2013) Destination Management and Destination Marketing: The Platform for Excellence in Tourism Destination. Retrieved May 15, 2014 from http:/www.iyxk.com-cn/filrup/PDF/2013-1-6pdf

30. Onodugo, V. A, Ugwonah, G. E. & Ebinne, E. S. (2010). Social science research: Principles, methods and applications Enugu: E. Denmark publishers.

==

==

31. Osinaiki, S. H. (2014). Effects of insecurity on customer satisfaction and revisit intention: The study of hotels in volatile destinations in Nigeria. Journal of Leisure Studies.8(1),12-21

32. Otaka, D. (2016). Tourismproducts marketing in the South-South Region of Nigeria: Reality and Myths, Journal of Cultural Development, 14 (3), 169-177.

33. Page, S. J. & Connell, J. (2006). Tourism: A modern synthesis 2nd ed, London: Thomson Learning.

34. Petrick, J. F., Morais, D. D., & Norman, W. C., 2001. An Examination of the determinants of entertainment of vacationers' intentions to revisit. Journal of Travel Research. 40(3): 41-48.

35. Puh, B. (2014). Destination image and tourist satisfaction: The case of Mediterranean Destination. Mediterranean Journal of Social Sciences, 5 (13).538-544.

36. Ramukumba, T. (2018). Tourists revisit intentions based on purpose of visit and preference of the destination. A case study of Tsitsikamma National Park. African Journal of Hospitality, Tourism and Leisure, 7 (1), 231-236

37. Singh, R. (2018). Destination brand experience and its relationship with tourists satisfaction and intention to recommend: A conceptual model. African Journal of Hospitality, Tourism and Leisure, 7 (1), 224-321

38. Smith, M. & Puzko, L. (2010). Health and wellness tourism, Oxford: Butherworth-Heinemann.

39. Udall, B. & Eneyo, W.C. (2015). Relationship management: scale development for tourism and hospitality management. Tourism Review. 14(3) 51-55

40. Yakubu, G. L. & Makaji, M. A, (2015). Cultural activities and rural development in Northern Nigeria. The case of Argungu fishing festival. Academic Journal of Cultural Tourism and Ethnographic Studies. 43 (5), 376-391

41. Zhou, K. Z., Brown, J. R., & Dev, C. S. (2009). Market orientation, competitive advantage, and performance. Journal of Business Research, 62(11), 1063–1070

42. Zhou, L. (2010). Destination attributes that attract international tourists to Cape Town, University of Cape Town.

==