



## Evaluation of Tourists Satisfaction with Ecotourism Services in Six Ecotourism Destination in South West, Nigeria

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**ABSTRACT:** Satisfaction is an excellent predictor of tourists' behavior as it influences the choice of destination, consumption of products and services, the decision to return and maintain lasting relationships. The study examined usefulness of producing satisfied tourists to ecotourism destinations in Nigeria by administering 320 well-structured questionnaires at the six selected ecotourism destinations. Data obtained from the study revealed that destination attributes especially the attractiveness of the site (70.0%), staff helpfulness (56.7%), Available varieties of recreational facilities (52.5%), Affordable toll fee (55.0%), Courtesy from staff (58.6%), Signage and available educational guides for tourist (57.5%), Guided educational tour services (60.0%), Interpretative facilities services (56.7%), Food & beverage (55.0%), Cultural & entertainment services (56.7%), Shopping services (46.7%) Recreation services (53.8%) and Accommodation services (50.0%) were major determinant of visitors' satisfaction. The result also shows that the quality of tourism services has a positive impact on the level of tourist satisfaction. Prominent amongst the challenges at the sites are difficulty in getting information about the ecotourism destination (100%) and Accommodation problems quality and abundance (76.7%) amongst others were identified as challenges by tourists. Inferential statistical analysis indicated that significant relationship exists between the tourist's level of satisfaction and willingness to pay for ecotourism services ( $p < 0.05$ ). Therefore, this study suggests that visitors' satisfaction can be boosted by raising the standard of service quality throughout the destinations' attractions, facilities and modes of accessibility. Management should upgrade the ecotourism destinations to meet up with International standard so as to increase tourists' patronage and satisfaction.

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Tourism has been recognized as one of the world's fastest-growing industries, having a significant positive impact on economies all over the world both in terms of job creation and national gross domestic product (Manzoor *et al.*, 2019). The tourism industry has also been described to as a significant contributor to economic systems around the globe with records of extremely significant growth rates (Adinegara, 2018). Due to this, governments and authorities globally have realized the major role of tourism as a significant driver of the economy and have thus continued to implement strategies to compete effectively in the

tourism market worldwide (Gaki *et al.*, 2016). Tourist satisfaction is one of the most researched subjects in the tourism industry because of its significance in the continuous existence and future of tourism goods and services (Naidoo *et al.*, 2016). Tourists satisfaction with service experienced at a destination refers to the visitors' total utilization of the experience which is determined by certain personal factors (Celik and Dedeoglu, 2019). Tourist's satisfaction is a very important aspect of all tourism destinations as it improves destination image (Wantara and Irawati, 2021). This explains why a lot of attention has focused

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on the term and measurement of consumer satisfaction (Surahman *et al.*, 2020). Tourist satisfaction has been a primary goal for many countries, according to Selladurai and Sundararajan (2013), in order to grow the tourism business. Thus, satisfaction of visitors with tourism products and services depends on the visitors' expectations before travel and their experiences after travel. Satisfaction of a visitor is achieved when his or her experience exceeds his or her expectations concerning the destination (Aliman *et al.*, 2016). Research on expectation level and satisfaction has huge importance on the tourism development at destinations (Lather *et al.*, 2012) and as such, researchers have the belief that visitors' expectation directly influences perceived value and satisfaction (Song *et al.*, 2012). Tourist satisfaction is an important component of any tourism organization policies since it has an impact on the future of the service provider, particularly in tourist destinations that supply visitors with experiences and services (Maruthaiah and Rashid, 2014). Moreover, (Sapari *et al.*, 2013) suggest that understanding the tourists' satisfaction in a tourism destination is necessary for improving products and services provided and also to effectively promote the products and services to target markets. Providing excellent service to tourists is one of the most effective long-term methods for keeping the business afloat (Yoon and Ekinici, 2003). It is important to determine the main service that influences visitors' satisfaction in order to improve the competitiveness of ecotourism destinations as a tourist destination (Reisinger, 2019). Poor service quality is always perceived as having a negative impact on tourists' intentions to visit and return in the future.

Most personnel in ecotourism destinations, particularly in poor countries, lack the necessary knowledge to service tourists (Libosada, 2009). Despite the fact that tourist industry is the fastest-growing in the world (Milutinovic and Vasovic, 2017). Nigeria is reaping some of its benefits, tourism remains a tiny contributor to the national economy especially in terms of its contribution to the local economy (Yusuf and Akinde, 2015). According to Aniah (2009), despite the admirable tourism potentials in some states and the government's willingness to invest in growing the tourism sector, the degree of tourist inflow in most of the government's selected potential sites is still not encouraging. The absence of understanding about tourists' levels of satisfaction leads to a knowledge gap about ecotourism destinations. This is one of the reasons why tourist satisfaction studies in ecotourism destinations are vital, as well as assessments of tourist satisfaction with ecotourism services at ecotourism sites. Therefore, this study seeks to evaluate the satisfaction of tourists with ecotourism services at six ecotourism destinations in South West, Nigeria.

**MATERIALS AND METHODS**

*Study Areas:* The study was conducted at La Campagne Tropicana Beach Resort, Ibeju-lekki, Lagos State, Omu Resort, Bogije, Lagos State, Idanre Hills, Idanre, Ondo State, Smokin Hills Golf Resort, Ilara-mokin, Ondo State, Ikogosi Warm Spring Resort, Ikogosi, Ekiti State and Arinta Waterfalls, Ipole-Iloro, Ekiti State, Nigeria.

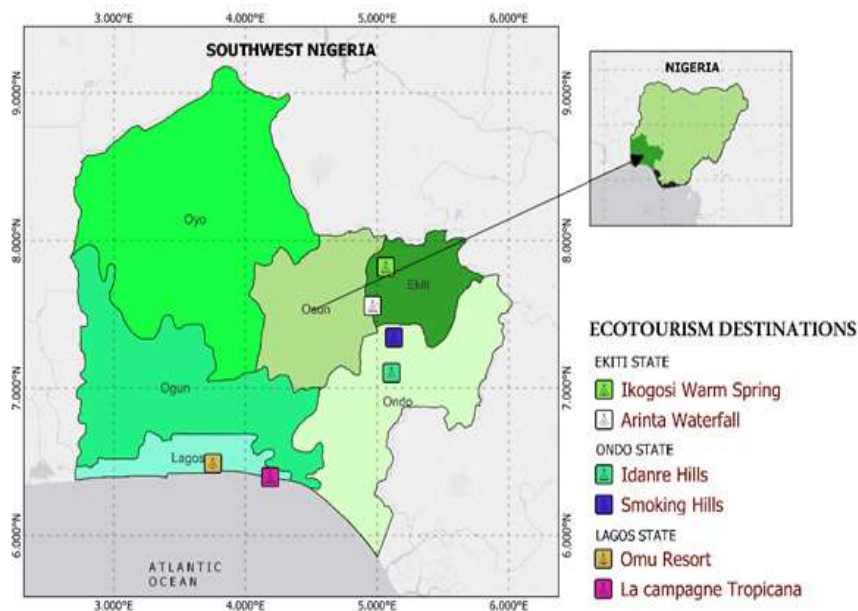


Fig 1: Map of Nigeria showing Southwest States (Source: Field survey, 2022).

*La Campagne Tropicana Beach Resort:* La Campagne Tropicana is a beach resort in Ikegun, Ibeju-lekki LGA, Epe Expressway, Lagos State, Nigeria, situated at the coast of the Atlantic Ocean bordered by the freshwaters of the Ikegun Lake. It's located at 6.39260N and 4.18650E.

*Omu Resort:* Omu Resort is located at 1 Asiwaju Bola Tinubu way, Bogije, IbejuLekki. Omu Resort is located between Latitude 6.4897<sup>0</sup> N and Longitude 3.7533<sup>0</sup>E. (Ogundele, 2012).

*Idanre Hills:* Idanre hills or Oke-Idanre is situated in Idanre Local Government area of Ondo state about 20 kilometers Southwest of Akure (the state capital). It lies between latitudes 7'00' N to 7'15' N and longitudes 5'00' E to 5'15' E of the equator and Greenwich meridian respectively. (Akingbade and Okereke, 2009).

*Smokin Hills Golf Resort:* Smoking Hills Golf Resort is situated about 1 km east of Ilara-Mokin town on the old Ilara-Mokin/Akure roadway. It lies between latitudes 7.34<sup>0</sup> N to 7<sup>0</sup>20' 24" N and longitudes 5.1289<sup>0</sup> E to 5<sup>0</sup>7' 44" E of the equator and Greenwich meridian respectively.

*Ikogosi Warm Springs:* Ikogosi (7°35" N, 4°59" E) is situated in Ekiti West Local Government Area, Ekiti State, Nigeria. The state is mainly an upland zone, rising over 250 m above sea level (Cohen and Saul, 1998).

*Arinta Water Falls:* Ipole-Iloro is one of the towns under Ekiti West Local Government Area of Ekiti State in Western Nigeria which is situated between lofty, steep-sided and heavily wooded, North-south trending hills about 27.4 km east of Ilesha (Osun State), and about 10.5 km Southeast of EffonAlaye (Ekiti State). It is located at 7025' and 8005' N latitude and 4045' and 5046' E longitude (Godfrey and Clarke2000).

*Data Collection:* A total of three hundred and twenty (320) respondents were randomly selected from the selected ecotourism destinations; sixty-nine (69) respondents were selected at Idanre hills, thirty-nine (39) respondents were selected at Smokin hills, sixty (60) respondents were selected at Lacampagne tropicana beach resort, seventy-one (71) respondents were selected at Omu resort, forty-three (43) respondents were selected at Ikogosi warms spring resort while thirty-eight (38) respondents were selected at Arinta waterfalls based on level of tourists visiting the ecotourism destinations. Tourist and Staff

members in each ecotourism destinations were also interviewed.

*Data Analysis:* The analytical and statistical tools used for this study were inferential and descriptive tools. The inferential tools used were Pearson's correlation. Descriptive tools used include frequencies, and percentage.

## RESULTS AND DISCUSSION

*Tourist Level of Satisfaction with Ecotourism Services:* Results on tourists' level of satisfaction in selected ecotourism destinations are presented in Tables 1. Findings from this study showed how satisfied tourists are with the attractiveness of each ecotourism destination's site.

The results suggest that tourists were highly satisfied and satisfied with the attractiveness of sites in Idanre hills (50.0 percent), Smokin hills (70.0 percent), Lacampagne Tropicana (46.7 percent), Omu resort (48.8%), Ikogosi (46.0 percent), and Arinta waterfalls (53.3 percent). Findings also revealed that tourists were highly satisfied and satisfied with the helpfulness of the employees in Idanre hills (50.0 percent), Smokin hills (56.7 percent), Lacampagne Tropicana (50.0 percent), Omu resort (52.5 percent), Ikogosi (34.0 percent), and Arinta waterfalls (56.7 percent). Also, the results indicate that tourists in Idanre Hills (35.7%), Smokin Hills (46.7%), Lacampagne Tropicana (52.5%), Omu resort (46.7%), Ikogosi (28.0%), and Arinta waterfalls (36.7%) were pleased or highly satisfied with the variety of recreational facilities available, which made their time on the sites worthwhile.

Furthermore, the results showed that tourists were satisfied with the toll fees at each ecotourism destination in Idanre Hills (48.6%), Smokin Hills (43.3%), Lacampagne Tropicana (55.0%), Omu Resort (48.8%), Ikogosi (22.0%), and Arinta Waterfalls (26.7%). The results reveal that in Idanre Hills (58.6%), Lacampagne Tropicana (58.3%), Omu Resort (45.0%), and Ikogosi (36.0%), respectively, employee civility was assessed as satisfactory. The politeness demonstrated by staff was highly satisfied in both Smokin Hills (56.7%) and Arinta Waterfalls (23.3%).

Also, the results reveal that the majority of tourists in chosen ecotourism sites were satisfied and highly satisfied with the ecotourism services given at each destination (Table 1). As a result, respondents place a premium on the quality of ecotourism services they receive and are willing to pay a higher price for them.

**Table 1:** Tourists level of satisfaction with ecotourism services

	Idandre hills		Smokin hills		Lacampagne		Omu resort		Ikogosi		Arinta	
	F	%	F	%	F	%	F	%	F	%	F	%
<b>Attractiveness of site</b>												
Not satisfied	8	11.4	0	0	0	0	1	1.3	1	2.0	0	0
Merely satisfied	13	18.6	0	0	1	1.7	3	3.8	4	8.0	0	0
Undecided	2	2.9	0	0	4	6.7	6	7.5	10	20.0	6	20.0
Satisfied	12	17.1	9	30.0	28	46.7	39	48.8	23	46.0	16	53.3
Highly satisfied	35	50.0	21	70.0	27	45.0	31	38.8	12	24.0	8	26.7
<b>Staff helpfulness</b>												
Not satisfied	0	0	0	0	0	0	1	1.3	2	4.0	0	0
Merely satisfied	12	17.1	0	0	3	5.0	6	7.5	7	14.0	1	3.3
Undecided	7	10.0	1	3.3	0	0	7	8.8	8	16.0	4	13.3
Satisfied	35	50.0	17	56.7	27	45.0	42	52.5	17	34.0	17	56.7
Highly satisfied	16	22.9	12	40.0	30	50.0	24	30.0	16	32.0	8	26.7
<b>Available varieties of recreational facilities</b>												
Not satisfied	5	7.1	0	0	1	1.7	1	1.3	4	8.0	1	3.3
Merely satisfied	17	24.3	0	0	2	3.3	4	5.0	8	16.0	2	6.7
Undecided	3	4.3	1	3.3	2	3.3	4	5.0	14	28.0	5	16.7
Satisfied	25	35.7	14	46.7	27	45.0	42	52.5	10	20.0	11	36.7
Highly satisfied	20	28.6	15	50.0	28	46.7	29	36.3	14	28.0	11	36.7
<b>Affordable toll fee</b>												
Not satisfied	3	4.3	1	3.3	1	1.7	1	1.3	4	8.0	4	13.3
Merely satisfied	9	12.9	4	13.3	5	8.3	3	3.8	11	22.0	6	20.0
Undecided	5	7.1	1	3.3	6	10.0	14	17.5	13	26.0	6	20.0
Satisfied	34	48.6	13	43.3	33	55.0	39	48.8	11	22.0	8	26.7
Highly satisfied	19	27.1	11	36.7	15	25.0	23	28.7	11	22.0	6	20.0
<b>Courtesy from staff</b>												
Not satisfied	1	1.4	0	0	0	0	2	2.5	10	20.0	8	26.7
Merely satisfied	4	5.7	0	0	0	0	7	8.8	7	14.0	7	23.3
Undecided	6	8.6	2	6.7	4	6.7	8	10.0	4	8.0	3	10.0
Satisfied	41	58.6	11	36.7	35	58.3	36	45.0	18	36.0	5	16.7
Highly satisfied	18	25.7	17	56.7	21	35.0	27	33.8	11	22.0	7	23.3
<b>Signage's and available educational guides for tourist</b>												
Not satisfied	4	5.7	0	0	0	0	3	3.8	7	14.0	2	6.7
Merely satisfied	4	5.7	5	16.7	2	3.3	4	5.0	12	24.0	8	26.7
Undecided	12	17.1	1	3.3	6	10.0	7	8.8	4	8.0	8	26.7
Satisfied	33	47.1	9	30.0	32	53.3	46	57.5	14	28.0	8	26.7
Highly satisfied	17	24.3	15	50.0	20	33.3	20	25.0	13	26.0	4	13.3
<b>Guided educational tour services</b>												
Not satisfied	1	1.4	0	0	0	0	0	0	14	28.0	4	13.3
Merely satisfied	8	11.4	0	0	4	6.7	3	3.8	3	6.0	4	13.3
Undecided	6	8.6	1	3.3	2	3.3	11	13.8	11	22.0	6	20.0
Satisfied	37	52.9	15	50.0	36	60.0	32	40.0	13	26.0	7	23.3
Highly satisfied	18	25.7	14	46.7	18	30.0	31	38.8	9	18.0	9	30.0
<b>Interpretative facilities services</b>												
Not satisfied	3	4.3	0	0	0	0	3	3.8	7	14.0	7	23.3
Merely satisfied	7	10.0	0	0	1	1.7	4	5.0	16	32.0	2	6.7
Undecided	15	21.4	2	6.7	2	3.3	6	7.5	7	14.0	3	10.0
Satisfied	33	47.1	17	56.7	27	45.0	40	50.0	11	22.0	7	23.3
Highly satisfied	12	17.1	11	36.7	30	50.0	27	33.8	9	18.0	11	36.7
<b>Food &amp; beverage</b>												
Not satisfied	3	4.3	1	3.3	0	0	2	2.5	10	20.0	3	10.0
Merely satisfied	10	14.3	3	10.0	1	1.7	7	8.8	6	12.0	4	13.3
Undecided	4	5.7	1	3.3	1	1.7	6	7.5	11	22.0	6	20.0
Satisfied	31	44.3	10	33.3	25	41.7	39	48.8	10	20.0	10	33.3
Highly satisfied	22	31.4	15	50.0	33	55.0	26	32.5	13	26.0	7	23.3
<b>Cultural &amp; entertainment services</b>												
Not satisfied	2	2.9	0	0	0	0	2	2.5	9	18.0	3	10.0
Merely satisfied	11	15.7	0	0	0	0	4	5.0	7	14.0	7	23.3
Undecided	3	4.3	3	10.0	4	6.7	10	12.5	8	16.0	5	16.7
Satisfied	32	45.7	10	33.3	28	46.7	37	46.3	15	30.0	8	26.7
Highly satisfied	22	31.4	17	56.7	28	46.7	27	33.8	11	22.0	7	23.3
<b>Shopping services</b>												
Not satisfied	7	10.0	5	16.7	0	0	3	3.8	7	14.0	3	10.0
Merely satisfied	14	20.0	4	13.3	3	5.0	6	7.5	9	18.0	2	6.7
Undecided	20	28.6	1	3.3	9	15.0	13	16.3	12	24.0	10	33.3
Satisfied	16	22.9	14	46.7	23	38.3	34	42.5	15	30.0	10	33.3
Highly satisfied	13	18.6	6	20.0	25	41.7	24	30.0	7	14.0	5	16.7
<b>Recreations services</b>												

Not satisfied	7	10.0	0	0	0	0	2	2.5	12	24.0	7	23.3
Merely satisfied	14	20.0	2	6.7	1	1.7	5	6.3	9	18.0	5	16.7
Undecided	4	5.7	1	3.3	0	0	7	8.8	9	18.0	4	13.3
Satisfied	26	37.1	12	40.0	29	48.3	43	53.8	10	20.0	5	16.7
Highly satisfied	19	27.1	15	50.0	30	50.0	23	28.7	10	20.0	9	30.0
<b>Accommodation services</b>												
Not satisfied	8	11.4	0	0	0	0	2	2.5	7	14.0	6	20.0
Merely satisfied	18	25.7	2	6.7	3	5.0	3	3.8	10	20.0	5	16.7
Undecided	11	15.7	1	3.3	3	5.0	16	20.0	7	14.0	6	20.0
Satisfied	18	25.7	23	76.7	32	53.3	40	50.0	12	24.0	5	16.7
Highly satisfied	15	21.4	4	13.3	22	36.7	19	23.8	14	28.0	8	26.7

Keys: F = frequency, % = percentage. Source: Field survey, 2022

**Challenges While Visiting Ecotourism Destinations:** Challenges of tourists at the ecotourism destinations are presented in Tables 2. According to the findings, a large majority of respondents in Idanre hills (73.3%), Smokin hills (80.0%), Ikogosi (90.0%), and Arinta waterfalls (86.7%) had difficulty reaching the sites, whereas Lacampagne Tropicana (53.3%) and Omu resort (68.8%) had never had difficulty visiting ecotourism destinations. The poor road network and topography of these sites were cited as a major challenge by 52.9 percent of respondents in the Idanre hills, causing some visitors to become non-motorable, whereas 56.7 percent of respondents in Smokin (56.7 percent), Lacampagne Tropicana (65.0 percent), Omu resort (75.0 percent), Ikogosi (88.0 percent), and Arinta waterfalls (80.0 percent) said they had never encountered an accessibility issue while visiting ecotourism destinations. Findings also revealed that respondents in the Idanre hills (52.9%) and Smokin hills (53.3%) said that overpricing of ecotourism services is one of the issues they face, whereas

respondents in Lacampagne Tropicana (60.0%), Omu hills (73.8%), Ikogosi (64.0%), and Arinta waterfalls (60.0%) said they have never had a problem with overpricing. Also, the results indicate that respondents in Ikogosi (74.0%) and Arinta waterfalls (100%) had difficulty getting information about ecotourism destinations, possibly due to the proximity and location of the sites, whereas respondents in Idanre hills (60.0%), Smokin hills (66.7%), Lacampagne Tropicana (61.7%), and Omu resort (73.8%) had never had difficulty getting information about ecotourism destinations. Furthermore, the results showed that respondents in Smokin Hills (50.0 percent), Ikogosi (72.0 percent), and Arinta Falls (76.7 percent) identified accommodation quality and availability as a challenge, whereas respondents in Idanre Hills (54.3 percent), Lacampagne Tropicana (65.0 percent), and Omu resort (77.5 percent) did not. This indicates that they were dissatisfied with the quality of the accommodations provided to them, and that the smaller ones on the ground are also occupied.

**Table 2:** Challenges while visiting ecotourism destinations

Any challenges	Idanre hills		Smokin hills		Lacampagne		Omu resort		Ikogosi		Arinta	
	F	%	F	%	F	%	F	%	F	%	F	%
<b>Any challenges while visiting ecotourism destination site</b>												
Yes	52	73.3	24	80.0	28	46.7	25	30.4	45	90.0	26	86.7
No	18	25.7	6	20.0	32	53.3	55	68.8	5	10.0	4	13.3
<b>Accessibility problem to attraction site</b>												
Yes	37	52.9	13	43.3	21	35.0	20	25.0	6	12.0	6	20.0
No	33	47.1	17	56.7	39	65.0	60	75.0	44	88.0	24	80.0
<b>Overpricing of ecotourism services</b>												
Yes	37	52.9	16	53.3	23	38.3	21	26.3	18	36.0	12	40.0
No	33	47.1	14	46.7	36	60.0	59	73.8	32	64.0	18	60.0
<b>Difficulty in getting information about the ecotourism destination</b>												
Yes	28	40.0	10	33.3	23	38.3	21	26.3	37	74.0	50	100.0
No	42	60.0	20	66.7	37	61.7	59	73.8	13	26.0	20	66.7
<b>Accommodation problems quality and abundance</b>												
Yes	32	45.7	15	50.0	21	35.0	18	22.5	36	72.0	23	76.7
No	38	54.3	15	50.0	39	65.0	62	77.5	14	28.0	7	23.3

Keys: F = frequency, % = percentage. Source: Field survey, 2022

**Suggestions on Ways to Improve Ecotourism Destinations:** Suggestions on ways to improve ecotourism services in the selected ecotourism destinations were presented in Table 3. Table 3 revealed that visitor to Idanre hills (78.6%), Smokin hills (73.3%), Lacampagne Tropicana (87.0%), Omu resort (73.8%), Ikogosi (66.0%) and Arinta waterfalls

(70.0%) agreed that price value for money should be improve upon at ecotourism sites. Findings also revealed that visitor to Idanre hills (85.7%), Smokin hills (60.0%), Lacampagne Tropicana (90.0%), Omu resort (77.5%), Ikogosi (82.0%) and Arinta waterfalls (83.3%) stated that access roads and paths to attractions should be improved at the location. Also,

the results indicate that highest percentage of visitors believed that accommodation and recreation facilities at Idanre hills (88.6%), Smokin hills (86.7%), Lacampagne Tropicana (85.0%), Omu resort (83.3%), Ikogosi (78.0%), and Arinta waterfalls (80.0%) should be enhanced. The results reveal that visitors to Idanre hills (80.0%), Smokin hills (76.7%), Lacampagne Tropicana (86.7%), Omu resort (82.5%), Ikogosi (88.0%) and Arinta waterfalls (86.7%) felt that tourguide and interpretation at ecotourism sites could be improved. Furthermore, the results showed majority of visitors to Idanre hills (90.0%), Smokin hills (76.7%), Lacampagne Tropicana (80.0%), Omu

resort (86.3%), Ikogosi (84.0%) and Arinta waterfalls (93.3%) believed that cultural and entertainment services at ecotourism sites could be improved. More than half of the visitors at Idanre hills (81.4%), Smokin hills (73.3%), Lacampagne Tropicana (76.7%), Omu resort (82.6%), Ikogosi (88.0%) and Arinta waterfalls (96.7%) thought that staff courtesy and helpfulness might be enhanced. Also, the results reveal that visitor to Idanre hills (70.0%), Smokin hills (73.3%), Lacampagne Tropicana (86.7%), Omu resort (80.0%), Ikogosi (92.0%) and Arinta waterfalls (86.7%) said that food and beverage at ecotourism sites might be enhanced.

**Table 3:** Suggestions on ways to improve ecotourism destinations

Suggestions on ways to improve ecotourism services	Idanre hills		Smokin hills		Lacampagne		Omu resort		Ikogosi		Arinta	
	F	%	F	%	F	%	F	%	F	%	F	%
<b>Improve pricing value for money</b>												
Yes	55	78.6	22	73.3	51	87.0	59	73.8	33	66.0	21	70.0
No	15	21.4	8	26.7	6	10.0	21	26.3	17	34.0	9	30.0
<b>Access roads and trails to attractions</b>												
Yes	60	85.7	18	60.0	54	90.0	62	77.5	41	82.0	25	83.3
No	10	14.3	12	40.0	6	10.0	18	22.5	9	18.0	5	16.7
<b>Improve accommodation facilities and recreation services</b>												
Yes	62	88.6	26	86.7	51	85.0	67	83.8	39	78.0	24	80.0
No	8	11.4	4	13.3	9	15.0	13	16.3	11	22.0	6	20.0
<b>Tour guiding and interpretation</b>												
Yes	56	80.0	23	76.7	52	86.7	66	82.5	44	88.0	26	86.7
No	14	20.0	7	23.3	8	13.3	14	17.5	6	12.0	4	13.3
<b>Cultural and entertainment services</b>												
Yes	63	90.0	23	76.7	48	80.0	69	86.3	42	84.0	28	93.3
No	7	10.0	7	23.3	12	20.0	11	13.8	8	16.0	2	6.7
<b>Staff courtesy &amp; helpfulness</b>												
Yes	57	81.4	22	73.3	46	76.7	66	82.6	44	88.0	29	96.7
No	13	18.6	8	26.7	14	23.3	14	17.5	6	12.0	1	3.3
<b>Food &amp; beverage</b>												
Yes	49	70.0	22	73.3	52	86.7	64	80.0	46	92.0	26	86.7
No	21	30.0	8	26.7	8	13.3	16	20.0	4	8.0	4	13.3

Keys: F = frequency, % = percentage. Source: Field survey, 2022

*Relationship between Tourists's Level of Satisfaction and Their Willingness to Pay for Ecotourism Services:* Table 4 presents the Pearson correlation relationship between tourist's level of satisfaction and their willingness to pay for ecotourism services in the study area. Since the p-value which is 0.000 is less than 0.05, there is significant relationship between tourist's level of satisfaction and willingness to pay for ecotourism services with attractiveness of site, staff helpfulness, available varieties of recreational facilities, cultural & entertainment services, food & beverage services, courtesy from staff, guided educational tour services, interpretative facilities services signage's and available educational guide for tourist, recreations services affordable toll fee accommodation services and shopping services in the study area. We therefore reject the null hypothesis and uphold the alternate. Findings from this study showed that majority of the tourists in selected ecotourism destinations were satisfied with their ecotourism services provided and

recreation experience an indication that their expectations were met to a certain extent which agrees with Said and Maryono (2018) who stated that visitor satisfaction is a function of expectation and expectancy confirmation. This study also shows that destination attributes especially the attractiveness of the site, presence of ecotourism services and also presence of varieties of recreational facilities was a major determinant of visitors' satisfaction which is in consonance with Lai *et al.* (2010) that the overall satisfaction largely depends on the visitors' satisfaction with the destination attributes. This study also revealed that the visitors were satisfied with accommodation services, cultural and entertainment services and interpretative facilities. This is in line with Frias-Jamilena *et al.* (2013) that accommodation quality tends to enhance tourists' perceived value towards their spending, and this will increase tourists' satisfaction level. The study also showed that the visitors were satisfied with food and beverage

services, affordable toll fees, available educational guides for tourists, courtesy from staff and staff helpfulness at the sites and this could further improve their overall satisfaction with the sites as opined by

Kim and Chen (2010) that the issue of “food service experience” has been underestimated within the works studying tourist satisfaction.

**Table 4:** Relationship between tourist’s level of satisfaction and their willingness to pay

Level of Satisfaction	Correlation value (r) Tourist WTP	Significant Value	Decision
Attractiveness Of Site	0.298	0.000	Significant
Staff Helpfulness	0.288	0.000	Significant
Available Varieties of Recreational Facilities	0.348	0.000	Significant
Cultural & Entertainment Services	0.390	0.000	Significant
Food& Beverage	0.386	0.000	Significant
Courtesy From Staff	0.229	0.000	Significant
Guided Educational tour Services	0.149	0.007	Significant
Interpretative Facilities Services	0.272	0.000	Significant
Signage and Available Educational Guides for Tourist	0.308	0.000	Significant
Recreations Services	0.351	0.000	Significant
Affordable Toll Fee	0.276	0.000	Significant
Accommodation Services	-0.050	0.000	Significant
Shopping Services	0.269	0.000	Significant

It is also supported by Yeoman *et al.* (2012) who envisaged that the availability, affordability, and convenience of tourism transportation infrastructure that enhance the accessibility quality of a destination tends to lead to better success of a tourism destination. Each ecotourism destination is faced with some challenges affecting the development of tourism. The major challenge indicated by both the tourists and staff are difficulty reaching the sites. The road to the destination is always flooded during rainy season and it therefore becomes difficult for tourists to access the site and that leads to damage of cars. Similarly, a study conducted by Ijeomah and Okoli, 2016 reported that the road to Farin Ruwa waterfall (a tourism hotspot) of Wamba in Nasarawa State is always flooded during rainy season. Findings also revealed that tourists in some of the sites said that overpricing of ecotourism services is one of the issues they face, whereas tourists in others sites said they have never had a problem with overpricing. This assertion is in line with the findings of Nadube and Akahome (2017) who revealed the following challenges that have been faced in the southern region of Nigeria poor facility aesthetics of the destination, poor consumer purchasing power, political instability and violence. Also, the findings indicated that tourists had difficulty getting information about ecotourism destinations, possibly due to the proximity and location of the sites, whereas tourists in others sites had never had difficulty getting information about ecotourism destinations. Similarly, a study conducted by Ijeomah and Okoli, 2016 reported that the road becomes difficult for tourists to access the site. Furthermore, the findings showed that tourists identified accommodation quality and availability as a challenge. This indicates that they

were dissatisfied with the quality of the accommodations provided to them, and that the smaller ones on the ground are also occupied. This assertion is in line with the findings of Nadube and Akahome (2017) who revealed the following challenges that have been faced in the southern region of Nigeria poor facility aesthetics of the destination, poor consumer purchasing power, political instability and violence, poor accommodation facility.

*Conclusion:* This study concluded that all the ecotourism services are essential for the satisfaction of tourists. Their overall satisfaction with the sites is primarily explained by the service aspect of the trip. Visitors’ willingness to recommend the sites indicates their satisfaction with the services provided at the sites. It was also concluded that individual satisfaction varies as some were satisfied more with tour guide services and least satisfied with the others, hence a need to generally improve on all services so as to facilitate a general satisfaction with the services.

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