

Analysis on the Effect of Destination Planning on Destinations Image in Western Nigeria

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<p>Received 19-03-2022</p> <p>Accepted 17-04-2022</p> <p>Published 25-04-2022</p>	<p>Abstract: This research work investigated the Analysis on the effect of destinations planning on Destinations Image in Western Nigeria. Destination planning is the act or process of making or carrying out plans specifically for the establishment of goals, policies, and procedures for a destination. Destinations image is the collection of general perceptions about the place visited by the individuals. The problem of study was identified by many authors who posit that destination planning should be an integral part of destinations image and suggested that if there is no proper planning it can break the destination. The specific objectives investigated the effect of good road development and accommodation development on tourists choice and visitor safety. However a survey method of research was adopted, and it was revealed from the result tested statistically that there is significant effect of good road development on tourist choice. Further findings also revealed that there is significant effect of accommodation development on visitors safety. The study therefore recommends that since a destination's image can be formed by what the tourist sees in the destination like the amenities the researcher recommend that the destination managers Should ensure that there should be accommodation, attraction, access and fun activities for available</p>	<p>Keywords: Destination, Planning, Destination Planning And Destinations Image</p>
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BACKGROUND OF THE STUDY

Destination is a physical space that has tourist attractions ,product and services that are inherent which makes people travel to that place, And those places has all the facilities that a destination will have such as good road, water supply ,good network, amenities.

Planning is the basic function of management. It deals with chalking out a future course of action & deciding in advance the most appropriate course of actions for achievement of pre-determined goals. According to koontz, "Planning is deciding in advance - what to do, when to do & how to do. It bridges the gap from where we are & where we want to be".

Destination planning is the act or process of making or carrying out plans specifically for the establishment of goals, policies, and procedures for a destination Gartner(1989)

Destination is a physical space that has tourist attractions and facilities that are inherent which makes people travel to that place, And those places has all the facilities that a destination will have such as good road, water supply ,good network, amenities

Image is a representation of external form of a person or thing in art(Lieper1979).

However, the essence of this research work is to analyze the effect of destination planning on destinations image but with special focus in Western Nigeria.

planning of a destination is emerging as a specialized type of development planning. In some places, tourism plans contain a set of legal norms, and in others, they are frameworks that may contain legal elements such as zoning. In most cases, their purpose is to balance, guide, and protect the long-term development of a destination or scenic site to ultimately achieve healthy development.

The tourism system requires integrated development at all three scales regional, destination, and site to achieve desired. Destination planning should be an integral part of any destination's tourism development plan in order to achieve the best results and satisfy all stakeholders. Destination planning is key to maintaining sustainable tourism and whilst some destinations do this very well, others (often developing countries), fail the recognize the importance of effective destination development planning Williams (2002) destination planning really can make or break a destination. If done well, it can ensure the longevity of the tourism industry in the area, take good care of the environment, have positive economic outcomes

and a positive benefit to the community. If done badly, tourism development can destroy the very environment or culture that it relies on. It can disrupt local economies, cause inflation and negative effects to local people and businesses. Unfortunately, developing countries tend to suffer the most from negative impacts such as these, largely as a result of limited education and experience in contrast with Western nations destination.

Statement of the Problem

This research aims at finding the effect of destinations planning on destination image Western Nigeria which can't find easily. According to Bramwell (1993) destination planning should be an integral part of destinations image.

Buttler (1999) also suggested that if there is no proper planning it can negatively affect the destination image. However, the effect of destination planning especially with respects to destinations image is a problem to focus on.

Objectives of the Study

The general objective of the study investigated the effect of destinations planning on destination image in Western Nigeria.

The specific objectives focused on:

- examined the effect of good road development on tourists choice
- Investigated the effect of accommodation development on visitors safety.

REVIEW OF RELATED LITERATURE

Destination is a physical space in which a tourist spends at least one overnight. It includes tourism products such as support services and attractions and tourist resources within one day's return travel time. Hansen and Metz (1993).

A destination can be large, for example a city. It can also be small, for example a small coastal resort or village.

Types of destinations

Smith (1997) categorizes destinations into six types:

- **Ethnic Destinations:** places which promote ethnic and lifestyle of an indigenous community e.g. dances, religion, ceremonies etc.
- **Cultural Destinations:** places which promote vanishing lifestyle e.g. local settings, remote villages, and rural areas with activities like consuming local means, undertaking costume festivals, folklore dances performances, art and craft demonstration in old style fashion.
- **Historical Destinations:** areas which promote historical elements with attractions like old towns, churches, monuments, archaeological sites and museums and sound and light performances done in the ancient way.
- **Environmental Destinations:** areas which promote natural and environmental attractions e.g. national parks, mountain climbing, canoeing and camping etc.
- **Recreational Destinations:** are centers of sports like golf courses, tennis, ski-slopes, pump-fringe beaches which promote games and social contacts in relaxed environmental. Forms of tourism here are sports and beach tourism.
- **Business Destinations:** areas which promote trading, transactions and meeting, conferences with other activities like recreation and leisure.

Planning

Planning is the basic function of management. It deals with chalking out a future course of action & deciding in advance the most appropriate course of actions for achievement of pre-determined goals. According to Koontz, "Planning is deciding in advance - what to do, when to do & how to do. It bridges the gap from where we are & where we want to be". A plan is a future course of actions. It is an exercise in problem solving & decision making. Planning is determination of courses of action to achieve desired goals. Thus, planning is a systematic thinking about ways & means for accomplishment of pre-determined goals. Planning is necessary to ensure proper utilization of human & non-human resources. It is all pervasive, it is an intellectual activity and it also helps in avoiding confusion, uncertainties, risks, wastages etc.

Types of Tourism planning

- **Spacial Tourism Planning:** Here the space as well as the environment of tourist destination

is analyze for creating unique tourism products. Example the activities planned at national parks

- **Sectorial Tourism Planning:** This is a type of planning, the region to be developed is divided into differs sections called sectors and then the socio-cultural, environmental and economic needs are assessed .Accordingly tourism resources were allocated. The resources of each sectors were preserved and protected. Then the tourism development objectives were achieved by the coordinated work of each sector of the region
- **Integrated Tourism Planning:** In this type of planning the different sectors or parts of the tourism industry works together as an integrated system to realize the objective of the industry, this this type of planning helps in promotion of the whole region as a major tourist spots.
- **Complex Tourism Planning:** When the tourism planning involves the inclusion of several regions, it is called a complex tourism planning. These regions may be located far away from one another but in other to develop interns tourism these region have to be developed in a comprehensive way
- **Centralized Tourism Planning:** This is done by a single authority, usually central or state governments.t he main decision of the tourism development like framing of tourism policy, establishing service standards etc are usually done by the central or state governments.
- **Destination planning:** Destination planning is a process of leading, influencing and coordinating the management of all the aspects of a destination that contribute to a visitor's experience, taking account of the needs of visitors, local residents, businesses and the environment. Baloglu (1997). Destination planning includes many different forms of planning such as economic development planning, land use planning, infrastructure planning, and social services planning and involves many groups with different perspectives including governments, private investors and developers, and local communities.

Characteristics of Tourism Destinations

Definition of destination, summarizing the aspects regarding the nature of destination and its determining factors (Angelo Presenza - Lorn Sheehan - J.R. Brent Ritchie, 2005); the

characteristics of destination can be summarized as follows:

- Area target that is chosen by the tourist as the target of his travel
- Receiving area that is providing services for the tourist and people living on the spot
- It is defined from the point of view of the tourist
- A place/region that is confinable physically and geographically
- A place/region that is containing tourist attractions, products, services and other background services being necessary for spending at least one day
- The tourist is spending at least one night here
- It is containing a lot of persons being concerned who are cooperating with each other
- It has an image
- It has perception (it means that each of the tourists can form an opinion about a destination through his own "screen" subjectively)
- It is providing integrated experience for the tourist
- In a wider sense it is a tourist product that is competing with other tourist products (destinations) on the market of tourism
- A kind of a complex and integrated system that is taking the existence of a modern tourism controlling and management system to the successful operation for granted
- It is a system being built from below and supported from above

Importance of Tourism Destination Planning

Tourism planning is primarily economic development planning that is directed towards tourism-related objectives which differ between the public sector and the private sector. In the public sector, most planning is done by different levels of government.

Public sector tourism planning includes consideration of economic and social factors, land use policies and zoning controls, environmental concerns, infrastructure development, employment concerns, and the provision of public services.

Private sector tourism planning is usually concerned with investment objectives involving various aspects of product development building and design, financial feasibility, marketing, management and operations. Infrastructure

development, like good road, water, etc. are basic contributions for visitors experience in a destination. Fakeye (2001).

Tourism planning is important because it provides a common vision, direction and commitment for tourism which are the result of participation of many representatives. area.

Advantages of Destination Planning

Destination planning enables a range of benefits to all stakeholders involved, for example:

- **Economic.** It brings in money. This is probably the main advantage of tourism and the reason why it has been promoted so much, especially in developing countries. Once a destination is well planned for it brings so much economic positive impact than that of the negative impact. The income generated can make up a significant proportion of both private, local, and national incomes.
- **Opportunistic.** A well planned destination brings about provision of jobs. Hotels, bars, transport, activities, shops, and restaurants all need staffing. Tourism can provide much-needed employment for people.
- **Infrastructural.** A well planned destination provides a means and an incentive for investment in infrastructure such as roads, rail networks, and local medical and education facilities.
- **Environmental.** It can provide economic incentives for a place to preserve, maintain, and regenerate the environment in both urban and rural settings once planned well
- **Cross-Cultural.** Destination planning promotes international connections which can bring more business and cultural collaborations in the long term. It also promotes cross-cultural awareness for both locals and tourists and builds bridges of understanding between cultures.
- **Promotional.** Destination planning "puts a place on the map": Tourism gives the locality a chance to show itself off and raise its profile in the world.

Disadvantages of Destin

Ted and an economic dependence on tourism forms. This is fine in good times, but it can leave the country vulnerable to economic ruin in the long run and can contribute to political upheaval or natural disasters.

Effect of Destination Planning on Organizations

The results of having a lack of destination planning or bad planning are that the tourism industry is unorganized, the tourist no longer takes the probability of travel, and the number of tourists decreases. And income decreases.

Physical Impact

- Damage or everlasting alteration of the bodily environment
- Damage or everlasting alteration of the historical/cultural landmarks and resources
- Overcrowding and congestion
- Pollution
- Traffic problems

Human Impact

- Less accessibility to offerings and vacationer sights for nearby residents resulting in nearby resentment
- Dislike of vacationer via neighborhood residents
- Loss of cultural identities
- Lack of schooling of tourism employees in capabilities and hospitality
- Lack of awareness of the advantages of tourism to the vacation area.

Marketing Impact

- Failure to exploit current marketing opportunities.
- Erosion of market shares due to the moves of aggressive vacation area.
- Lack of ample awareness in top markets
- Lack of clear image of vacation spot area in plausible markets.
- Lack of cooperative advertising and marketing among man or woman operators
- Inadequate capitalization in packaging opportunities.

Organization Impact

- Fragmental way to deal with the promoting and improvement of the travel industry, consistently including "cutthroat splinter gatherings."
- Lack of cooperation amongst person operators.
- Inadequate representation of the tourism industry's interests.
- Lack of assist from local public authorities.

- Failure to act on important issues, troubles, and possibilities of everyday activity in the industry.

Other Impact

- Lack of great attractions and events.
- Poor or deteriorating first-rate facilities and services.
- Poor or inadequate tour facts services.

Destination Image

Kotler e Gertner (2004) define the destination image as «the sum of beliefs and impressions people hold about place. Images represent a simplification of a larger number of associations and pieces of information connected to a place. They are a product of the mind trying to process and pick out essential information from huge amounts of data about a place».

However, one can say that the image concept remains still complex and ill-defined in its nature once in the image formation process, images differ depending on the proximity or distance from the destination. There's no general consensus in what refers do the destination construct. However, in the destination image formation process, researchers have also found that images differ in accuracy depending on proximity or distance to the destination. This means that potential travellers who are closer in distance from a destination, tend to have a more accurate and realistic image of the destination, and tend to be more knowledgeable about the destination. Thus, the greater the distance, the more unrealistic and inaccurate the image becomes (Stepchenkova et al., 2010).

One can say, that tourists will therefore measure the degree of attractiveness based on the distance and in the knowledge they have or think to have on the attributes a destination can or may supply and so, here the denomination of World Heritage City can play an extremely important role because, the knowledge degree on the destination will increase considerably. Destination image has the power to influence the decision making process of the tourist. If the tourist constructs a favourable destination image on their

mind then it is probable that they will visit the desired tourist place (Beerli& Martins, 2004; Bonn et al, 2005).

According to Hall& O'Sullivan (1996), there are three essential factors that help to build a destination. First of all, the word-of-mouth, if tourists spread positive word of mouth, then it will be easy to build a strong image of a destination. Secondly, image making of media and lastly policies and interest taken by the destinations' governments.

Destination images influence tourists' travel decision making and their behaviour towards a destination, as well as, it influences the satisfaction levels and recollection of the experience. Therefore, perceived images are the basis of the evaluation or selection process and thus provide the link between motivations and destination selection (O'Leary, & Deegan, 2003)

FACTORS INFLUENCING THE FORMATION OF DESTINATION IMAGE

The External Factor

- The natural and cultural attractions of the destination
- The political, economic and technological environment
- The quality of products and services
- Satisfaction during the travel experience - Intermediates information on the tourism destination
- The social (word-of-mouth, phone calls) - The Weather forecast
- The presence of a brand
- Media and Internet
- The marketing and publicity activities
- Postcards and brochures
- Films
- Events.

The Internal Factors

- Geographical origin
- Social and cultural environment - Character
- The motivations and expectations
- The personal feeling (favorable vs. unfavorable)
- Perceived risks
- Familiarity with a destination
- Experience in the destination

- The report on previous travel experiences in other destinations
- Lack of information

Subsequently, the model should be envisaged in three dimensions. It is suggested that

destination image should be defined and measured along these three dimensions:

- attributes - holistic
- functional - psychological
- common - unique

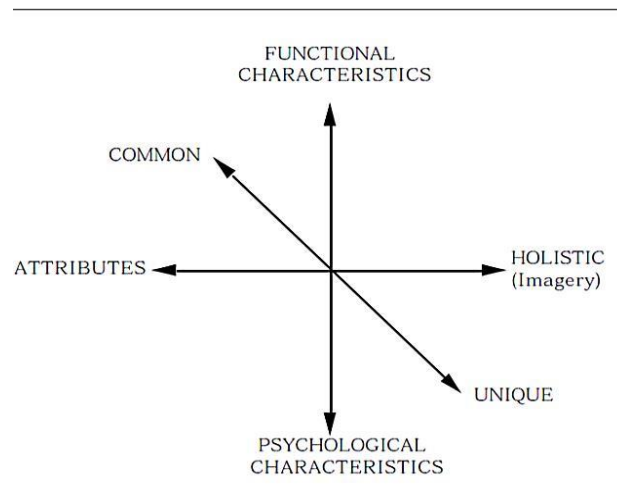


Figure 1. The component of destination image

Source: Etchner and Ritchie(1991)

According to the model, destination image is separated into two different components, namely attributes and holistic. Each one of these components can then comprise functional or psychological characteristics, which could again reflect common or unique features of a destination (Rezende-Parker, Morrison & Ismail, 2003). Interestingly, the common/ unique dimension of their conceptual framework is often overlooked Jenkins(1999).

Still, this third dimension implies that “images of destinations can range from those ‘common’ functional and psychological traits to those based on more unique features, events, feelings or auras”. In other words, on one end of the continuum, the destination image is composed of common features on which different destinations can be compared and evaluated, such as the price level or staff friendliness. These characteristics, again, can be of functional or psychological nature. On the other end of the continuum, destination images are unique to each destination. In a tourism context, truly unique functional characteristics are not hard to provide,

they exist at any destination: exceptional monuments, sights, symbols or distinctive landscapes. Hence, Paris might evoke an image of the Eiffel Tower, Egypt the pyramids, and so forth. On the other hand, destinations are often distinguished by distinctive ambiances. When it comes to unique and intangible atmospheres, Paris, as an example, is often perceived as romantic Etchner and Ritchie,(1991).

However, it should be recognised that there are undeniably certain overlaps between the divided sections of the model. In other words, impressions are influenced by each other. For example, perceptions of individual destination attributes might be influenced by overall feelings and impressions about it. In return, holistic impressions are probably almost always based on combinations of numerous attributes. Furthermore, the line between functional and psychological characteristics is not very clear. Hence, it is somewhat complex to categorise images, such as for example perceived cleanliness, as a complete functional or complete psychological attribute, as it would mostly be a mix of both,

situated somewhere along the continuum the latest guidelines for Tourism Marketing admit that the development of the image of a tourist destination is based on the consumer's rationality and emotionality, and as the result of the combination of two (2) main components or dimensions Mountin ho(1997).

Perceptual and cognitive: there is a primacy of the importance and value given to each attribute of tourist destinations. In other words, the destination image is evaluated by the attributes of its resources and attractions (Stabler, 1995) which motivate tourists to visit that destination (Alhemoud and Armstrong, 1996).

Affective: referring to feelings and emotions raised by tourist destinations (Keller, 1993; García and Varela, 2008). This emotional component is also strongly affected by the motivations of tourists (Beerli and Martín, 2004).

It is also important to note that the cognitive component of the image has a considerable impact on the affective component (Holdbrook, 1978, Russell and Pratt, 1980, Anand, Holbrook and Stephens, 1988. Stern and Krakover, 1993. Ryan and Cave, 2007), The socio-demographic characteristics of tourists also greatly influence the cognitive and affective assessment of the overall image (Beerli & Martín. 2004).

RESEARCH METHOD

This researched work was achieved through the use of questionnaire otherwise called primary data collection. However in determining the sample size taro yamane1967 fomular was adopted below.

$$n = \frac{N}{1 + N(e)^2}$$

Where:

n signifies the sample size

N signifies the population under study

e signifies the margin error (0.058)

The sample size is determined below

$$n = 480 / 1 + 480(0.058)^2$$

$$n = 480 / 1 + 480(0.003364)$$

$$n = 480 / 1 + (1.67088)$$

$$n = 480 / 2.67088$$

$$n = 180$$

Therefore, the sample size for the research is 180, a total of 180 questionnaires will be shared in the select tourist destinations in southern Nigeria.

Analysis and Interpretations

Test of Hypothesis one:

Ho: There is no significant effect of good road development on tourist choice

Table 3. Contingency table for Hypothesis one

Response	SA	A	D	SD	Total
	110	65	3	2	180
	90	70	10	10	180
	100	65	5	1	180
	110	65	3	2	180
	90	70	10	10	180
	60	60	35	25	180
Total	560	395	61	50	

Source: Field survey, 2022

Table 4. Hypothesis one

Cells	O	E	O-E	(O-E) ²	$\frac{(O-E)^2}{E}$
A	110	93.3	15.2	231.04	2.437
B	65	65.8	-0.8	0.64	0.009
C	3	11	-8	64	5.818
D	2	4.3	-2.3	5.29	1.230
E	109	93.3	14.2	201.64	2.127

F	65	65.8	-0.8	0.64	0.009
G	5	11	-6	36	3.272
H	1	4.3	3.3	10.89	2.516
I	90	93.3	-4.8	23.04	0.243
J	70	65.8	4.2	17.64	0.268
K	10	11	-1	1	0.090
L	10	4.3	5.7	32.49	7.555
M	110	93.3	-84.8	-84.8	-0.894
N	65	65.8	-0.8	0.64	0.009
O	3	11	-8	64	5.818
P	2	4.3	-2.3	5.29	1.230
Q	90	93.3	-4.8	23.04	0.243
R	70	65.8	4.2	17.64	0.268
S	10	11	-1	1	0.090
T	10	4.3	5.7	32.49	7.555
U	60	93.3	-34.6	1197.16	12.628
V	60	65.8	-5.8	33.64	0.511
W	35	11	24	576	52.363
X	25	4.3	20.7	428.49	99.648
				Total	209.337

Source: field survey,2022

χ^2 calculated = 209.337

χ^2 tab value of 5% level of significance

$\alpha=5\%$, = 0.05

Degree of freedom =(row-1),(column-1)

Df=(6-1),(4-1)

Df=(5),(3)

Df=5*3=15

χ^2 tab at 5% level of significance at 15=25.00

From the analysis above χ^2 calculated value is 209.337, This shows that χ^2 calculated of 209.337 is greater than χ^2 tabulated of 25.00.

I.e χ^2 calculated (209.337) > χ^2 tabulated of 25.00.

Therefore, we reject the H_0 which states that there is no significant effect of good road development on tourist choice.

Data Interpretation

Test of hypothesis II

H_0 : There is no significant effect of accommodation development on visitors safety

Table 5. Contingency table for hypothesis one

Responses	SA	A	D	SD	Total
	60	70	30	20	180
	70	60	20	30	180
	109	65	5	1	180
	110	65	3	2	180
	110	65	3	2	180
	60	60	35	25	180
Total	519	385	96	80	

Source: Field survey,2022

Table 6. Hypothesis two

Cell	O	E	O-E	(O-E) ²	$\frac{(O-E)^2}{E}$
A	60	86.5	-26.5	702.25	8.118
B	70	64.1	5.9	34.81	0.543

C	30	16	14	196	12.25
D	20	13.3	6.7	44.89	3.375
E	70	86.5	-16.5	272.25	3.147
F	60	64.1	-4.1	16.81	0.262
G	20	16	4	16	1
H	30	13.3	16.7	278.89	20.969
I	109	86.5	22.5	506.25	5.852
J	65	64.1	0.9	0.81	0.012
K	5	16	-11	121	7.562
L	1	13.3	-12.3	144	10.827
M	110	86.5	23.5	552.25	6.384
N	65	64.1	0.9	0.81	0.012
O	3	16	-13	169	10.562
P	2	13.3	-11.3	127.69	9.600
Q	110	86.5	23.5	552.25	6.384
R	65	64.1	0.9	0.81	0.012
S	3	16	-13	169	10.562
T	2	13.3	-11.3	127.69	9.600
U	60	86.5	-26.5	678	7.815
V	60	64.1	-4.1	16.81	0.262
W	35	16	19	361	22.562
X	25	13.3	11.7	136.89	10.292
				Total	167.964

χ^2 calculated = 167.964

χ^2 tab value of 5% level of significance

$\alpha=5\%$, = 0.05

Degree of freedom =(row-1),(column-1)

Df=(6-1),(4-1)

Df=(5),(3)

Df=5*3=15

χ^2 tab at 5% level of significance at 15=25.00

Interpretation

From the analysis above χ^2 calculated value is 25.00, This shows that χ^2 calculated of 167.964 is greater than χ^2 tabulated of 25.00.

I.e χ^2 calculated (167.964) > χ^2 tabulated of 25.00.

Therefore, we reject the H_0 which states that there is no significant effect of accommodation development on visitors safety

CONCLUSION AND RECOMMENDATIONS

This research has shown that without proper planning it will negatively affect organizations and destinations Image which will in turn affect all businesses operating therewith. However the researcher recommend below:

- There should be proper policy laid by the management in a destination.
- A destination's image can be formed by what the tourist sees in the destination like the amenities ,so I recommend that the destination
- Should ensure that there should be accommodation,, attraction, access and fun activities for available
- Development of infrastructure gives the destination a good image, this infrastructure includes Good roads, water supply, electricity. All this put together will make a tourist choose a particular destination

Overall, the researcher is of the opinion that destinations which fails to consider the importance of destination planning on destination image is heading to failure, as destination planning leads to the success of the organization.

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