



INFLUENCES OF VISITORS' MOTIVATION TOWARDS THEIR REVISIT INTENTION TO SELECTED ZOOS IN LAGOS STATE

Oluwaseyi F. O and Oluwaseyi M. A.

¹Department of Ecotourism and Wildlife Management Federal University of Technology Akure

²Department of Zoology, University of Lagos

*Corresponding Author: oluwaseyifo@futa.edu.ng; oluwaseyifranklin1992@gmail.com; +2347031662462

ABSTRACT

The study focused on the socioeconomic, trip characteristics and motivations of Zoo visitors in Lagos State, Nigeria. The population for the study was the visitors to the selected zoos. The respondents were selected based on their willingness to participate in the study. Two hundred (200) respondents participated in the study. The instrument of data collection was questionnaire which was self-administered by the visitors. Data were analysed using descriptive and inferential statistics (Pearson correlation). The study showed that male visitors visit (Omu resort zoo = 66%; and Qbrat zoo = 60%) and female visitors visit the zoos (Origin zoo = 58%; and Shodex zoo (54%) and majority of the visitors were youth (Origin zoo = 50%; Shodex zoo = 64%; Omu resort zoo = 62%) indicating the vigour and love these age group has for adventures. Most of the visitors to the zoos were single (Shodex zoo = 90%; Omu resort zoo = 72%; Qbrat zoo = 86%; Origin zoo = 60%), were highly educated by attaining to tertiary level of education (Origin zoo = 76%; Shodex zoo = 90%; Omu resort zoo = 78%) and were Christians (Origin zoo = 68%; Shodex zoo = 76%; Omu resort zoo = 86%; Qbrat zoo = 62%). Most of the visitors were gainfully employed (40% and 28% of visitors to Origin zoos were students and self-employed respectively; 46% and 28% of visitors to Shodex zoo had professional jobs and self-employed respectively; (50%) of visitors to Omu resort zoo had professional jobs while 62% of visitors to Qbrat zoo were civil servants). Half of the visitors were low income earners (Origin zoo = 56%, Shodex zoo = 50%, Qbrat zoo = 62%) and they intended to revisit the zoos again (Origin zoo mean value (4.46); Shodex zoo mean value (4.50); Omu zoo mean value (4.28); Qbrat zoo mean value (4.62). Statistically, there is significant relationship between the marital status ($f = 5.46, p = 0.01$), occupation ($f = 21.42, p = 0.0$) and income ($f = 4.54, p = 0.01$) of the zoo visitors and their revisit intentions to the selected zoos. Also, there is relationship between visitors' motivation and their revisit intentions ($f = 17.23, p = 0.01$).

Keyword: Socio-economic Characteristics, Tourism, Motivation, Revisit intention, Zoo.

Correct Citation of this Publication

Oluwaseyi F. O and Oluwaseyi M. A. (2022). Influences of visitors' motivation towards their revisit intention to selected zoos in Lagos State. *Journal of Research in Forestry, Wildlife & Environment* Vol. 14(4): 87 – 98..

INTRODUCTION

Zoos are one type of popular wildlife tourism, like national parks (Boyd and Butler, 2000). Zoos are places where animals are kept in enclosures and shown to the public and where they can be raised (Zoo, 2002). Recently zoos have experienced dramatic and rapid growth world-wide (Andersen, 2001). A study by the

World Association of Zoos and Aquarium found that every year there are more than 700 million visitors visit zoos and aquariums all over the world (WAZA, 2005), potentially exposing themselves to environmental education (Gusset and Dick, 2010). Zoos are the destination for children to learn about animal species and families or everyone who wants to relax. The

zoos were promoted as places where visitors can learn about animals and help endangered species survive and a place for social interaction, relaxation, and a simple outdoor experience (Yilmaz *et al.*, 2010).

Repeat Visitation is very important in the tourism industry. Most of the tourist destinations are mainly relying on the repeat visitors. There peat visit will lead to the loyalty and the loyal visitors will spread their good experiences to other potential visitors to the destination (Bigne, Sanchez and Sanchez, 2001). There are many previous studies about the motivation of the tourists that lead to the repeat visitation to the certain places. Some articles have showed with the evidence that 2 percent of the revisit traveller scan save the 10 percent of the overall cost of the tourist industry (Jacoby and Chesnut, 1978).

Repeat visitors are, of course, familiar with the destination than the first time visitors; therefore it is easier and less costly to serve them in term of services. Moreover, most of the repeat visitors stay at the destinations longer than the first time. The longer stay meaning the more income will come into the tourism industry. The lesser cost to serve there peat visitor plus the longer the duration of stay at the place will generate quite a lot of profit to the tourism industry (Wang, 2004). Furthermore, they will recommend their friends, relatives and everyone that they know to come to visit the destination.

Understanding why people travel is the most frequently asked question in tourist behaviour studies. Even though it is a fundamental question, understanding what motivates tourists to travel is a complex area that psychologists have attempted to explore (Page, 2011). Tourist motivations are the actual needs and preferences of visitors. Many scholars believe that motivation for tourism decision-making is one of the most important elements to understand. Pearce (2011) stated that understanding why people travel was not enough; researchers should investigate why a particular group of visitors chooses a specific destination or experience to understand the motivation better.

Tourist travel motivation has been a significant subject in tourism-related research because it is an important factor in explaining tourists' behaviour, which is critical for tourism development (Crompton, 1979). An empirical examination of tourists' different motivations to visit a specific destination is essential. It helps identify various attributes that need to be promoted to attract other target market groups (Crompton, 1979; Jang and Cai, 2002). One of the major motivations of zoo visitors is the need to see the unseen and unknown in new destinations, thus visitors travel motivations forms an integral part of travel behaviour (Venkatesh, 2006). Travel motivations have been found as one of the most important psychological influences of tourist behaviour (George, 2004; March and Woodside, 2005). Zoos and aquariums tend to reach millions of people all over the world, most of them living in urban areas and having little or no contact with nature. They come to the zoo because they have an interest in animals.

The challenging thing is how to encourage the visitors to revisit the destination. Without any specialty, they will come only once and for the next visit, they will rather go to spend their holiday elsewhere. Therefore, this study will be focusing on the making tourists to revisit the destination. To be able to do that, firstly, we have to know what factors make the visitors revisit.

This research will benefit the tourist agencies because the research identifies the factors that motivate the tourist to visit the zoos. The agencies can highlight the points that motivate major tourists as the advertising tools which will lead more tourists to come to visit the zoos.

This research will also benefit the travellers because the research mainly focuses on the satisfaction of the visitors in order to provide the proper services to maximize visitor satisfaction. The research will also benefit the future researchers since this research can be used as the reference for the future study of the similar topics. Overall, the research findings will benefit the whole tourism industry in Nigeria because the satisfied visitors will come to visit again. The proper services and provision of

satisfaction factors to the visitor will benefit the whole Tourism Industry. This paper will be focusing on the factors that lead to the repeat visitation of the tourists to selected zoological gardens in Lagos State, Nigeria.

MATERIALS AND METHODS

The Study Areas

The study was conducted in four (4) privately owned zoological parks within Lagos State Nigeria. The selected zoos are Qbrat Zoo in Badagry, Omu Zoo in Ibeju-Lekki, Origin Zoo in Ikorodu and Shodex Zoo in Ilupeju. Q-Brat Zoo is located at Araromi Ale near OkoAfo, Badagry. It is a recreational and educational centre based in Lagos with eco-tourism and wildlife preservation as its core mandate. Omu

Zoo is a world of conservation, education and entertainment located at Bogije in Ibeju-Lekki, Lagos which has a land area of approximately 22 hectares is set up in a rainforest environment which allow guests experience and be inspired by the wonders of nature. The resort boasts of different attractions ranging from the zoo, sea world, kayaking, antique museum, boat cruise etc. Origin Zoo is located at Ogolonto in Ikorodu, Lagos with coordinates 6.606689N 3.481961E. The garden offers zoo and museum services. Shodex Zoo located at Anthony in Lagos. It is a well landscaped park with perfect ambience and lush environment for events, fun and hangouts. The garden offers amazing landscapes, zoological garden and conservation.

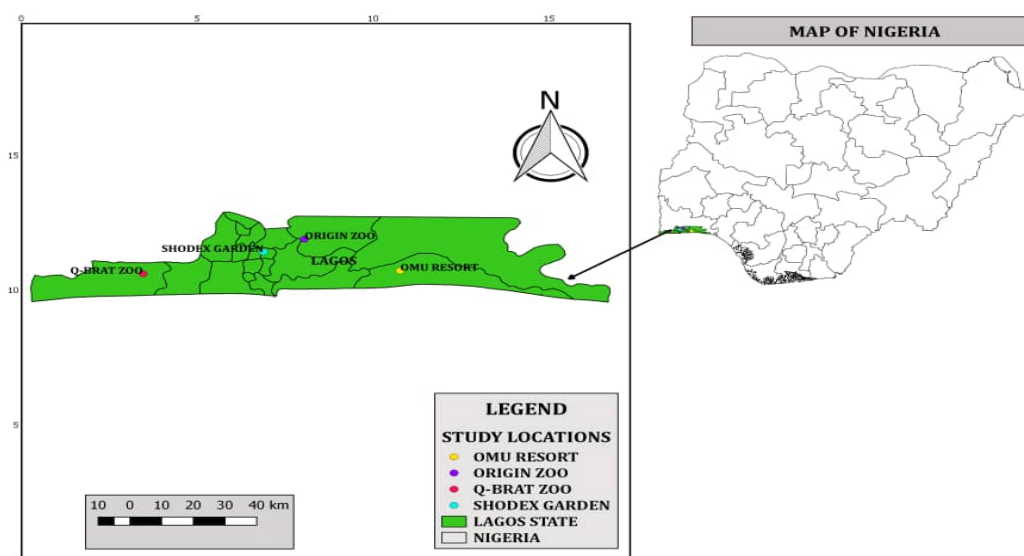


Figure 1: Location of the study sites on map of Nigeria

Methods for Data Collection

Population, Sample, Analysis and Measurement

The statistical population was the visitors to selected zoological gardens in Lagos State, Nigeria. The respondents were selected based on their willingness to participate in the study. Thus, selection was purposive. A total of two hundred (200) respondents were randomly selected from the selected zoos; fifty (50) respondents were selected in each of the zoos. The instrument of data collection was questionnaire which was self-administered by

the visitors. The questionnaire was made up of the socioeconomic, trip characteristics of the visitors and motivations of the visitors. Data were analysed using descriptive (frequencies and percentages) and inferential statistics (Analysis of variance and Regression analysis).

RESULTS

Socio-economic Characteristics of Visitors

The study shows that most of the visitors to Origin zoo (58%) and Shodex zoo (54%) were female while large percentages of visitors to Omu resort zoo (66%) and Qbrat zoo (60%) were male (Figure 2); and majority of the

visitors to the zoos were in their youthful age. Half (50%) of visitors to Origin zoo were within the age group of 31-40 years, while 64% and 62% of visitors to Shodex zoo and Omu resort zoo were within the age group of 31-40 years respectively. However, 46% and 38% of visitors to Qbrat zoo were within the age group of 21-30 years and 31 – 40 years respectively (Figure 3). Figure 4 shows that most of the visitors to the zoos were highly educated attaining to tertiary level of education (Origin zoo = 76%; Shodex zoo = 90%; Omu resort zoo = 78%).

Furthermore, most of the visitors to the zoos were gainfully employed; 40% and 28% of visitors to Origin zoos were students and self-employed respectively; 46% and 28% of visitors to Shodexzoo had professional jobs and self-employed respectively; half (50%) of visitors to Omu resort zoo had professional jobs while 62%

of visitors to Qbrat zoo were civil servants (Figure 5). Going by the monthly income of the respondents, 56% of the visitors to Origin zoo were low income earners, earning between ₦21, 000 and ₦50, 000 monthly, also half (50%) of the visitors to Shodex zoo earned between ₦21, 000 and ₦50, 000 monthly, while 62% of visitors to Qbrat zoo earned between ₦21, 000 and ₦50, 000 monthly (Figure 6). Most of the visitors reside within Lagos State.

Visitors' Travel Pattern

The study shows that 94%, 64% and 58% of visitors to Qbrat zoo; Origin zoo and Shodex zoo respectively were first time visitors, while 52% of the visitors to the Omu resort zoo were repeat visitors (Figure 8).

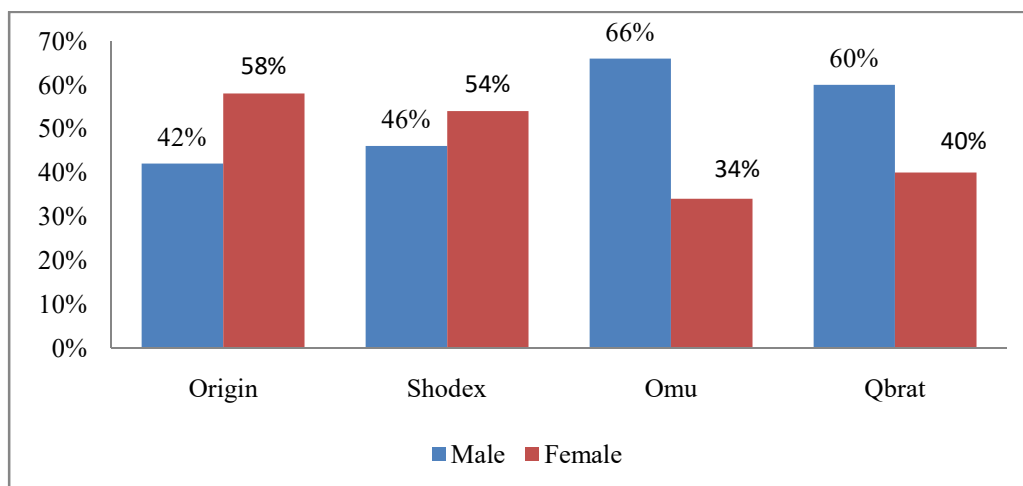


Figure 2: Gender of Visitors to the zoos

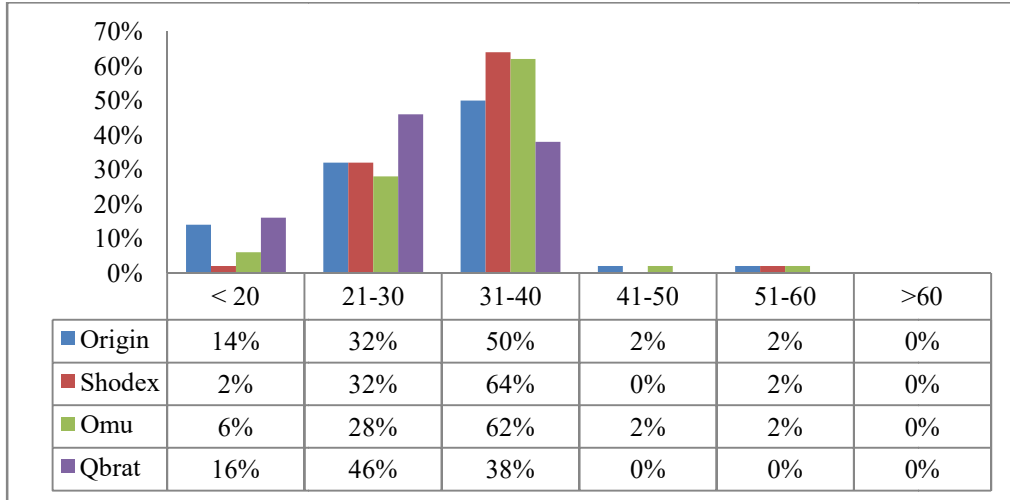


Figure 3: Age of Visitors to the zoos (in years)

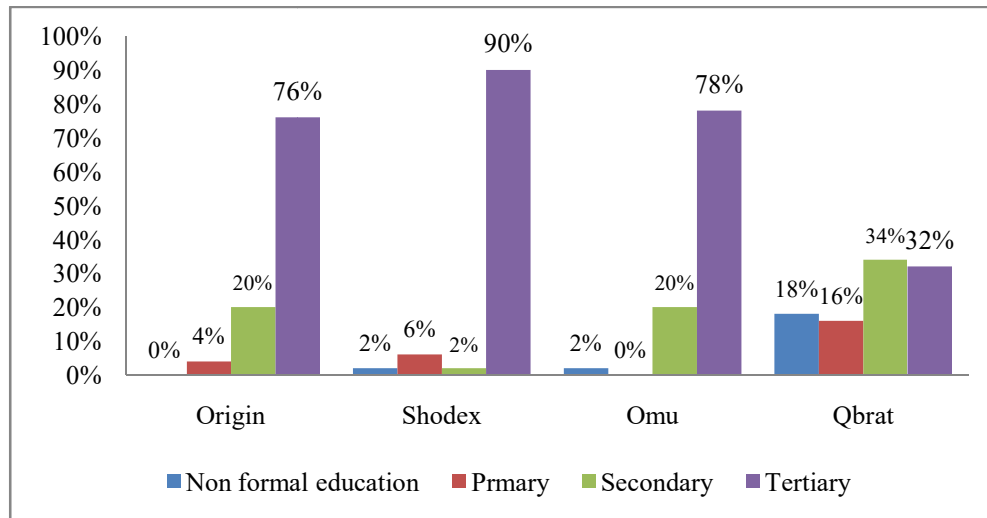


Figure 4: Level of Education of Visitors to the zoos

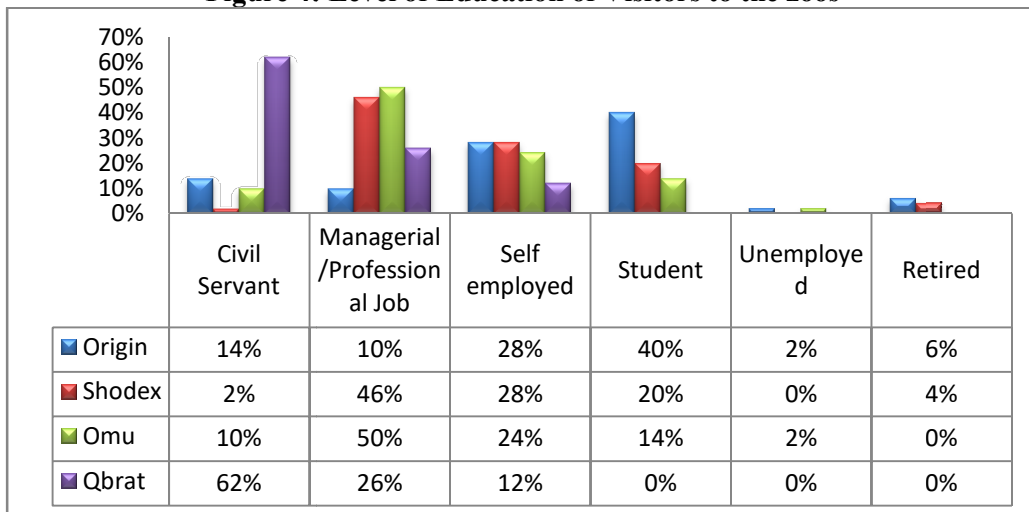


Figure 5: Occupation of Visitors to the zoos

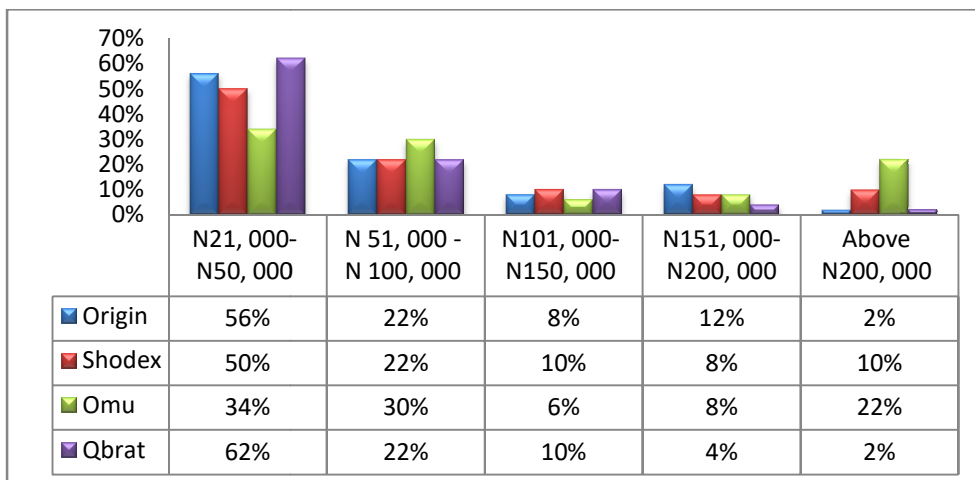


Figure 6: Monthly Income of Visitors to the zoos

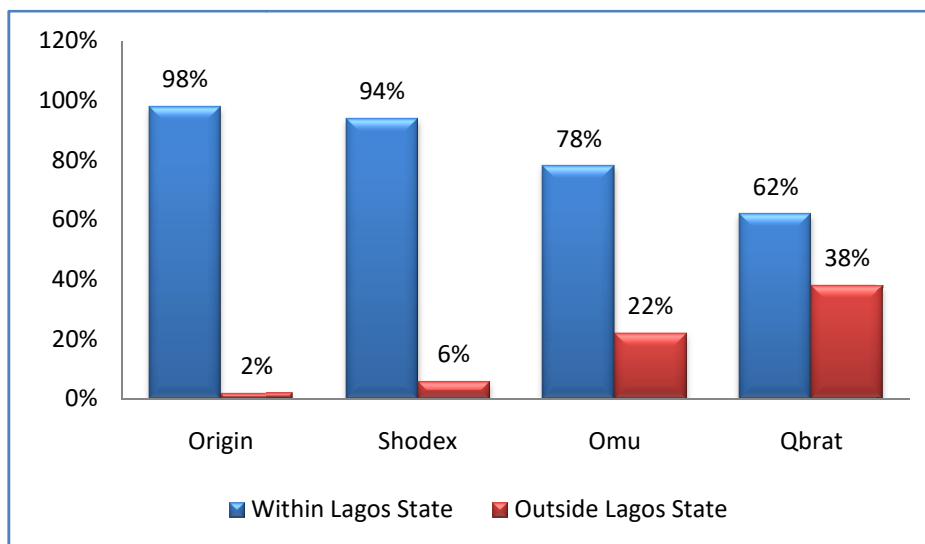


Figure 7: Place of Residence of Visitors to the zoos

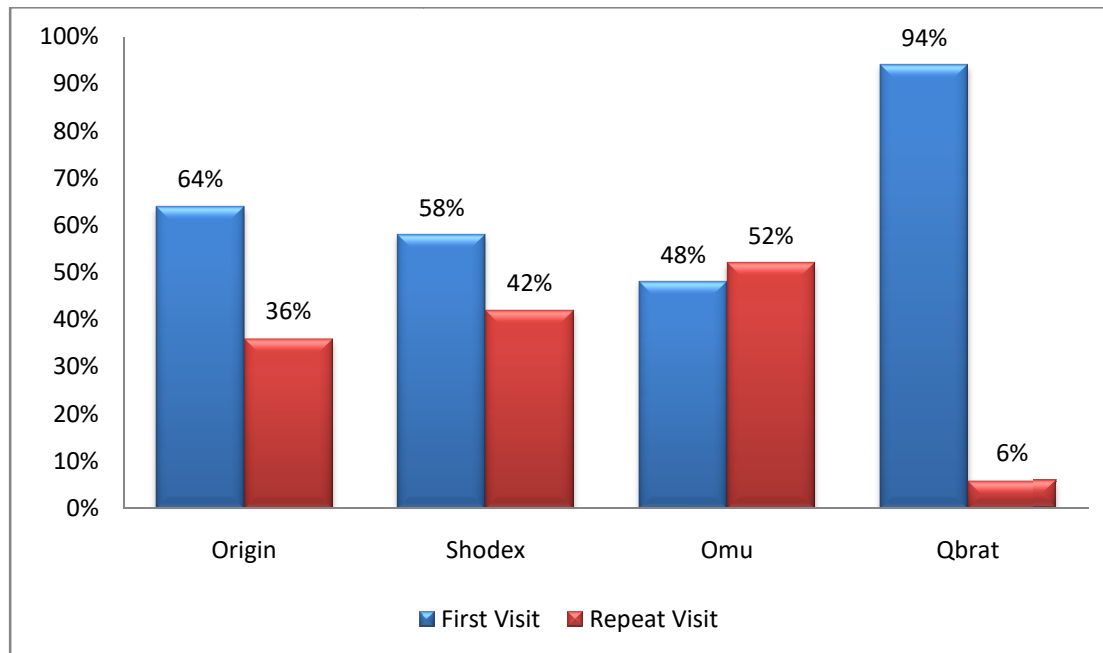


Figure 8: Visitation Pattern of Visitors to the zoos

Visitors' Visit Motivations

Table 1 presents the motivation of visitors to visit the zoos. The highest motivation of the visitors to Origin zoo include “enjoyment of serene environment” (94%), “to spend time with people cared about deeply (94%), “to see wild animals in captivity” (92%). Also, the highest motivation of visitors to Shodex zoo include “enjoyment of serene environment” (90%), “to be emotionally and physically refreshed” (90%); whereas 94% of visitor to Omu resorts were motivated to see wild animals in captivity. However, 100% of visitors to Qbrat zoo came to learn about the natural history of wild animals, 94% came to see wild animals in captivity and to enjoy serene environment as their main motivation to visit the zoos.

Visitors' Intentions/Actual Plan to Revisit the Zoological Gardens

Table 2 presents the visitors' intentions/actual plan to revisit the zoological gardens. The mean values of the visitors' intention/actual plan to revisit Origin zoo ranges from 4.20 to 4.46. The statement “I intend to go to this zoo again in the future” had the highest mean value (4.46); while the statement “I have learnt new things about

wild animals and I will be back to learn more” had the least mean value (4.20). The mean values of the visitors' intention/actual plan to revisit Shodex zoo ranges from 4.50 to 4.62. The statement “I have learnt new things about wild animals and I will be back to learn more” had the highest mean value of 4.62, while the statement “I intend to go to this zoo again in the future” had the least mean value (4.50). The mean values of the visitors' intention/actual plan to revisit Omu zoo ranges from 4.28 to 4.54. The statement “I intend to recommend this place to friends and relatives” had the highest mean value of 4.54; while the statement “The magazine and brochures and other publications of this zoo are well educative and informative, I will be back to get more” had the least mean value of 4.28. The study further shows that the mean values of the visitors' intention/actual plan to revisit Qbrat zoo ranges from 4.34 to 4.62. The statements “Visitation to this zoo had changed my opinion about wild animal conservation, I would like to visit this zoo again to encourage their conservation” and “The experience I had during my visitation it's just as advertised” had the highest (4.62) and least mean value (4.34) respectively.

Table 1: Visitors' Motivation to Visit the zoos

Visitation Motivation	Origin Zoo		Shodex zoo		Omu Resorts		Qbrat zoo	
	Freq	%	Freq	%	Freq	%	Freq	%
To see wild animals in captivity	46	92.0	39	78.0	47	94.0	47	94.0
To learn about the natural history of wild animals	43	86.0	38	76.0	36	72.0	50	100.0
To learn about the need to protect wildlife	38	76.0	39	78.0	30	60.0	38	76.0
To get close to nature	40	80.0	34	68.0	38	76.0	35	70.0
To take photos of wild animals	41	82.0	33	66.0	43	86.0	40	80.0
Enjoyment of serene environment	47	94.0	45	90.0	44	88.0	47	94.0
Education and research	38	76.0	24	48.0	29	58.0	35	70.0
To seek adventure	42	84.0	41	82.0	44	88.0	38	76.0
To get away from home	36	72.0	39	78.0	39	78.0	27	54.0
To be emotionally and physically refreshed	35	70.0	45	90.0	44	88.0	25	50.0
To spend time with people cared about deeply	47	94.0	36	72.0	40	80.0	40	80.0

Table 2: Visitors' Intentions/Actual Plan to Revisit the Zoological Gardens

Intention Statement	Origin zoo		Shodex zoo		Omu zoo		Qbrat zoo	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD
I intend to go to this zoo again in the future	4.46	0.76	4.50	0.51	4.40	0.83	4.36	0.49
I intend to recommend this place to friends and relatives	4.32	0.77	4.52	0.61	4.54	0.86	4.54	0.61
The experience I had during my visitation it's just as advertised	4.30	0.86	4.54	0.61	4.52	0.84	4.34	0.69
I have learnt new things about wild animals and I will be back to learn more	4.20	1.01	4.62	0.60	4.32	0.87	4.42	0.70
The magazine and brochures and other publications of this zoo are well educative and informative, I will be back to get more	4.38	0.92	4.52	0.71	4.28	0.88	4.36	0.69
Visitation to this zoo had changed my opinion about wild animal conservation, I would like to visit this zoo again to encourage their conservation	4.36	0.85	4.54	0.65	4.42	0.86	4.62	0.53

Remarks: 4.5-5.0: Strongly Agree, 3.5-4.4: Agree, 2.5-3.4: Undecided, 1.5-2.4: Disagree, and <1.5: Strongly Disagree

Relationship between the Socioeconomic Characteristics of Visitors and their Revisit Intention

Table 3 presents the relationship in the socioeconomic characteristics of the visitors and their revisit intentions. Statistically, there is significant relationship between the marital

status ($f = 5.46$, $p = 0.01$), occupation ($f = 21.42$, $p = 0.0$) and income ($f = 4.54$, $p = 0.01$) of the zoo visitors and their revisit intentions to the selected zoos. Statistically, there was no significant relationship in the gender, age, level of education and religion, residence and nationality of the zoo visitors.

Table 3: Relationship between the Socioeconomic Characteristics of Visitors and their Revisit Intentions

Variables	Revisit Intentions	*Sig
Gender	0.20	0.82
Age	0.79	0.37
Marital Status	5.46	0.01**
Education	0.68	0.51
Religion	0.39	0.68
Occupation	21.42	0.00**
Income	4.54	0.01**
Residence	5.34	0.34
Nationality	13.03	0.50

$P < 0.01$ **

Relationship between Visitors' Travel Motivations and their Revisit Intentions

Table 4 presents the relationship in visitors' motivation and their revisit intentions.

Statistically, there is significant relationship ($f = 17.23$, $p = 0.01$), the zoo visitors' travel motivations and their revisit intentions to the selected zoos.

Table 4: Relationship between Visitors' Travel Motivations and their Revisit Intentions

Variables	Revisit Intentions	*Sig
Travel motivations (total)	17.23	0.01**

$P < 0.01$ **

DISCUSSION

Findings from this study show that majority of the visitors to Omu resort zoo and Qbrat zoo were male, while majority of visitors to Origin zoo and Shodex zoo were female. Ogunjinmi *et al.* (2017) reported that more male visitor's visits UI zoo, T.A Afolayan Wildlife Park and FUNAAB zoo Park. Adetola *et al.* (2016) in University of Ibadan Zoological Garden reported that 51.5% of the visitors were male. Alarape (2015) in Markurdi Zoological Garden reported more male visitors, Hun and Anuar (2014) in Malaysian National Zoo also reported that 56% of visitors as male. However, Knežević *et al.* (2016) reported that of 64% of visitors to Zagreb zoo, Croatia were female. World Association of Zoos and Aquariums (WAZA, 2014) in their

report on zoos and aquarium reported that 50.3% of visitors to zoos were female.

The study shows that larger percentages of the visitors to the selected zoos were in their youthful age, within the age group of 31-40 years (53.5%) and 21-30 years of age (34.5%). This supports the findings of Ogunjinmi *et al.* (2017) which reported that larger proportion of visitors to UI Zoo, T.A Afolayan Wildlife Park and FUNAAB zoo Park were within the age group of 21-40 years of age. Also, this is in agreement with the findings of Knežević *et al.* (2016) which reported that 56% of the visitors to Zagreb zoo were within the age group of 25-39 year olds; Hunand Anuar (2014) reported that 91% of the visitors to National zoo, Malaysia were within the age group of 18-45 year old.

Association of Zoos and Aquariums, AZA (2014) reported that 57% of the visitors to zoos and aquariums were within the age group of 21-35 years.

Furthermore, findings from the study show that large proportions of visitors to the zoos were single. This in agreement with the findings of Hunand Anuar (2014) which reported that 51% of visitors to National Zoo, Malaysia were single; but, this is inconsistent with the findings of Karanikola *et al.* (2014) in Zoo of Thessaloniki, Greece which reported that 64% of visitors were married. Dutta (2005) also reported that most of the visitors to the National Zoo in South Africa are married. The educational status of the visitors shows that most of the visitors were highly educated attaining to tertiary level of education. Joseph (2008) reported that over half (51.2%) of visitors to selected AZA Zoos had college degree or higher. High proportions of visitors to the zoos were Christians. This supports the findings of Ogunjinmi *et al.*, (2017) which reported that larger percentages of visitors to UI zoo, T.A Afolayan Wildlife Park and FUNAAB zoo Park as Christians. The study shows that large proportions of the respondents were gainfully employed, some had managerial/professional jobs, some were self-employed and some were civil servants. Only 24.5% of the visitors were students. Adetola *et al.* (2016) reported that 52.1% of visitors to University of Ibadan Zoological garden were students.

The study shows that 50.5% of visitors to the zoos earned between ₦ 21, 000 - ₦ 50, 000 as their monthly income. Ogunjinmi *et al.* (2017) reported that larger proportions of visitors to UI zoo, T.A Afolayan Wildlife Park and FUNAAB zoo Park as low income earners; Adetola *et al.* (2016) also reported that 63.6% of the visitors to University of Ibadan Zoological garden earned less than ₦ 20, 000 as their monthly income. Association of Zoos and Aquariums in their findings in 2014 reported that half (50.7%) of the visitors to zoos were high income earners. The study further indicated that majority of the visitors reside within Lagos State and were Nigerians. Shani (2012) in Central Florida zoo, USA reported that 66.9% of visitors were domestic visitors from United State of America.

Most of the visitors to the zoos were first time visitors. Neves (2007) in Asia Trail Smithsonian National Zoological Park reported that 77% of the visitors were repeat visitors. Lancaster (2013) in Dartmoor Zoo and Paignton's Zoo, England reported 57% and 86% of the visitors as repeat visitors respectively, Couch (2013) in Detroit Zoo, reported 80% as repeat visitors, while Couch (2013) in Potter Park Zoo, USA reported that 53% of the visitors to the Zoo as first time visitors. The highest motivation of visitors to the zoos was to enjoyment of serene environment, to see wild animals in captivity, to learn about the natural history of wild animals, to seek adventure, to take photos of wild animals, to be emotionally and physically refreshed, to get close to nature, to learn about the need to protect wildlife and to get away from home. Knežević *et al.* (2016) reported that visitors chose watching wild animals, enjoying nature and spending quality time as their main motivation for visiting the zoos. According to Boyd *et al.* (2014) the main motivation of zoo visitors is to satisfy their curiosity to see wild animals in captivity. Jordan and du Plessis (2014) in National Zoological Gardens of South Africa showed that some people visit the zoo in order to have a self-directed zoo experience (e.g., relaxation, recreation), while other visit the zoo to promote the welfare of others (e.g., family togetherness). Karanikola *et al.* (2014) reported that visitors to the zoo were primarily motivated by the prospect of spending a pleasant day out with their family. The array of animals on display at the Zoos is a major factor the visitors considered before visiting. Allenby (2014) National zoological garden, South Africa that reported majority (93.36%) of visitors visited the zoo so as to know more about the animals and as well watch them. The study also shows that majority of the visitors have intention to revisit the zoological garden again. This is in agreement with the findings of Franklin (2013) in a study conducted in Lisbon zoo, Portugal who reported that 94.5% of visitors to the Lisbon zoo said they intend to revisit the zoo again.

CONCLUSION

The study showed that majority of the visitors was in their youthful age and single, highly educated by attaining to tertiary level of education and Christians. Most of the visitors were gainfully employed, while half of the visitors were low income earners. Majority of the visitors reside within Lagos State.

REFERENCES

- Adetola, B.O., Adenuga A. J. and Morenikeji, O. (2016). Willingness to pay for Captive Wildlife Tourism at The University of Ibadan Zoological Garden. *Journal of Research In Forestry, Wildlife and Environment*, 8(2): 58-72
- Alarape, A.A., Yager, G.O. and Salman, K.K.(2015). Assessment of Tourists Satisfaction and Perception in Makurdi Zoological Garden, Benue State, Nigeria. *Journal of Research in Forestry, Wildlife and Environmental*, 7(1): 1-12
- Allenby, M. C. (2014). Experience management in the National zoological gardens of South Africa, University of Pretoria, Msc. Thesis, 100p
- Andersen, L. (2001). Zoo education: from formal school programmes to exhibit design and interpretation. *International Zoo Yearbook*, 8(1),75 - 81
- Bigne, J. E., Sanchez, M. I., and Sanchez, J. (2001).Tourism image, evaluation variables and after purchase behaviour: inter-relationship. *Tourism management*, 22(6), 607-616.
- Boyd, S. and Butler, R. (2000). *Tourism and national parks*. Chichester: Wiley.
- Couch, A. S. (2013). Zoo visitor satisfaction with animal visibility, Masters of Science Thesis submitted to Michigan State University. 92p
- Crompton, J. (1979). Motivations for pleasure vacation. *Annals of Tourism Research*, 6(4), 408-424
- Dutta, T. (2005). Visitor profile at Peshwe Zoo, Maharashtra. *Zoos' Print*, 20(8): 13-16.
- George, R (2004). *Marketing South African Tourism and Hospitality*, 2nd ed, Oxford, Oxford University Press.
- Gusset, M., and Dick, G. (2010). The global reach of zoos and aquariums in visitor numbers and conservation expenditures. *Zoo Biology*, 30(5), 566-569
- Hun S.D. and Anuar A, (2014). Willingness To Pay For Public Ecotourism Services In Malaysia. Centre for Studies of Urban and Regional Real Estate (SURE). p 32-45
- Jang, S. C., and Cai, L. A. (2002). Travel motivations and destination choice: A study of British outbound market. *Journal of Travel and Tourism Marketing*, 13(3), 111-133.
- Joseph, S. (2008). "From Visit to Action: How Zoo Visitor Characteristics Influence Environmentally-Responsible Behaviour ". All Theses. Paper 368(2): 22-37
- March, RG; and Woodside, AG (2005). *Tourism Behaviour: Travellers' Decisions and Actions*, CABI Publishing, Cambridge.
- Neves, C. M. P. (2007). Museum Visitation as a Leisure Time Choice: A Background Report to the Smithsonian Board of Regents. Smithsonian institution press, 28p
- Ogunjinmi, A. A., Oniya, B.J. and Oboh, B. (2017). Assessment of Visitors' Profiles, Motivation and Awareness of Safety Rules in Zoos in South-Western Nigeria. *Applied Tropical Agriculture* 22(1): 1-8
- Page, S. (2011). *Tourism management: An introduction*. 4th ed. Oxford: Butterworth Heinemann.
- Pearce, P. (2011). *Tourist behaviour and the contemporary world*. Bristol: Channel View Publications
- Shani, A. (2012). A quantitative investigation of tourists' ethical attitudes toward animal-based attractions. *Journal of Tourism Studies* 60(2): 139-158

- Venkatesh, U (2006). "Leisure: Meaning and Impact on Leisure Travel Behaviour", *J. Serv. Res.* 6(1): 87-108.
- Wang, D. (2004). Tourist behaviour and repeat visitation to Hong Kong. *Tourism Geographies*, 6(1),99–118
- World association of Zoos and aquariums. (2005). *Building a Future for Wildlife: The World Zoo and Aquarium Conservation Strategy*. Bern: WAZA Executive Office.
- Yilmaz, S.; Mumcu, S. and Ozbilen, A. (2010). Effects of spatial differences on. *Scientific Research and Essays*, 5(16), 2327 – 2340
- Zoo (2002). Retrieved November 10, 2022 from <http://en.wikipedia.org/wiki/Zoo>