

Measuring the Perceived Destination Image of Plateau State Nigeria



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Reviews

Extensive manual! Its such a great read. It really is loaded with knowledge and wisdom You wont really feel monotony at at any time of your time (that's what catalogs are for regarding if you ask me).

(Myrl Hintz)

MEASURING THE PERCEIVED DESTINATION IMAGE OF PLATEAU STATE NIGERIA



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LAP Lambert Academic Publishing Feb 2018, 2018. Taschenbuch. Condition: Neu. Neuware - Presumably, Plateau State has had a battered and distorted tourism destination image due to intermittent ethno religious conflicts since the year, 2001. However, presumption is neither, a good building block nor a good cornerstone. Hence, the researchers became interested in the certainty of measuring the actual tourism destination image as perceived by tourists found in the State (in situ tourists' perception). Measuring the actual perceived tourism destination image of a place can provide a very important and a surer diagnostic insight for marketing strategy, planning, development and promotion of the tourism industry of a destination. The specific goal of this study was to determine the actual perceived tourism destination image of Plateau State over different time outlines (peace profiles). The study was undertaken at nine purposively sampled tourist sites in the state in which 1,023 tourists were sampled and interviewed. The study established that peace, safety and security are pre-requisite (sine quinoa) for a positive destination image perception. The study also confirmed that though Plateau State is very rich in tourist attractions. 68 pp. Englisch.



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