Perceived influence of transportation services on tourism participation among travelers in Ibadan, Oyo State, Nigeria

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Abstract

Tourism is one of the development strategies working to unite the world by expansion, not without transportation services, though! The study assessed the perceived influence of transportation services on tourism participation in Ibadan Metropolis, Nigeria. A structured questionnaire was used to collect information from three hundred and thirty respondents who were randomly selected from Ibadan domestic airport, one public and one private motor park, one tricycle and one motorcycle terminal, all along Ife Road through Iwo Road to Ojoo Road, and Dugbe Train Station in Ibadan. The findings revealed that the factors considered most by respondents for choice/use of transportation services were accessibility(x=4.64) ranked first; Duration of the journey (x=4.36) ranked second; and Information about the transportation services and Availability (x=4.35) both tied on third position. It was also found that a bus was the most engaged transport by travelers while the airplane was the most preferred. Availability (r = 0.211) of transportation services had a low probability of influencing tourism participation; Comfort had the likelihood of influencing transportation choice in tourism participation varied. Ride comfort showed positive significance relationship with a high marginal effect on households' participation (r=0.539) while ambient condition and facility did not have a significant influence and had a low marginal effect (r=0.626) thus, Comfort was found to influence transportation choice towards tourism participation. Customer care had a significant influence on transportation decision of tourists on tourism participation; Safety from crime (r=0.424) and safety from accident (r=0.419) had weak correlation coefficients with participation in tourism. Meanwhile, ticketing did not have a significant coefficient but had a moderate marginal effect of 0.681. The analysis further indicated that the probability of a traveler/tourist participating in tourism increased with increase in the ticketing. Time of the journey showed significant relationship between transportation and motivation to travel. Based on the results, it was recommended that transportation services need to improve to attract interest in travel which will translate to tourism participation.

Keywords: Transportation, tourism, transportation services, tourism participation, travelers

Introduction

Unlike Information Communication Technology that has in one way physically shrunk the world into a global village, tourism is expanding the world through destinations and travels. Barriers of distance and time are being annihilated with the advent of arrays of transportation media in the context of tourism. These dynamics have turned tourism into a key driver for socio-economic progress (United Nations World Tourism Organization, 2011). The forecasts that by 2020, international arrivals are expected to reach nearly 1.6 billion of which worldwide arrivals 1.2 billion will be intra-regional and 378 million will be long-stay travelers (UNTWO, 2011). This growth goes hand in hand with increasing diversification and competition among destinations. The major driver of the nascent achievement in tourism industry is logistically credited to transportation system. The global spread of tourism in industrialized and developed states has produced economic and employment benefits in many related sectors ranging from construction, agriculture, telecommunications, and even transportation.

From inception, man is created physiologically and scripturally to move from one place to the other, either in search of food, water, security, and to fulfill nature's commissions. Globally, there are over one billion international tourist arrivals per year, forecast to rise to 1.5 billion per year by next year - 2020 (Organization for Economic Cooperation and Development, 2015). Growth is expected especially, from developing economies with increase in disposable incomes of populations. Transport is an essential component of tourism as it acts as nexus between tourists and destinations.

Adeleke (2005) observed that as far back as the middle of the 15th century, the world had started experiencing an upsurge in travel. At present, there are a variety of means of transport which help people to move from one place to another, to get to very distant places in a very short time, to overcome barriers (seas and oceans) and even fly to the stars, to transport huge amounts of goods. People travel in order to reach places that are close or far away, they travel for fun or necessity. Travelling has always been part of mans' activity, and people travel for different reasons ranging from commerce, education, pleasure, relaxation, exploration, events and even for the fun of it. Beautiful natural attractions as well as cultural and artificial attractions are available for recreation all over the world. Tourism and transportation are complimentary economies. Just as reasons that motivate travelers to embark on a trip, such as new cultural experiences and discovering a unique sense of place, are both provided and shaped by the transportation experience. Most industries rely on only two key factors of transportation: safety and speed (Turnbull & Griffin, 2012). Tourism is different in that, traffic congestion, the roadside environment, and other factors affect the quality of people's visits (the tourism product). Page and Lumsdon (2004) opined that the transportation system of a tourist destination has an impact on the tourism experience which explains how people travel and why they choose different forms of holiday, destination, and transport service. Risk, adventure, and fun are often critical to travel experience and the first witnessed by every traveler in varying degrees. Tourism participation highlights the interactive and value co-creative process between the tourist and the tourist site (Brodie, Hollebeek, Juric, & Ilic, 2011). Factors affecting participation in tourism activities include

gender, educational background, purpose of visit, age, occupation, the required facilities, as well as the available transportation system (Ibimilua, 2009). Other factors are environmental, political, religious, cultural, social, and psychological properties which determine desire for travel. Tourism and transportation are used interchangeably by people, but it is pertinent to note that they are two different concepts; as all tourists are travelers but not all travelers are tourists. There are as many reasons for engaging in tourism, as there are tourists. The most common reasons for travel away from home are: leisure, recreation and holidays; visit friends and relatives; business and professional engagements; health treatment; religious and pilgrimage; and other more personal motives. Gössling, Hall, Peeters, and Scott (2010) adduced that, demand for travel and tourism has seen steady growth in the last years and will likely continue to growing in the future. Therefore, to accommodate the increasing number of tourists while maintaining sustainable mobility at destinations, it is important to encourage a modal shift and improve the efficiency of the transport system (Filimonau, Dickinson & Robbins, 2014).

The study was motivated by the observation of numerous tourism potentials in the state, presence of different means of transportation, inundation of motor parks, bus terminals, motorcycles units, and tricycles bands, and yet low level of tourism participation. Research has dealt vigorously with other possible factors for tourism participation, but an investigation on transportation services has not found to be very popular.

Objectives of the Study

i.   Investigate the socio-economic characteristics of tourists/travelers in Ibadan Metropolis
ii.   Identify the available means of transportation engaged for travel - tourism participation.
iii.   Determine factors that influence travel/tourism participation among commuters in Ibadan.

Hypotheses

i.   *H1.There is no significant relationship between transportation factors and tourism participation.*
ii.   *H2.There is no significant relationship between selected personal characteristics and travel/tourism participation*

Methodology

A descriptive survey research design was employed for the study. The population for the study was infinite and comprised all tourists and travelers to, from, and through the Ibadan Metropolis. Tourists and travelers were used as proxy to constitute respondents for the study. For convenience, three hundred and thirty respondents were randomly selected from pockets of transportation destinations such as airport, motor parks, train station, and terminals for

tricycles and motorcycles. The respondents were selected from Ibadan domestic airport, one public and one private motor park, one train station, one tricycle and one motorcycle terminal. The selection area ranged between Ife Road through Iwo Road to Ojoo Road, and Dugbe Train Station, all in Ibadan. A simple random sampling technique was employed to select three hundred and thirty tourists/travelers from the various purposively selected transport destinations and these included commuters that were obliged to participate within a specified period.

The majority of the respondents had no luxury of time hence, the use of an interview guided questionnaire to hasten better understanding and administration was vital. Only willing commuters were included in the study within 12 noon and 2.00 pm on same day. The administration of the questionnaire went on concurrently by the researcher and six research assistants after relevant ethical issues were considered. Descriptive statistics such as mean, percentage, frequency counts were used to summarize and describe the data collected. Binominal Logit Analysis and Logistic Regression, and Pearson correlation coefficients were applied to test the hypotheses.

Results and Discussion

Table 1. Socio-economic Characteristics of Respondents

Characteristics (Variables)	Frequency (N=330)	Percentage (%)
Age (Years)		
Below 18	48	14.5
18 – 25	174	52.8
26 – 40	57	17.3
40 – 60	45	13.6
61 and above	6	1.8
Sex		
Male	177	53.6
Female	153	46.4
Religion		
Christianity	213	64.5
Islam	117	35.5
Others	0	0.0
Marital Status		
Single	222	67.3
Married	108	32.7
Tour status		
Domestic	153	46.4
Inbound	84	25.5
Outbound	93	28.2

Monthly Income (₦)		
Below 30000	66	20.0
30000 – 44000	165	50.0
45000 – 79000	69	20.9
80000 and above	30	9.1
Ethnicity		
Yoruba	258	78.2
Hausa	24	7.3
Igbo	42	12.7
Others	6	1.8
Trip Purpose		
Business	101	30.6
Family/Personal	18	0.6
Education	41	1.2
Leisure	62	1.9
Health	4	0.1
Socials	97	2.9
Others	7	0.2
Edu. Background		
None	3	0.9
Primary	9	2.7
Secondary	18	5.5
Post Secondary	300	90.9

Field Survey, 2019

Socio-Economic Characteristics of Respondents

Table 1 above described the age distribution of the respondents involved in the survey. From the data, 14.5% of respondents was 16 to 20 years age category; 52.8% of respondents was between 21 to 25 years age category; 17.3% of respondents was between 26 and 30 years; 11.8% of respondents fell between 31 and 35 years; 1.8% of respondents was 36 to 40 years, while another 1.8% of respondents was above 40 years. The gender distribution of the respondents showed 177 respondents representing 53.6% were males, while the remaining 153 respondents representing 46.4% were females. It can thus be deduced that there were more male tourists than female tourists. Table 1 also presented religion distribution of respondents as Christianity (64.5%); Islam (35.5%).The marital status of the respondents was single (67.3%), and married (32.7%). The implication is that more singles participated in tourism.

The data gathered showed that 78.2% of respondents are Yorubas, 7.3% of respondents were Hausas, 12.7% of respondents are Igbos, while the remaining 1.8% of respondents belong to other ethnic groups. Yoruba being the dominant ethnic group among the respondents can be attributed to the study area being a Yoruba location. Also presented in the table above is the educational attainment of the respondents. The data gathered showed

that 0.9% of respondent had no formal education; 2.7% of respondents had primary education as their highest educational attainment; 5.5% of respondents had secondary education as their highest educational attainment, while 90.9% of respondents had tertiary education as their highest educational attainment. It can thus be said that majority of the respondents have tertiary education as their highest educational attainment. The table also described the monthly income (in Naira) distribution of the respondents. From the data gathered, 20.0% of respondents earned below ₦30000 monthly which happens to be the national minimum wage newly inaugurated by the President Muhammadu Buhari to commemorate the Workers' Day, 2019 on the 1st of May, 2019. Also, 50.0% of respondents earned between ₦30000 and ₦44000 monthly; 20.9% of respondents earn between ₦45000 and ₦79000 monthly, while the remaining 9.1% of respondents earn above ₦79000 monthly. It can thus be said that about 80% of the travelers who represented tourists earned above the national minimum wage of ₦30000 monthly.
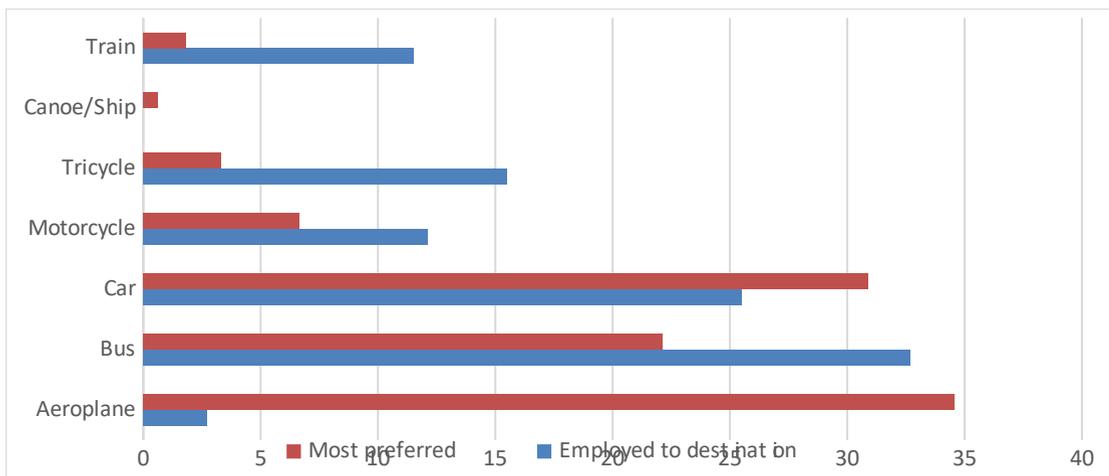

Figure 1. Distribution of transportation means engaged and most preferred by tourists
Transportation means engaged by Travelers

Figure 1 above revealed the means of transportation engaged by the respondents to arriving at their destinations. The data gathered revealed that 2.7% of respondents travelled by airplane to get to their tourists destinations approximately 35% most preferred airplane if given the option; 25.5% engaged the use of car to get to their destinations as against 31% that most preferred it; 0%made use of ship/canoe to get to their destinations as against less than 1% that most preferred it if available; 32.7% employed the use of bus to get to their destinations while the most preferred was 22.12%. Motorcycle had 12.12% engaged and 6.67% most preferred; 15.5% employed tricycle but 3.33% most preferred, and finally, train was engaged by 11.52% whereas, it was most preferred by 1.82%.

Table 2. Factors Considered in Choice of Transportation Service by Tourists/Travelers

Factors	1	2	3	4	5	ΣW	$\bar{x}$	Rank
Comfort	0	24	18	162	126	1380	4.18	6th
Distance	13	18	21	168	110	1334	4.04	7th
Duration	0	6	9	174	141	1440	4.36	2nd
Affordability	0	12	9	174	135	1422	4.31	4th
Availability	3	6	3	177	141	1437	4.35	3rd
Accessibility	0	0	0	119	211	1531	4.64	1st
Security	15	6	62	145	102	1303	3.95	8th
Seasonability	19	171	22	47	71	970	2.93	12th
Prestige	23	11	7	111	178	1400	4.24	5th
Time	39	52	3	173	63	1159	3.51	9th
Information	13	17	0	113	187	1434	4.35	3rd
Customer Care	91	41	6	101	89	1040	3.15	11th
Location	64	72	16	46	132	1100	3.33	10th

Field Study, 2019.

Factors considered in choice of transportation service by tourists/travellers

Table 2 above showed the results on factors considered by respondents in choice of transportation means. The results were presented on a 5-point Likert scale. The points on the scale included 'Strongly Disagree', 'Disagree', 'Undecided', 'Agree', and 'Strongly Agree', which were represented thus; figures 1, 2, 3, 4, and 5 respectively. The factors were then ranked based on the mean value, that is ΣWF/N which represented 'summation of the frequency divided by the total number of respondents (330)'. The value obtained was then taken as the mean value, with which the factors were ranked in order of consideration for choice and use of transportation services. From the findings, accessibility of the means of transportation to the tourist site influences respondents' decision most as this had the highest mean score (4.64).

Duration of the journey(x = 4.36) was the second most influencing factor considered by respondents in their choice and use of transportation services. Availability and Information tied on third position as part of factors considered by respondents (x=4.35); while affordability (x=4.31) ranked fourth most considered factor influencing respondents' choice of transportation services. Of the factors considered, prestige (x=4.24) ranked fifth. The results revealed that the sixth factor considered by the respondents in their choice of transportation service was comfort. Distance (x=4.04) ranked seventh; security (x=3.95); time of the day (x=3.51); location (x=3.33); customer care (x=3.15); and seasonability (x=2.93) ranked 8th, 9th, 10th, 11th, and 12th respectively.

Table 3. Binominal Logit Analysis of transportation services and perceived tourism participation

Factors	Variables	Coefficients	z-statistic	Marginal effects ((r)
	Constant	-2.800	-4.22	0.663
Availability	Network	1.101	0.31	0.211
	Timetable	1.747***	2.19	0.716
Accessibility	External interface	0.941***	2.61	0.361
	Internal interface	1.847***	4.24	0.436
	Ticketing	1.338	1.94	0.689
Information	General information	1.769**	4.12	0.768
	Travel information	1.853**	4.07	0.723
Time	Day	-0.466	-1.17	0.430
	Night	-0.283	-0.60	0.469
Customer care	Commitment	3.376***	4.32	0.781
	Customer interface	2.314***	2.91	0.801
	Staff	2.626***	3.15	0.832
	Physical assistance	1.823***	2.27	0.806
	Ticketing options	2.196***	2.84	0.771
Comfort	Ambient conditions	0.200	0.61	0.326
	Facilities	-0.315	-1.03	0.305
	Ergonomics	-2.199***	-3.72	0.590
	Ride comfort	0.048	0.09	0.539
Security	Safety from crime	0.564	1.33	0.424
	Safety from accident	0.043	0.10	0.419
	Perception insecurity	2.487***	3.82	0.651
Environment	Pollution	-0.265	-0.27	0.999
	Natural resources	2.194***	2.61	0.841
	Infrastructure	-1.237	-1.56	0.792
Duration	Long	3.621**	2.54	0.787
	Medium	0.885***	2.06	0.430
	Short	0.123	0.34	0.216
Distance	Far	0.499	0.71	0.706
	Near	1.561	-1.22	1.282
Affordability	Cheap	2.271**	2.12	0.603
	Expensive	0.151	0.13	0.426
Seasonability	Off season	0.529	0.97	0.545
	Pick	0.885***	2.06	0.430
Prestige	Low	0.759	1.71	0.444
	High	0.513	0.865	1.68

Relationship between transportation services and tourism participation

Results presented in Table 3 showed that availability did not influence tourism participation with effect to transportation. The estimated coefficient is not significant and its marginal effect

is low implying that availability(r = 0.211) of transportation has a low probability of influencing tourism participation. Comfort was broken into four variables. The likelihood of comfort influencing transportation choice in tourism participation varied. The design and neatness of the transportation facility was significant but had a negative coefficient with a moderate marginal effect at 59% (r = 0.590) implying that more tourists or travelers were influenced to embark in tourism. Ride comfort showed positive significance relationship with a high marginal effect on households' participation (r = 0.539) while ambient condition and facility did not have a significant influence and had a low marginal effect (r = 0.326) thus comfort did not influence transportation choice towards tourism participation.

Environment/location of operation of transport outfits had three variables: Pollution, natural resources, and infrastructure. Out of the three, natural resources showed significant influence on the transportation choice for tourism participation with 84% marginal effect. Whereas, pollution had negative influence with a higher marginal effect of 99%. This implies that travelers/tourists were aware of the fact that pollution is a common phenomenon in the course of a journey. The influence of distance on transportation system for tourism participation was not significant. However, near had negative statistical significance while far had high marginal effects of 70%. The implication of this is that people were more motivated to travel to long or far distance than near. Customer care had a significant influence on transportation decision of tourists on tourism participation.

Customer care was grouped into five variables as shown on Table 3. All of the five customer care variables showed positive coefficients that are statistically significant with high marginal effects, indicating that customer care determines travel which invariably aided tourism participation. Security had three variables which were used to determine the relationship with travel/tourism. It was found that security was not a statistically significant factor that influenced travel/tourism. In fact, safety from crime and safety from accident had weak correlation coefficients (r = 0.424 and r = 0.419) with participation in tourism/travel. Therefore, it is logical to deduce that security did not significantly influence the travel as people travel when it is expedient for them to travel. Whereas, perceived insecurity was found to show significance.

Accessibility showed positive but low marginal effects on accessibility in external and internal interface(r=0.361 and r=0.436) respectively. Meanwhile, ticketing did not have a significant coefficient but had a moderate marginal effect of 0.681. The analysis further indicated that the probability of a traveler/tourist participating in tourism increased with increase in the ticketing. Therefore, it is apt to say that a transport system that had ticketing system was likely to have more travelers in form of commuters.

Time of the journey showed significant relationship between transportation and motivation to travel. The coefficients generated by the model indicated that time of travel did not influence travel/tourism participation. Both day and night had negative coefficients that were not statistically significant (-0.466, z = -1.17 and -0.283, z = -0.060 respectively). The low marginal effects (r = 0.430 and 0.469) indicated that time did not influence tourism

participation. This implies that people travel any time, be it day or night. The belief that nights are free of traffic counterbalances the motivation to travel any time of the day / night. The analysis revealed a statistically significant positive coefficient but with a low marginal effect of 0.430 implying that time. Seasonability showed insignificant relationship between travel and participation in tourism, the marginal effects increased with the increase in the hour. This finding indicates that the more lately and off picks one travels, the better the feeling towards the journey. This means that, individuals tried to plan journeys to gain as much as possible.

Table 4. Logistic Regression Analysis of respondents' characteristics towards embarking on perceived tourism participation

Variable	Estimated B	St. error of B	Sig.	Odds ratio	
Age in years					
<18				1.00	
18-25	-.681	0.087	0.000	0.516*	
26-40	-1.700	0.106	0.000	0.191*	
41-60	-2.615	0.137	0.000	0.058*	
+60	-.193	0.064	0.003	0.821*	
Job status					
No job				1.00	
Public service	-0.020	0.076	0.757	0.983	
Private	0.179	0.072	0.021	1.191*	
Marital Status					
Single				1.00	
Married	-2.931	0.062	0.000	0.053*	
Others	-3.917	0.151	0.000	0.021*	
Ethnicity					
Nigerian				1.00	
Foreigner	0.089	0.081	0.267	1.093	
Education					
None				1.00	
Primary	0.129	0.081	0.112	1.137	
Secondary	0.261	0.082	0.002	1.191*	
Post-secondary	0.472	0.116	0.000	1.812*	
Tour experience					
0-1				1.00	
2-5	-0.339	0.071	0.000	0.213*	
6-10	-0.531	0.399	0.000	0.392*	
11+	-0.436	0.054	0.000	0.413*	
Monthly income					
< 30000)				1.00	
30000 – 45000	-0.312	0.012	0.000	0.321	
46000 – 80000	0.411	0.582	0.000	0.116	
>80000	0.267	0.116	0.000	0.412	
Household size					
0-1				1.00	
2-4	0.113	0.423	0.000	0.001	
5-8	0.612	0.367	0.000	0.721*	
9+	0.318	0.014	0.001	0.522	

Field Survey, 2019.

Relationship between respondents' personal characteristics and travel participation

Table 4 above showed the regression logistic analysis of personal characteristics of respondents. Age of respondents was found to show significant negative relationship with travel desire. Respondents in age groups of 18-25, 26-40, and 41-60years were 0.516, 0.191, and 0.058 times respectively, likely to want travel in comparison with respondents who were below 18 years and 61 years and above. The implication for this is obvious, individuals below 18years were yet not adults hence, could not make travel decisions on their own. Whereas, individuals from 18-25 years were already mostly post-secondary, probably in the tertiary institution, engaging in NYSC, hence, old enough to make travel decision. Education of the respondents was significant as secondary and post-secondary education were found to be 1.20 and 1.80 times higher than those with no education. The aspiration/ambition of secondary and post-secondary education respondents could constitute a motivation for travel. Job status showed less significance to travel desire. Respondents who were in private service were significantly more likely to travel than those in the public service. The reason for this is not far-fetched as individuals who their own business have freedom to decide when and when not to travel. They have flexible time than public servants who are limited by official protocol. Ethnicity was found to be significant to travel. The reason for this is proximity and residency. Tour experience was found to be highly significant factor for desire to travel. Tourists who have only travelled for once had no desire to travel more if granted the opportunity. Tourists who had travelled 2-5, 6-10, and +10 had 21.3%, 39.2%, and 41.3% respectively likelihood to desire travel compared to those travelling for the first time. This imply that if people had the opportunity, they would not travel considering probably the state of the Nigerian roads, accident and insecurity resulting to kidnapping and abduction for ransom.

Table 5. Pearson correlation coefficients of correlation of travelers' characteristics and participation

Factors	p-value	r
Age	0.001	0.144
Sex	0.001	0.174
Religion	0.001	0.194
Marital Status	0.001	0.189
Education	0.001	0.180
Ethnicity	0.346	0.015
Tour status	0.001	0.173
Household Size	0.001	0.264
Trip Purpose	0.001	0.300
Income	0.001	0.231

Relationship between travellers' characteristics of perceived tourism participation

Table 5 above showed the relationship between traveling and demographic factors using pearson correlation coefficients. The results showed a significant relationship between age, sex, religion, marital status, education, tour status, household size, income, trip purpose and traveling. However, the relationship between ethnicity (p=0.346, r=-0.015), and traveling was

not significant. Also, among these factors, trip purpose and income had the highest correlation with traveling. The finding implied that individuals travel for different purposes and income is also a consideration for travels.

Conclusion

Although transportation systems are pervasive to modern society, people tend to take them for granted until something goes wrong. Airlines are known to fail as economic enterprises, public systems encounter deficits, excessive crashes occur on highways, and spacecrafts are sometimes lost. Understanding transportation systems in terms of their technological and economic complexity, and their important impacts on society, is a large and fascinating field of study. Transport is a hugely complex activity, impacting on every one of us in our daily lives. In a sense, we are all transport stakeholders and because of this, the role of the tourism sector in making decisions about transport has to be considered against a multitude of other (often conflicting) interests. Something that is often overlooked when looking at the two sectors is that not only are they inter-related but the transport experience can also be an important component of the holiday itself.

A better understanding of the tourism sector must be built with public bodies (government, local authorities, and relevant agencies) responsible for transport policy and planning, and for maintaining and developing transport infrastructure as well as relevant general stakeholders who are vital to success being achieved (Nicolaides, 2015). This study sought to reveal the influence of transportation on tourism participation in Ibadan metropolis, Oyo State, Nigeria. The information gathered from the survey revealed that the means of transportation mostly engaged by tourists is car. This implies that most of the tourists who participated in the survey own their own personal cars, hence it can be concluded that most tourists are people of above average income level or simply put – people who earn above the minimum wage level.

Also carried out in the study was the assessment of the factors considered by tourists in their choice of transportation. From the outcome of the survey it was discovered that the factor first considered by respondents is the accessibility of the means of transportation to the tourist site, while the factor least considered is the distance to the tourist destination. It can thus be stated that the factors considered by respondents in choice of transportation in descending order are: accessibility, affordability, availability, seasonability, speed, comfortability, security, and distance to the tourist destination. Also considered in the survey is the evaluation of tourists' perceptions on the influence of transportation service and tourism participation. The result obtained revealed that most of the respondents strongly opined that the most important influence of transportation service on tourism participation is movement of tourists to tourist attractions domestically and internationally, while respondents opined that affordability of the means of transportation have little or no influence on tourism participation.

Secondary analysis was carried out via the use Chi-square test in order to determine whether there is significant relationship between transportation and tourism participation. The test carried out yielded a t-calculated value of 149.09 which is greater than the t-tabulated value of 9.488, hence the null hypothesis is rejected and it is concluded that there is significant relationship between transportation and tourism participation.

Recommendations

Based on the outcome of the survey carried out, the following recommendations are made:

i.   Efforts should be made by concerned authorities to ensure an organized local transportation service is installed in order to improve tourism participation.
ii. Government should ensure that there is easy access to public transpojrtation system by tourists, as this is considered by tourists to be a factor aiding tourism participation.
iii. Also, it is imperative that government should put in place a sound traffic management system in order to aid easy movement of tourists to tourist destination sites.
iv. Efforts should be made by public and private transportation agencies to ensure that their tranportation systems are secure for both lives and properties of the tourists.

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