Website and Television Broadcasting of National Parks: A Perceived Possibility of Promoting and Marketing of National Parks in Nigeria

Irunokhai E. A.

Abstract

The current coronavirus outbreak has made several organizations such as schools, churches, real estate consultants, tourist attraction centres begin to exploit the benefits of information technology to ensure the continuous running of their operation through website and television broadcast. The need for National Park in the developing countries to showcase their flora, fauna and environment through website and television broadcast intervention (WTBI) are not farfetched. It is believed WTBI could market and promote national parks in developing countries to potential tourists, because through website and television broadcast intervention WTBI, the developed countries have achieved high operational efficiency and income to increase National Park Visitation Intention (NPVI) of tourists. As such they have generated so much income through tourism to their national parks. The study utilized online survey to evaluate the adequacy of current WTB intervention puts in place by management of national parks in Nigeria and the consequent effects of improving on current WTBI to market and promote national parks in Nigeria.

Index terms— national park, marketing and promotion, national park visitation intention, website and television broadcast.

1 Introduction

omputers have been adopted to support many aspects of business transaction from marketing to goods and services delivery and its adoption has always been a boost to the business aspects it has been annexed to support (Emuoyibofarhe, Adigun and Emuoyibofarhe, 2020). The Coronavirus lockdown which ravaged almost every part of the world has further shown that adoption of information communication technology in many aspects of business dealings could reduce the need for face to face interaction of business to business and business to consumer by allowing remote business dealings.

Remote marketing is one of the many aspects of business transactions that higher percentages of businesses have been able to adopt information communication technology to acquire wider spectrum of customers. However, nature and conservation parks in many developing countries including Nigeria may not have annexed the opportunities presented by information communication technology for better patronage. This was what made Hogenauer (2005) said that the concept of marketing to draw additional visitors to national parks is oxymoronic to many park administrators. This may be due to the fact that resource preservation is seen as the clear priority in many of these national parks and they are therefore not looking more at the aspect of revenue generation.

The low priority given to marketing of national parks in developing countries may contribute to low revenue generation in many of these developing countries unlike the more developed countries that have made ecotourism one of the sectors of their economies wherein they generate high revenue (Eagles, 2002). It is a point to note that many of the developing countries possess higher numbers of tourist spots with natural attractions and which offer ecotourism compared with the developed countries; however, these have been under-utilised for revenue generation (Onihunwa, 2019). Nigeria which serves our case study has great potential in nature tourism and ecotourism.

Table 1 shows basic information about national parks in Nigeria. The increasing demand for outdoor recreation areas of every kind and the extinction rates of majority of animals are the rationale for establishment of National parks in Nigeria (Onihunwa, 2019). They are saddled with the responsibility of conservation of selective and representative samples of wildlife communities in Nigeria; the conservation of biological diversity in Nigeria; the promotion and provision of education about wildlife and nature conservation and protection of endangered species of wild plant and animals and their habitat. Therefore, it seems much concentration is given to wildlife protection as opposed to revenue generation, in fact national parks in Nigeria constitute majorly of staffs that serve to protect the parks from intruders and the admin staffs do little marketing or promotion of national parks for revenue generation.

Mohammed et al (2013) listed the followings as the environmental significance of the National Park Service in Nigeria:

i. Conservation of wildlife throughout Nigeria so that the abundance and diversity of species are maintained at the optimum levels commensurate with the other forms of land use in order to ensure the continued existence of wildlife for the purpose of their sustainable utilization for the benefit of the people; ii. Preservation of outstanding scenic, natural, scientific, recreational and other values in the National Parks; iii. Protection and maintenance of crucial wetlands and water catchments areas; iv. Implementation of relevant international treaties, agreements or other arrangements regarding, relating to, or connected with protected areas and wildlife management to which Nigeria is a party, in so far as the power to implement those international treaties, agreements and arrangements is conferred on the National Park Service by the Federal Government; v. The promotion and provision of education about wildlife and nature conservation; and vi. Conservation of biological diversity in Nigeria.

Judging from the above listed, revenue generation is not at the heart of Nigerian national parks establishment, that may be the reason why they are not been properly marketed. This study set to open the eyes of policy actors in National parks in Nigeria to prioritize revenue generation and see need for marketing national parks a proposed action plan. At the heart of developing marketing strategy of a product or service is the ability to understand and analyse the purchase decision of consumers of that product or service (Koc, 2004). However, very little has been published/researched on the "purchase decision" behaviour of visitors and potential visitors to national park, and little has been committed for either accomplishing such research or implementing broad market appeals. However, the researchers believed adequate remote marketing through adequate provisioning of visualization of national parks flora, fauna and environment present opportunity to influence the purchase decision of potential tourists to national parks. This study therefore set to investigate the possibility of promoting and marketing national parks in Nigeria better through website and television broadcasting in order to affects positively National Park Visitation Intention (NPVI) of potential tourists.

2 a) Purpose of the Study

The aim of the study is to establish whether or not Website and Television Broadcasting (WTB intervention) of national parks can be used to promote and market nature conservation and promotion of national parks in Nigeria in order to improve national park visitation intention of potential tourists. The specific objectives include: i. To investigate the extent to which WTB intervention has currently been annexed to promote and/or market national parks in Nigeria. ii. To evaluate the effectiveness of current WTB intervention being annexed to promote and/or market national parks in Nigeria on NPVI of potential tourists.

iii. To evaluate whether or not improving WTB adoption would affect positively NPVI of potential tourists. iv. To make recommendations based on the findings.

3 b) Research Hypothesis

The study was based on the following assumptions: i. The current WTB intervention being annexed by national parks in Nigeria is not effective enough to have attracted wider spectrum of customers and boasted of high revenue generation. ii. Marketing and promoting national parks through adequate WTB intervention present possibility of assuring potential tourist of visitation satisfaction to the park even before visiting the park thus providing remote feel of tourism satisfaction to the national parks. iii. Based on (i) and (ii), effective WTB stimulates NPVI of potential tourists thereby attracting more prospective tourists to visiting the national parks.

Based on the assumptions, the study is guided by the following research hypotheses:

? H 0 1: The current WTB intervention puts in place by management of National parks in Nigeria is not effective enough to market and promote national parks in Nigeria.

? H 0 2: The perceived opportunity to market national parks is not significant.

? H 0 3: Provision of adequate (suitable and effective) WTB will have no significant effect on NPVI of potential tourists.

4 II.

5 Literature Review

National park authorities in Nigeria may have tried to computerize their information system and involve in some television programs on the national television station. However, the computerised information system accessible

through http://www.nigeriaparkservice.org and the occasional television programs on the National Television Authority (NTA) seems inadequate to market and/or promote of national parks to potential tourists to stimulate National Park Visitation Intention (NPVI) of potential tourists.

According to Chen and Tsai (2007) tourist visitation intent is seen in three perspectives previsitation, during visitation, and post-visitation. In more practical terms, these three phases refer to: choice of a destination, subsequent evaluation, and future behavioral intention. In tourism context, behavioral intention is often referred to as: plan to visit, repeat visit and recommending a destination. It was noted by Onihunwa (2019) that the only means potential tourists get access to the national parks in Nigeria and through which researchers get useful information about the national parks still involve scheduling pre-tour visits to the national parks. According to Onihunwa (2019), the potential tourists are therefore faced with the following challenges: ? Inability to make bookings and reservations online, hence tourists have to make journeys twice to the parks e.g. a pre-tour and the main tour. ? Inability of the tourists to get timely answers to their pre-tour questions. ? Inability of tourists to get unaided direction to the national park.

Furthermore, Onihunwa (2019) went on to state that the national parks in Nigeria (with emphasis on Kainji lake national parks) were also faced with the following challenges: ? Inability to attract wider spectrum of tourists to the national park, hence, it offers lower market potentials. ? Income generated at Kainji lake national park is not as much as web based managed national parks in some other countries due to reduced tourist in flow. Onihunwa (2019) went on to develop a web information system for Kainji lake national park in Nigeria. It was stated that the research was necessitated because the current web information system in place for national parks in Nigeria was not designed with the intent of marketing the national parks. The system was made available to users (potential tourists) using HTML/PHP/CSS/MySQL technology. The system was developed to aid potential tourists to the national park the ability to check for staff availability at proposed period of visit, perform online reservation and booking, and provide the map and direction service to the park without need for paying pre tour visit to the national park both the patient and nurses to be in the same location at the same time. However, the system's capability and adequacy to market the national parks and attract tourists' interest in visiting the national park was not examined.

Abimbola (2017) worked on perceived factors affecting the patronage of domestic tourism in Osun state. In the study, the questionnaire served the major research instrument. The questionnaire samples were administered to 400 respondents. The data collected were analysed using descriptive statistics, linear regression and Pearson correlation. It was found that majority of respondents do not have adequate knowledge about tourism activities in the state and accessibility of the tourist destinations was found to be a major issue.

Mihanyara, Abd Rahman, Aminudin (2016) worked on the Effect of National Park Mobile Apps (NPMA) on National Park Behavioural Intention (NPBI) using Taman Negara National Park as case study. In the study, a model which includes the effect of NPMA, as well as mediating effect of National Park Satisfaction (NPSat) on tourists' NPBI. A self-administrated questionnaire was distributed among 500 tourists from developed countries visiting Taman Negara National Park (TNNP). The data was examined through deployment of structural equation modelling. The findings revealed that NPMA does not affect NPBI directly, however, NPMA has significant indirect effect on tourists' NPBI through mediation effect of NPSat. Furthermore, NPSat was a full mediator.

Boit and Doh worked on the role of destination attributes and visitor satisfaction on tourist repeat visit intentions: the case of lake Nakuru National Park, Kenya in 2014. The results of the research show that some of the park's destination attributes affected visitor satisfaction, and a positive influence was found between tourist satisfaction and repeat visit intentions to Lake Nakuru National Park.

It is the contention of this study that website and television broadcasting of Nigerian national park attributes including flora, fauna present and environment of the national parks could give a virtual experience of the parks to prospective tourists and stimulates more patronage of national parks in Nigeria thus bringing in more revenue through tourists' visits.

6 III.

7 Methodology a) Research Design

The research employed the survey design, there is no special treatment given to the subjects and there is no control group. At the beginning of the study, a checklist of awareness mechanism of Nigerians about existence of national parks in Nigeria was obtained and the survey was based on the checklist obtained.

The study include potential tourists to national parks in Nigeria all around the world, however the study was narrowed down to those residents in Nigeria based on the elaborateness of including all potential tourists around the world. Furthermore, the study was conducted during the corona virus lockdown therefore only interested participants were included in the online survey. The research instrument was a self-constructed National Park Marketing Adequacy Questionnaire (NPMAQ). The questionnaire consists of sections A, B and C, section 'A' collects information about the demographic characteristics of the respondents while section 'B' consists of awareness of the respondents about existence of national parks while section C collect information about national park marketing and promotion in Nigeria, effects on respondents' intents to visiting national parks.

The self-constructed questionnaire was inputted into Google form and the website link to access the Google form was sent via WhatsApp and FaceBook to contacts of all researchers that carried out the study. Follow up

messages were sent to the prospective respondents within a period of two weeks. The NPMAQ Google form was made accessible to participants between 18 th of May and 4 th of June 2020. A total number of one hundred and fifty nine (159) responses were retrieved. Some of the questionnaires were open ended questions while some are in various point likert scales and others are in grading scales questions.

The data collected from the participants were analysed using charts, Pearson correlation statistics, paired sample and independent sample T-Test statistics with the aid of Microsoft Excel and Statistical Package for Social Sciences (SPSS).

IV.

8 Results and Discussions a) Personal Data of respondents

The results presented in figures 1 to 4 shows the characteristic distribution of the respondents. Figure 1 shows that the respondents consists of population of various age brackets with the highest been 31-45 years closely followed by those within the age of 16-30 years. Figure 2 shows that the respondents possess various educational qualifications ranging from primary (elementary) to tertiary educational levels. Figure 3 shows that higher percentage of the respondents have access to satellite television and figure 4 shows that higher percentage of the respondents also have access to mobile internet.

9 b) Data Analysis

Based on the assumptions in this study, the effectiveness of WTB intervention currently being annexed by national parks in Nigeria is depicted in figures 5 (i) and (ii). The possibility presented by WTB intervention of potential tourists' assurance of visitation satisfaction and consequential effects on visitation intents is presented in figures 6 (i), (ii) and (iii). In testing the hypothesis stated, table 2 shows the effectiveness of the current WTB intervention puts in place by management of national parks. Analysis of perceived opportunity of marketing national parks in Nigeria through WTB intervention was presented in table 3. Furthermore, paired sample t-test statistics of the effects that adequate promotion and marketing of national parks with WTB intervention will have on prospective customers' visitation intent to national parks was presented in table 4. V.

10 Discussion of Findings

The result of the analysis presented in Table 2 shows that the current WTB intervention puts in place by management of national parks was significantly less effective as compared with market/promotion done through traditional means ($p < 0.01$ and $? > 0$). This was corroborated by figure 5 (i) that shows that the channel of awareness through internet (37.4%), radio and/or television programs (34.2%) and social network (21.9%) were less compared with channel of awareness through traditional means such as subject taught in school (34.2%), close proximity to the park (43.2%) and discussion with friends (41.3%). Figure 5 (ii) further showed that level of promotion of national parks through the entire WTB channels tends to be poor. This is similar to the report by Eagles (2002) that said low priority is given to marketing of national parks in developing countries.

Table 3 shows that a significantly high opportunity exist for marketing national parks through WTB intervention in Nigeria which is the average expected value on a rating scale of 1 to 25 ($? = 20.87$, $p < 0.01$). This is not farfetched because majority of the respondents already have access to satellite television and mobile internet as shown in figures 3 and 4 respectively. This was why Onihunwa (2019) said opportunity exists for developing countries to market national parks to potential tourists. This might be because developing countries possess higher numbers of tourist spots with natural attractions which offer ecotourism and the indigenes and visitors to the countries are always in search of attraction spots which are often times inaccessible.

Table 4 shows the National Park Visitation Intention of prospective tourist with or without WTB intervention. The results shows that WTB intervention has the potential to be significantly effective to influence potential tourists' plan to visit national parks ($? = 0.34$ and $p < 0.01$), repeat visitation to national parks ($? = 2.14$ and $p < 0.01$) and recommend tourism visitation to national parks to friends ($? = 0.35$ and $p < 0.01$). This contradicts the findings of Mihanyar, Abd Rahman, Aminudin (2016) that found that there is no significant relationship between NPMA and NPBI.

11 VI. Conclusion and Recommendation

The study evaluates the possibility of improving national park visitation intention to national parks in Nigeria through implementation of adequate website and television broadcasting (WTB) of national parks flora and fauna. It is believed that website and television broadcast of national parks enhances potential tourists' pre-visitation experience thus enhance their visitation intention.

The result of the study is limited to potential tourists to national parks within Nigeria thus the result may be different from similar study. The variables only measured opportunity that exist to market national parks through website and television broadcast and its consequent effects on potential tourists' national park visitation intention. Future studies can extend respondents to include potential tourists from all over the world. [1]

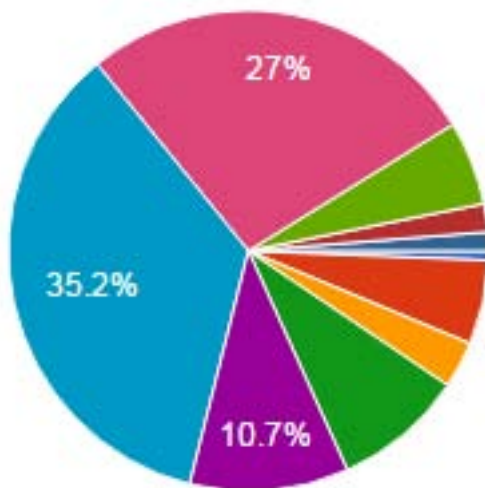---

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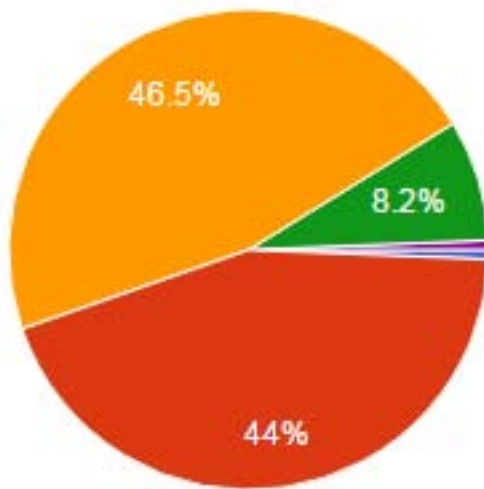
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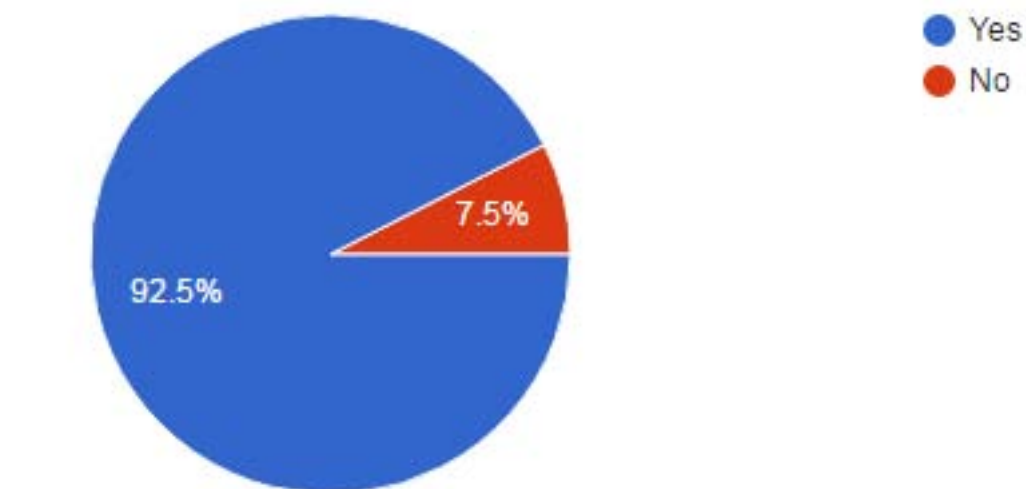
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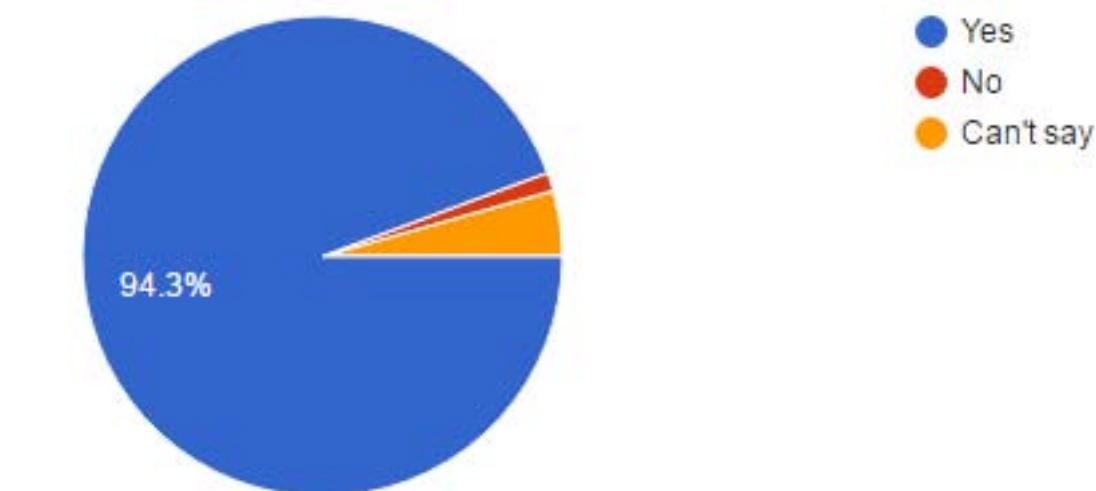
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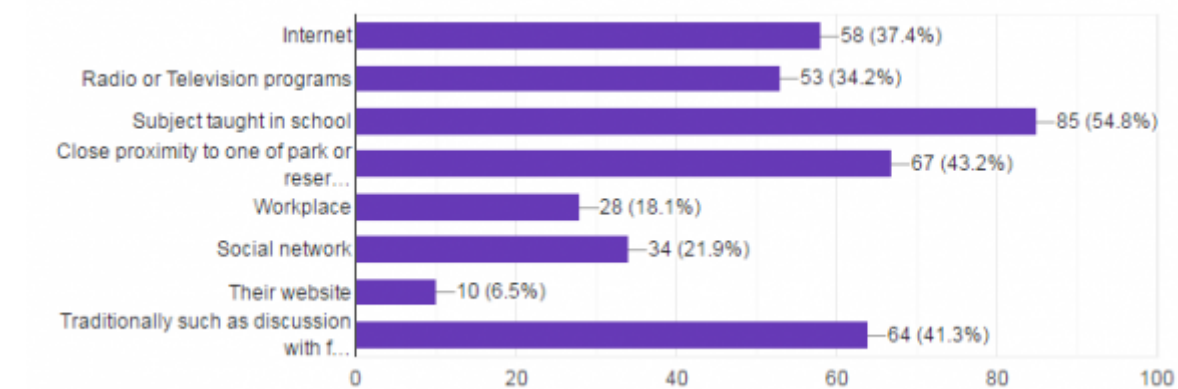
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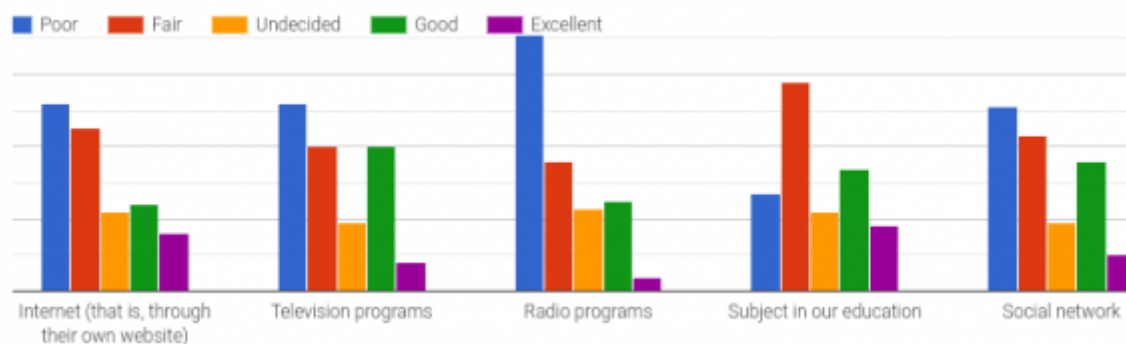
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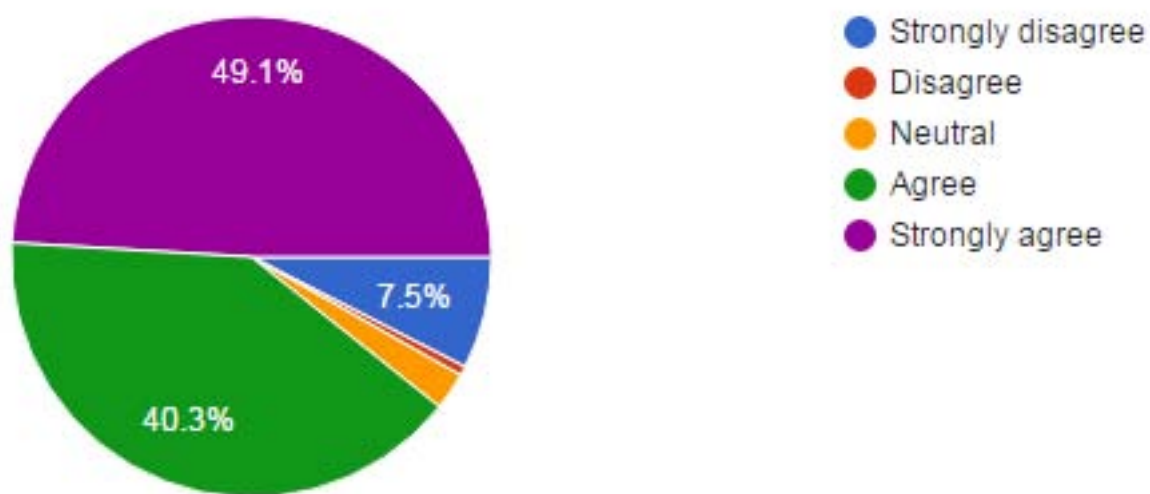
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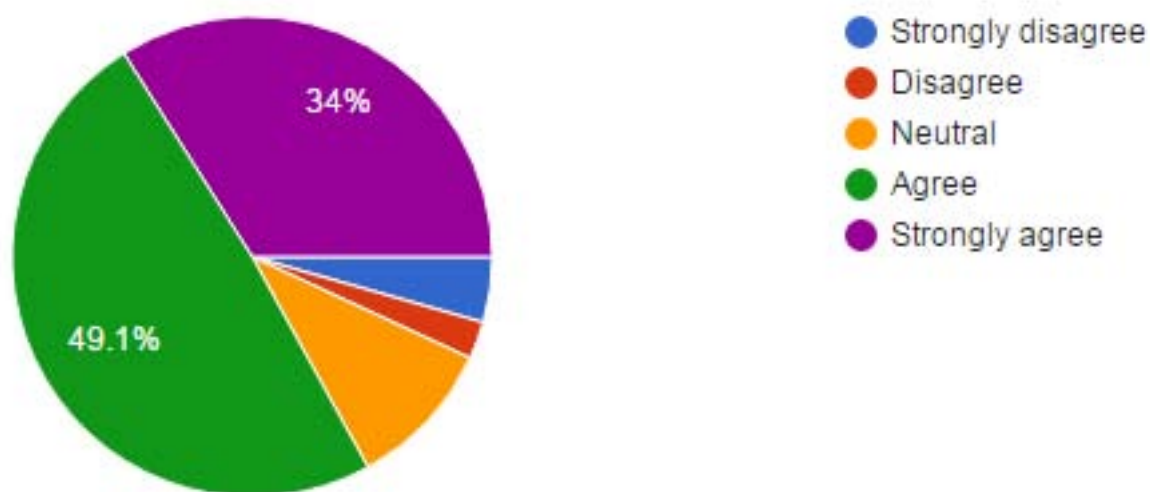
Figure 8: Figure 6 (Figure 6 (

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1

Geo-political Zone	State	State National Park	Ecological Zone	Area (sq. km)
North East	Adamawa	GashakaGumti National Park	Northern Guinea / Sudan Savanna	6731
North Central	Niger, Kwara	Kainji Lake National Park	Northern Guinea/ Sudan Savanna	5382
South South	Cross River	Cross River National Park	High Forest	4000
North East	Bornu	Chad Basin National park	Northern Guinea/Sudan -Sahel Sava.	2258
North West	Kaduna	Kumuku National Park	Northern Guinea/Sudan	1121
South West	Oyo	Old Oyo National Park	South. Guinea /Sudan Savanna	2512
South South	Edo	Okomu National Park	High Forest	181

Source: Nigeria National Park website

Figure 9: Table 1 :

2

	Market/Promotion effectiveness	Mean difference	p-value
Pair With WTB Without WTB	4.6371 5.1899	0.55	0.00

Figure 10: Table 2 :

3

Mean	Mean difference	Confidence Interval	p-value
20.87	7.87	8.4524	0.00

Figure 11: Table 3 :

4

Visitation intent variables	Without WTB	With WTB	Mean difference	p-value
Plan to visit	6.49	6.83	0.34	0.00
Plan to repeat visit	6.00	8.14	2.14	0.00
Plan to recommend	6.69	7.04	0.35	0.00

Figure 12: Table 4 :

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