FACTORS INFLUENCING VISITS AND SATISFACTION: DEVELOPEING STRATEGIES FOR MARKETING MUSEUMS IN OSUN STATE, SOUTHWESTERN NIGERIA

ABSTRACT

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Museums possess the potential to meet the educational, cultural, economic and social needs of the populace and the country at large. This forms the basis for undertaking this study in the National Museum (NM), Ile- Ife and Natural History Museum (NHM), Obafemi Awolowo University (OAU) to assess demographic and non-demographic characteristics, external and pull factors influencing visits and satisfactions of visitors. Both primary and secondary data were collected through multiple research methods. Results of the analysis of the data were presented descriptively and they revealed information on the influence of social demographic characteristics and environmental factors on satisfaction.
The variables were subjected to a 4-point rating Likert scale (very dissatisfied to very satisfied) computed on the weighted mean score. The trends observed from the analysis of secondary data on records of visitors and revenue generated is a result of prevailing social, economic and health-related issues such as decrease in proceeds from oil and outbreak of COVID-19 in the course of the study. Inferential statistics showed the level of visitors' satisfaction in relation to their visit. The study will advance knowledge in cultural heritage tourism marketing and management.
KEYWORDS:
Culture; Heritage; Museum; Revenue; Visitors

INTRODUCTION

Heritage tourism is considered as approach with economic potentials for transformation and restoration of community either at regional, national or state levels through sustainable use of local resources (Madden and Shipley, 2011). Heritage tourism does so by linking tourist attractions and daily community life in a manner that enhances conservation and economic development (EU, 2019). Consequently, the adaptation of these resources, both built and intangible for tourism may present economic opportunities through the establishment of new businesses and the attraction of new patrons to existing ones (Qiu et al., 2022).

Heritage tourism can also be used to create a strategy for community-based governance thereby facilitating integration and promoting dialogue, equity and cultural diversity as reported in a piece of literature (Carvalho et al., 2012, Gravari-Barbas and Jacquot, 2014; Childs, 2020; Zhu, 2021). McNutty and Koff (2014) stressed that cultural heritage tourism provides diverse opportunities for Americans to experience their culture in-depth, whether by visiting attractions, historical or culturally relevant places or by taking part in cultural activities. Furthermore, the broadening of cultural tourism has also generated a wider range of mutual benefits social and economic returns from tourism, the development of creativity and atmosphere in destinations, the attraction of creative people, expansion of the audience for culture and the support of professionalism (World Tourism Organization, 2018).

Depending on how heritage resources are adapted, the approach, growth of interest–and by extension, income–from tourists may be generated which, in turn, allows places the opportunity to preserve and protect the natural and built environment and heritage traditions (Boudiaf, 2015; Koirala, 2016). Notably, the path taken should reflect the socio-cultural context of the community while looking at the possibility of identification, preservation and conservation of these resources that are distributed across the world. This perhaps forms the basis for establishing the United Nations Educational Scientific Cultural Organisation as an agency within the United Nations that is responsible for promoting peace, social justice, human rights and international security through international cooperation on educational, science, and cultural programs (UNESCO, 2019). Issues related to the well-being of the local communities have been given increasing attention by UNESCO as stated in its operational guidelines, though there is room for systematic review (Jang and Mennis, 2021) especially through creating additional opportunities for improving daily living conditions and reducing poverty of the locals (Labadi et al., 2021).

The International Council of Museums (ICOM) is reported to be working in active partnership with museum professionals and for diverse communities to acquire heritage property, collect and preserve the same, research, interpret, exhibit, and enhance understandings of the world, aiming to contribute to human dignity and social justice, global equality and planetary wellbeing (Suay, 2017). The Executive Board of International Council of Museums (ICOM), at its 139th session in Paris on 21-22 July 2019 declared museums as non-profit places that give room for inclusive participation, interaction, clarity and equality among the parties about the past and the futures (International Council of Museums (ICOM), 2019). Based on this definition, Guiragossian, 2021 opined that Museums hold artefacts and specimens in trust for society, safeguard diverse memories for future generations and guarantee equal rights and equal access to heritage for all people).

There is an intricate link between museum activities and the formation of regional tourism income. The trip of visitors to museums generates economic activity and multiplier effects which are related not only to museums but also to enterprises in the tourist industry such as retail business and many other destinations in the locality of museums (Piekkola, 2014). Despite the fact that the motives for the trip can be various, museum visits are most often connected with leisure time (Aarsman et al, 2012, Mohale, 2020)

RESEARCH GAP

A review of pieces of literature on the impact of museums on the social and cultural economy revealed that museums can play important roles in regional renewal and

regeneration (Gustafsson and Ijla, 2017). This is because Museum foster sense of place, memory, social inclusion and integration, education and awareness creation. It is on this note that Gustafsson and Ijla, 2007 emphasized on the need to undertake research targeted at involvement of government and non-governmental institutions in the sustainable development of cultural heritage and museums at the local, national and international levels.

While identifying factors influencing visitors to visit Museums in Bangladesh as a means of developing marketing strategies , Kmal et al., 2016 opined that the inability of the researchers to compare attitudes of visitors from museum to museum and interact with the management authorities in the various museums are considered as limitations . Active museums that are located in urban areas with well-equipped local professional staff and leadership have an effective vision and sustainable strategies to be able to represent a valuable example of sustainable development (Rosenstein, 2010; Tuck, 2015).

Although, studies have been conducted on the aspect of museum and marketing by combining a range of variables and dimensions that influence visit and behavior (Benediktsson 2004; McIntyre 2007; Kelly, 2009; Rajesh, 2013) however there is paucity of research on tourist visitation trends and satisfaction using variables including demographic characteristics (Age, Gender, place of residence) , non-demographic characteristics like level of education , member of Non-Governmental Organisation), external factors such as museum collection, display and arrangement and pull factors such as medium of education, neatness of the museum facilities/maintenance , means of preservation/conservation.

This study is therefore an initiative to explore the influential factors contributing to visitor trend and tourist satisfaction in the two selected Museums in Southwestern Nigeria. This form the basis for undertaking this study aimed at assessing the impact of the two selected Museums- one that is institutional-based in Obafemi Awolowo University (OAU) academic and research focus and the other that is community-based in Ile-Ife adjacent to the palace of Oni of Ife (the paramount ruler of Oduduwa-Yoruba ethnic region) Osun State Nigeria. The methodology is designed in such a way that it facilitates interactions with the visitors and management of the museums through administration of questionnaire and interviews.

The success of tourism business depends solely on the level of visitor's satisfaction (Mariano, 2018). This explains the reason many tourist destinations, corporate and individual organisations are given serious attention to tourist satisfaction as a yardstick to measure the quality of their products (Khatibi et al., 2018). Mortazavi, 2020 opined that tourist satisfactions depend both on the physical attributes, physiological and emotional features perceived by the visitors at the destination. In a bid to establish the relationship between visits and the derivable satisfaction by the tourists, a model is proposed in this study based on intrinsic and extrinsic variables of satisfaction. On the basis of the empirical evidence on the intrinsic factors such as heritage/ cultural features as medium of education, historic , cleanliness/maintenance and extrinsic factors such as entrance fee, materials/ exhibits, liking preservation/conservation material evidence of people as expressed by Jaunky, 2021). The hypothesis is formulated to either accept or reject the relationship that exists between visitors and satisfaction. This hypothetical model tends to bridge research gap in the paucity of knowledge on theoretical and empirical evidence and not on variables obtained from systematic review of literature as expressed by Yoon and Uysal , 2003.

THEORETICAL BASIS

Museums are cultural destinations, that simultaneously can be regarded as tourist destinations with an appreciable impact on economic activity (Pekarik 2003; Kotler and Kotler, 2008; Piekkola et al, 2014). Museums play an important role in the economy (Madden and Shipley, 2011); Dalle Nogare and Murzyn-Kupisz, 2012; Buheji, 2019) and has potentials to influence not only the social lives of the locals but those of the visitors as well (Swarbrooke, 2015).

Chhabra (2008) argued that the importance of museums as heritage attractions had been enhanced through tourism and that the impact should advise managers to channel strategies towards museum marketing and management. Olutoyin, 2008 observed that the issue of financing sources of museums and other challenges ranging from lack of technical know-how, problems associated with the acquisition of the artifacts plus unavailable facilities to accommodate them have brought about a shift in paradigm in the management of museums. Hence, the issue of funding, size, type and collections are observed as a great deal in the management of museums (Brunskill, 2012, McCall and Gray. 2014). Murphy, 2016 reported that museums' main source of income comes from visitors with proceeds being plowed back into the running of the museum and care of its collections which invariably add to the visitor experience and promote the organization's image. Thus, the financing sources of museums depend on the social, cultural and economic values such museums offer to the public in terms of their traditional functions, such as collection, conservation and research of the region's heritage (Lennon and Graham, 2001, Lehman, 2009). All these must be complemented by some extrinsic functions (Gray 2011, Nguyen, (2021).

In addition to these aforementioned, Swarbrooke, 2015 opined that the economic recession, the increased competition in the leisure market and the reduction of public funding for cultural organizations are other factors that have had a negative impact on the success of certain museums as tourist attractions. This is evidenced in the report submitted in the last decades on tourist visits and revenues to some destinations across the world including UK and USA galleries and museums (National Museums Directors Conference, 2006; Museums Libraries and Archives Council, 2006; McIntyre, 2020; Noehrer et al, 2021 and Charr, 2022). The trend in tourist visits as observed across UK and USA is not peculiar to these developed countries alone as was reported in some developing countries as well with Nigeria no exemption (Dieke, 2020).

Developing countries, of which Nigeria is part, account for an increasing share of global exports in cultural goods – from $4.2 billion and 11.2% in 1994 to $11.6 billion and 21.2% by 2002), this calls for the need for Nigeria`s economy to be diversified away from oil to culture and tourism (Ogunpitan, 2014). Guanah, 2017 has identified the development of the rich cultural diversity of the country as a potential for the tourism industry in the nearest future. Although there are studies carried out on museum, heritage conservation and tourism development in Ibadan, Oyo –State, Nigeria (Obateru, 2006); cultural heritage planning and preservation in Ile-Ife, Osun-State, Nigeria, (Ayangbile et al. 2013) there is a dearth of information on museum preservation, conservation and its contributions to the tourism industry in Osun State. Millions of tourists visit Osun State to participate in the annual celebration of the Osun Cultural festival (a global traditional festival recognized by UNESCO).

Tourists' demographic characteristics, motivation and satisfaction have been studied fairly widely in the other form of tourist attractions in Nigeria such as ecolodge (Imoganene et al., 2021) national park (Wambani et al ., 2021) and conservation center (Arowosafe et.al, 2020) but research in satisfaction and demographic characteristics of

visitors to Museum in Nigeria has been sparse given the country's large population and extensive cultural heritage resources

SOCIAL EXCHANGE THEORY

Social Exchange Theory (SET) is regarded as a management theory that tends to reveal the roles played by social situations in enhancing performance and facilitating productivity (Muldon, 2012, Hassard and Wolfram Cox, 2013). Muldon, 2017 stressed the applicability of Hawthorne studies on SET in the academic context bringing together concepts from multiple disciplines to explain social behaviors as opposed to industrial psychology. SET has been adapted by tourism researchers that views community attitudes towards tourism development as a transaction between benefits and costs apparently by the members of the community (Rasoolimanesh et al., 2015, Celik and Rasoolimanesh, 2021)

ELABORATION LIKELIHOOD MODEL
Museum is regarded as tourist attraction that offers opportunities for customers (Ajake et al., 2016), this explains the significance of Elaboration Likelihood Model in this study since the concept of persuasion is associated with our daily lifestyles and attitudes (Yocco, 2014). Several studies have been undertaken to evaluate the quality of the product, service and consumer satisfaction from the perspective of the consumers that have purchased such items (Razak et al ., 2016, Lone and Bhat, 2023). In most cases Elaboration Likelihood Model has been employed to observe responses of the customers as basis for evaluating such products (Ert et al., 2016, Yang et al ., 2023).

EXPECTANCY DISCONFIRMATION THEORY
Expectancy Disconfirmation Theory is a cognitive theory which seeks to explain post-purchase or post-adoption satisfaction as a function of expectations Tsiotsou and Wirtz, 2015. Lovelock and Wirtz 2011; Tsiotsou and Wirtz 2012 earlier reported that there are three stages consumers go through when they consume services and this explains the significance of the model in attribute experience/satisfaction, transaction quality and perceived values . There are indications that outperforming expectations received from the customers result into post-purchase satisfaction while a short fall of expectations indicated a possibility that the consumer will be satisfied (Awara and Amaechi, 2014). Zhang et al., 2021 opined that satisfaction occurs if the perceived performance meets or exceeds expectations.   Even though the theory of Expectancy Disconfirmation Theory originally appeared in the psychology, marketing, tourism and hospitality (Liao, et al., 2011; Grimmelikhuijsen and Porumbescu 2017, Wang et al., 2020) dearth of information on its application in Museum management has necessitated this study.

SELF-DETERMINATION THEORY (SDT)
The motivation behind people's choice is better explained in Self –determination Theory (DeHaan, and Ryan, 2014, Diefendorff and Seaton, 2015) Self-Determination Theory concerned defines intrinsic and several types of extrinsic motivation and outlines how these motivations influence situational responses in different domains, as well as social and cognitive development and personality(Legault, 2017). Museum being a tourist attraction (Piekkola et al, 2014), the relevant of Dann's Theory of Push and Pull Motivations in this study is considered very relevant.

DANN'S THEORY OF PUSH AND PULL MOTIVATIONS
Dann (1977), suggested the push and pull theory of motivations and modified by Anish, et al (2018) is an additional theoretical framework broadly acknowledge in tourism

research. Dann (1997) modified by Anish; et al (2018) agreed that numerous determinants inspire tourists to stay destinations and these determinants can be classified as either push or pull motivations. Push determinants can, at the most fundamental level, is elucidated as internal factors or intrinsic drives that push people to travel. Therefore, destinations should strive to match customers' expectations with regards to costs, amenities (e.g. accommodation, transportation, food, restaurants and recreation facilities) and, above all, the level of quality service and product offered. This implies that, at times, destination management needs to enhance their services in methods that fulfill customers' needs and want.

Table 1: Tourist's visit and revenue generated

Year	Tourist's visit	Revenue generated (₦)
2012	2060	206,000
2013	5341	535,200
2014	3409	340,900
2015	3341	335,500
2016	5383	538,300
2017 (January-June)	1610	164,000
Total	**21144**	**2,119,900**

Source: Visitors and revenue's record between 2012 and 2017

Table 2: Obafemi Awolowo University Natural History Museum tourist's influx & revenue generated

Year	Tourist's influx	Revenue generated (₦)
2012	10802	601,350
2013	9358	1,047,300
2014	9826	1,100,100
2015	9744	856,800
2016	7352	808,700
2017 (January-June)	3451	375,300
Total	**50,533**	**4,789,550**

Source: Source: Visitors and revenue's record between 2012 and 2017

Table 3: Demographic characteristic of respondents

Variable	National Museum, Ile-Ife		Natural History Museum, O.A.U	
	Frequency	**Percentage**	**Frequency**	**Percentage**
Gender				
Male	22	50	34	55.7
Female	22	50	27	44.3
Age				
18-26	14	31.8	26	42.8
27-34	10	22.7	19	31.1
35-43	8	18.2	12	19.7
44-55	12	27.3	4	6.6
56 and above	0	0	0	0
Marital status				
Single	20	45.5	36	59.0
Married	24	54.5	24	39.3
Divorced/separated	0	0	1	1.6
Widower/widow	0	0	0	0
Level of education				
Non-formal education	0	0	1	1.6

Primary	0	0	0	0
Secondary	1	2.3	2	3.3
Tertiary	43	97.7	58	95.1
Religion				
Christianity	34	77.3	44	72.1
Islam	10	22.7	16	26.2
Traditional	0	0	1	1.6
Occupation				
Student	16	36.4	29	47.5
Self-employed	4	9.1	11	18.0
Private sector	6	13.6	8	13.1
Unemployed	0	0	0	0
Public sector	18	40.9	13	21.3
Place of Residence				
Osun	20	45.5	20	32.8
Oyo	7	15.9	7	11.5
Ogun	3	6.8	9	14.8
Ondo	3	6.8	8	13.1
Lagos	7	15.9	14	23.0
Kwara	1	2.3	1	1.6
Abuja	1	2.3	1	1.6
Ekiti	2	4.5	1	1.6
Nationality				
Nigerian	43	97.8	61	100
Non-Nigerian	1	2.3	0	0
Member of environmental related non-governmental organization				
Yes	2	4.5	5	8.2
No	42	95.5	56	91.8
Total	**44**		**61**	

Source: Fieldwork, 2017

Table 4: Obafemi Awolowo University natural history museum satisfaction rating by tourists

VARIABLES	VS	S	I	US	VUS	WEIGHTED SUM	WEIGHTED MEAN	DECISION
Heritage/cultural education	11	18	2	1	30	165	2.7	I
Museum facilities	19	35	5	2	-	254	4.1	S
Facilities cleanliness/maintenance	26	33	5	2	-	281	4.6	VS
Entrance fee	27	30	4	-	-	267	4.4	S
High number of materials/exhibits	20	31	6	1	3	247	4.0	S
Knowledge of about the art & craft of the community	26	19	5	-	11	232	3.8	S
Material evidence of people	11	11	3	33	3	177	2.9	I
Materials cleanliness/maintenance	26	31	3	1	-	265	4.3	S
Museum encourages people on their past history	31	22	7	-	1	254	4.1	S

VARIABLES	VS	S	I	US	VUS	WEIGHTED SUM	WEIGHTED MEAN	DECISION
Medium of education	37	24	-	-	-	281	4.6	VS
Means of preservation and conservation	40	20	-	1	-	282	4.6	VS
Museum serves as tourist attraction	40	18	1	1	1	278	4.6	VS

Source: Fieldwork, 2017

Table 5: National museum, Ile-Ife satisfaction rating by tourists

VARIABLES	VS	S	I	US	VUS	WEIGHTED SUM	WEIGHTED MEAN	DECISION
Heritage/cultural education	18	16	3	3	4	173	3.9	S
Museum facilities	11	26	5	1	1	177	4.0	S
Facilities cleanliness/maintenance	19	23	-	1	1	190	4.3	S
Entrance fee	19	25	-	-	-	195	4.4	S
High number of materials/exhibits	17	24	3	-	-	190	4.3	S
Knowledge of about the art & craft of the community	18	16	2	1	7	169	3.8	S
Material evidence of people	13	26	1	-	4	176	4	S
Materials cleanliness/maintenance	26	16	1	1	-	199	4.5	VS
Museum encourages people on their past history	27	13	2	-	2	195	4.4	S
Medium of education	30	14	-	-	-	206	4.7	VS
Means of preservation and conservation	29	15	-	-	-	205	4.7	VS
Museum serves as tourist attraction	36	8	-	-	-	212	4.8	VS

Source: Fieldwork, 2017

Table 6: Correlation analysis result between tourist satisfaction and visit to Obafemi Awolowo University natural history museum

Factors	Tourists' visit
Heritage/cultural education	0.031**
Museum facilities	0.715
Facilities cleanliness/maintenance	0.422
Entrance fee	0.007***
Material/exhibits	0.047**
Community art & craft	0.025**
Material evidence of people	0.427
Material cleanliness/maintenance	0.041**

Past history	0.077
Medium of education	0.009***
Preservation/Conservation	0.574
Museum serves as tourist attraction	0.208

p < 0.05, There is significant relationship at 95% level of significance

P < 0.01, There is significant relationship at 99% level of significance

NB: *** and ** represent significant levels @ 1% and 5% respectively

Source: Fieldwork, 2017

Table 7: Correlation analysis result between tourist satisfaction and visit to National museum, Ile-Ife.

Factors	Tourist's visit
Heritage/cultural education	0.008***
Museum facilities	0.085
Facilities cleanliness/maintenance	0.118
Entrance fee	0.027**
Material/exhibits	0.043**
Community art & craft	0.092
Material evidence of people	0.038**
Material cleanliness/maintenance	0.671
Past history	0.001***
Medium of education	0.000***
Preservation/Conservation	0.427
Museum serves as tourist attraction	0.288

p < 0.05, There is a significant relationship at 95% level of significance

P < 0.01, There is a significant relationship at 99% level of significance

NB: * and ** represent significant levels @ 1% and 5% respectively**
Source: Fieldwork, 2017
Decision on the Test of Hypothesis
H_0 is rejected
There is a significant relationship between tourist satisfaction and tourist visit

METHODS

The contents of the paper include Introduction, Method (for research-based articles), Content, Discussion, Conclusion, Acknowledgement and References. The content of non-research-based articles may include some sub-chapters with a free title depends on the study.

The methods section describes the rationale for the application of specific procedures or techniques used to identify, select, and analyze information applied to understanding the research problem, thereby, allowing the reader to critically evaluate a study's overall validity and reliability.

Ile-Ife, also called Ife town, in the State of Osun is one of the ancient towns of the Yoruba-speaking people of South-west, Nigeria, the birthplace of mankind (Akinjogbin,

1980) was founded by a son of the deity, Oduduwa (Eluyemi, 1986). Ile-Ife is located in present-day Osun State, Nigeria (Figure 1) at longitude E4.60° and latitude N7.50°, with an elevation of about 275 meters above sea level (Appolos, 2012). The population of Ile-Ife according to the 2006 Census figures is about 643,582 people (NPC, 2010).
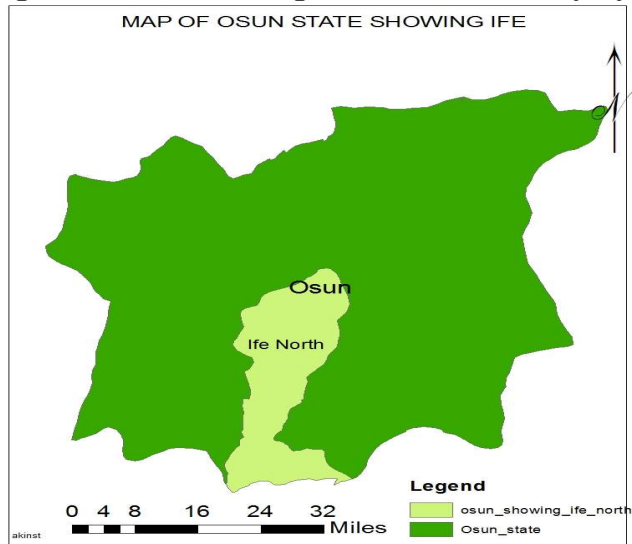

Figure 1: Map of Osun State showing the study area

The last time Nigeria conducted a census was in 2006 and the result of that census put the population of the country at 140.43 million persons comprising 71.3 million Male and 69.0 million females (Dataphyte, 2022).

Both primary and secondary data were collected and analyzed for this study. The primary data was obtained through the use of a well-structured questionnaire which comprises two sections (Demographic and Non-demographic information), personal interviews, and personal observations while the secondary data was the record of visitors and revenue generated obtained from the management of Obafemi Awolowo University Natural History Museum and the Ile-Ife National Museum. An interview was conducted with curators in each of the museums to complement the data obtained and to establish the reasons for the inconsistencies in the visitor and revenue records. The influx of tourists for the year 2016 (5,383 tourists and 7,352 tourists for the O.A.U museum and the National Museum, Ile-Ife respectively) was used to calculate the sample size through a modified method described by Olaseni, 2004

Monthly Average = $\dfrac{\text{Total number of tourist}}{12 \text{ months}}$

STUDY VARIABLES AND THEIR MEASUREMENTS

The following variables were measured in this study as primary data:

(i) Respondents' age (in years) was measured in the following brackets: 1 assigned to age bracket of between 18 and 26; 2 assigned to between 26 and 34; 3 assigned to between 35 and 43 years; 4 assigned to between 44 and 55 years; 5 assigned to between 55 and above.

(ii) Respondent's gender was measured by a binary scale where 1 was assigned to male visitor and 0 was assigned to female tourist.

(iii) Respondents' marital status was grouped as thus: 1 for single; 2 for married; 3 for divorced/separated; and 4 for widower/widow

(iv) Educational qualifications of the respondents was measured in the following Classifications: 0 for non- formal education; 1 primary; 2= secondary; 3= tertiary

(v) Religion of respondent's was measured on a binary scale of 1 Christian, 2 Muslim, 3 traditional.

(vi)   Respondents' occupation was measured on a binary scale of 1 Student, 2 Self employed, 3 Private sector, 4 Unemployed, 5 Public sector

(vii)   Place of residence was measured by name (state in Nigeria)and coded numerically

(viii)   Nationality was measured by 1 for a Nigerian, 2 for a non-Nigerian.

(ix)   Member of environmental related non-governmental organization was measured in this way ; I was assigned to Yes, 2 was assigned No

(x)   Visitor's satisfaction was measured by the variables that were investigated on a 5-point Likert scale where 1 was assigned to very unsatisfied; 2 = Unsatisfied; 3 = Indifference ; 4 = Satisfied; 5 = very Satisfied

The following information were collected and measured in this study as secondary data:

(i)   The total number of tourist that visited National museum, Ife and Obafemi Awolowo University Natural History Museum from January 2016 to December 2016

(ii)   National museum, Ile-Ife and Obafemi Awolowo University Natural History Museum tourist's influx and revenue generated from 2012 to June, 2017

Sampling Intensity (SI) 10%

For National Museum, Ife monthly average = 448 @ SI of 10% = 44

For Obafemi Awolow, University Natural history Museum, monthly average = 612 tourists @ SI of 10% =61

The visitor influx and revenue generated by the Obafemi Awolowo University natural history museum and National museum, Ife were analysed using descriptive statistics from the secondary data obtained or collected from the two museums.

After collecting data from the respondents, the data were entered into Microsoft Excel and recalculated responses based on a 4-point Likert scale. A 4-point Likert scale is a type of psychometric response scale in which responders specify their level of agreement with a statement typically in a 4-point rating   (very dissatisfied to very satisfied). All incomplete answer forms and inconsistent answers were removed. Weighted mean scores were calculated and the upper limit of data with respect to visitor satisfaction was fixed at 3.5-4.0 and the lower limit score <1.5. Specifically, descriptive statistics were used to express the results from the analysis of demographic data in percentage tables and graphs because it gives an idea of the distribution of the data, helps to detect outliers and typos, and enables the identification of associations among the demographic variables (age, gender, marital , education, religion e.t.c). Thus, data collected and processed are analyzed using (1) Descriptive statistics analysis to describe basic quantitative characteristics of the data and (2) Correlation analysis for the inferential analysis to measure the relationship between visitor satisfaction and tourist's visits in NHM, O.A.U and NM, Ile- Ife.

Weighted Mean (WM) = fVUSX1, fUSX2, fIX3, fSX4, fVSX5 = Weighted Frequencies (WF)

Sum of Weighted Frequencies/Sum of Initial Frequencies=Weighted Mean (WM)

Decision rule:

Tourism impacts; Very satisfied= 4.5-5.0, Satisfied= 3.5-4.4, Indifference=2.5-3.4, unsatisfied=1.5-2.4, Very unsatisfied= <1.5

Hypothesis

Null Hypothesis H0**:** There is no significant difference between tourist satisfaction and tourist visit

The alternative Hypothesis Ha: There is significant relationship between tourist satisfaction and tourist visit.

DISCUSSION

There are indications that there were variations in the number of tourists that visited each of these museums monthly and the revenue generated between 2012 and 2017 (Table 1 and 2) The secondary data collected in the National Museum, Ile-Ife gave information on the revenue generated between 2012 and June, 2017. A total of ₦206,000 revenue was generated in 2012 and ₦164,000 between January and June, 2017. In Obafemi Awolowo University Museum revenue generated ranges between ₦601,350 in 2012 and ₦375,300 recorded between January and June, 2017.

Trend Analysis of the visitor
The visitor trend in Obafemi Awolowo University Natural History Museum shows a gradual reduction from the year 2012 to 2013, a sharp increase in 2014 and a fall-off again through to 2016 (Figure 2).
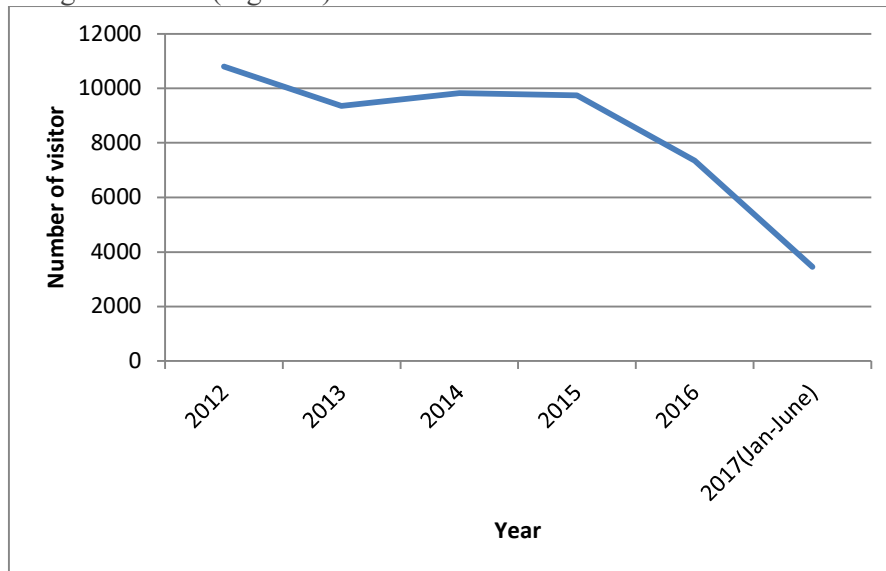
Figure 2: ObafemiAwolowo university natural history museum visitor's trend from 2012-2017(January- June)
Source: Visitor's record, OAU, 2017

The closure of Nigeria Universities as a result of the strike embarked upon by the Academic Staff Union of University, Non-Academic Staff of University (NASU) and Senior Staff Association of University (SSANU) has paralyzed academic activities in all Nigeria Universities including Natural History Museum, OAU since it is an institutional-based. ASUU has been on incessant strike from 1999 as documented: 1999-5 months; 2000 – 3 months; 2002 -2 weeks; 2003-6 months; 2005- 2 weeks; 2007-3 months; 2008- 1 week; 2009-4 months; 2010- 5 months; 2011- 59 days; 2013-5 months; 2017-1 month; 2018- 3 months; 2020- 4 weeks; 2022- 4weeks (warning strike); 2022- 5 months and counting(Kareem, 2022) The inconsistency in a visit to National Museum, Ile-Ife was also observed in the trend analysis. There was a sharp dropped in the number of visitors to the National Museum, Ile-Ife from 2012 to 2015 while there was a considerable increase in 2016 more than what was recorded in 2017. Furthermore, there was an increase in the earlier part of 2018 and a gradual reduction from mid-2018 to the December of that year. This inconsistency continues in 2019 while the outbreak of COVID-19 led to the closure of the Museum for visitors in the year 2020 before it was reopened in 2021 (Figures 3, 4,5, 6, 7 and 8)
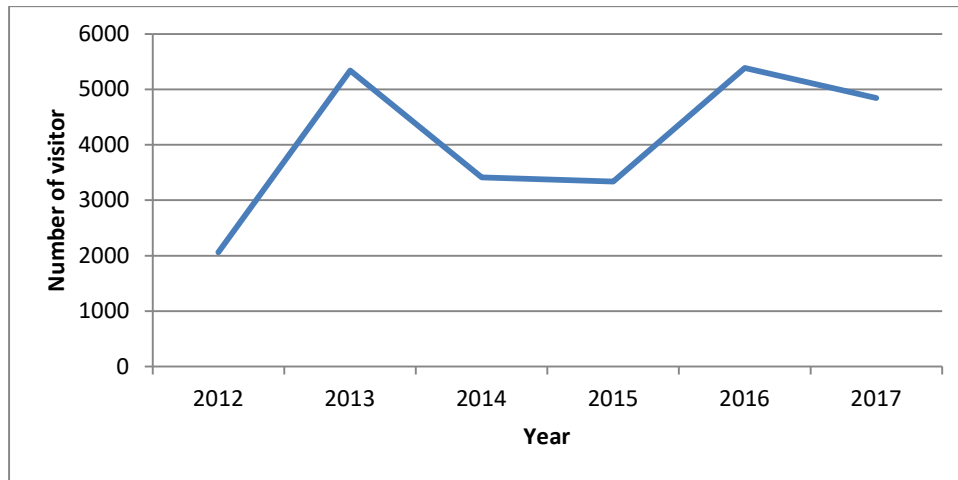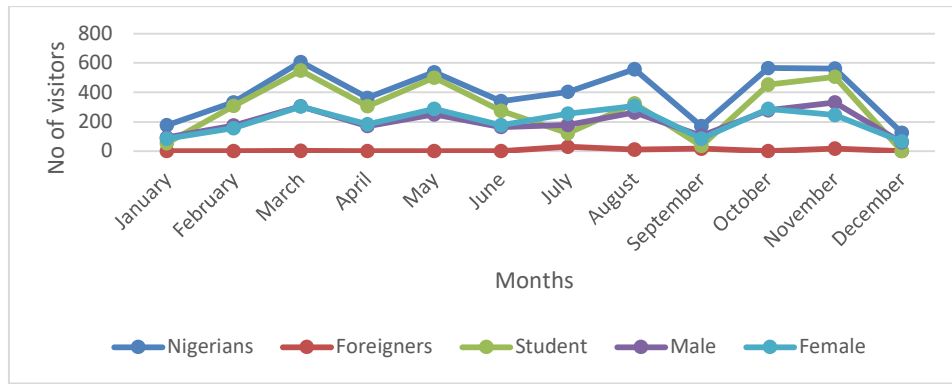
Figure 3: National Museum, Ile-Ife visitor's trend from 2012-2017(January- June
Source: Visitor's record, NM, Ile-Ife, 2022
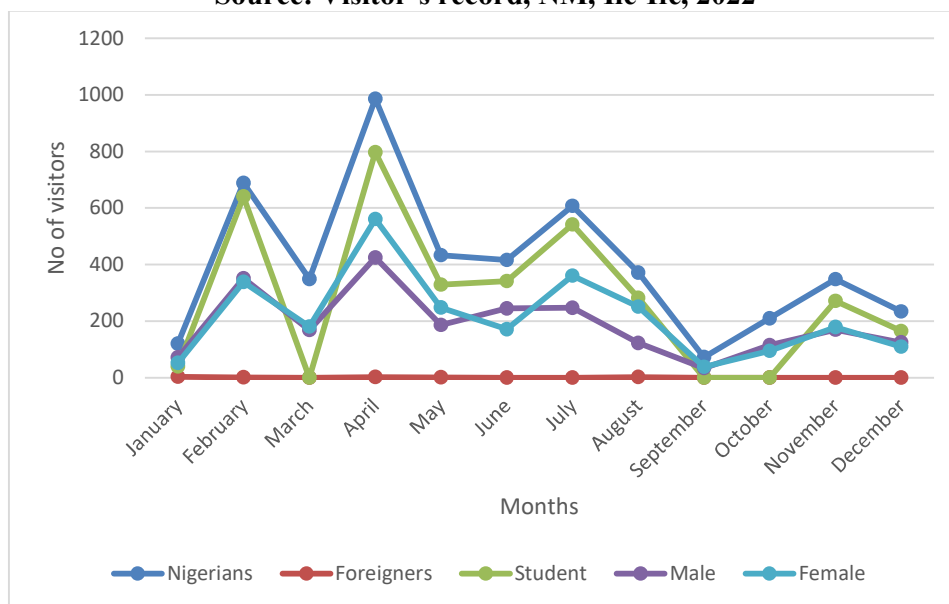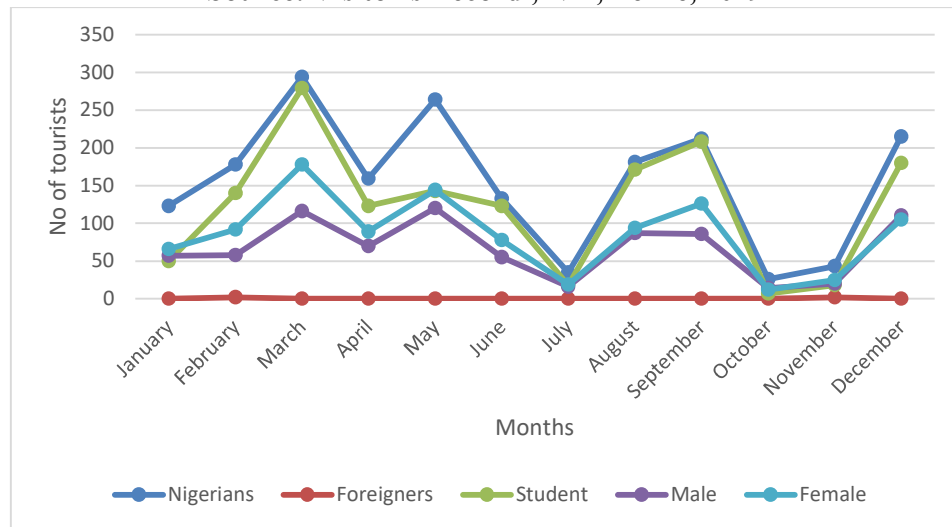

Figure 4: Trend of visitors in year 2017
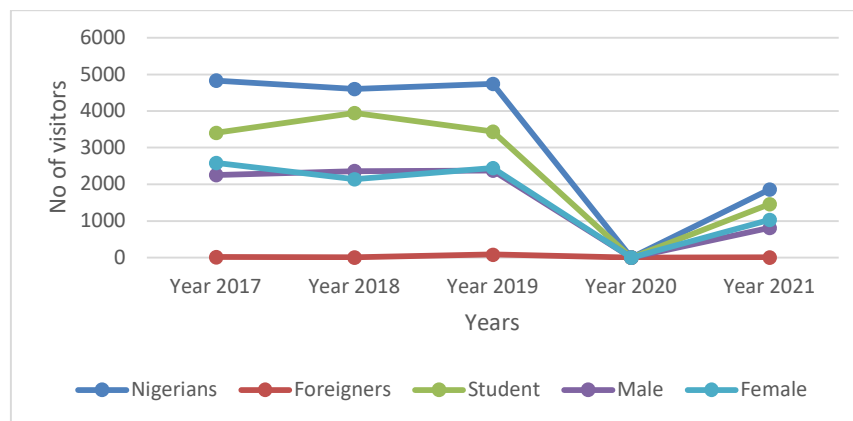**Source: Visitor's record , NM, Ile-Ife, 2017**
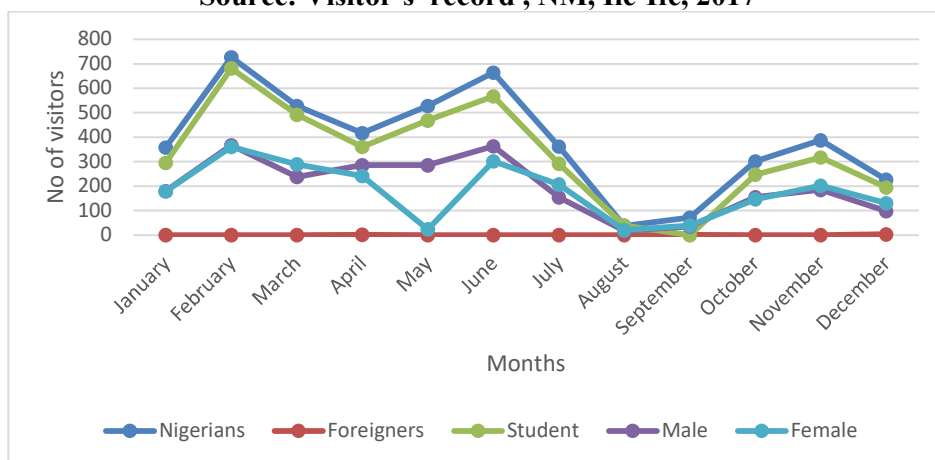
Figure 5: Trend of visitors in year 2018
Source: Visitor's record , NM, Ile-Ife, 2018

Figure 6: Trend of visitors in year 2019
Source: Visitor's record , NM, Ile-Ife, 2019

Figure 7: Trend of visitors in year 2021
**Source: Visitor's record , NM, Ile-Ife, 2021**

Figure 8: Trend of visitors through the year, 2017, 2018, 2019, 2020 and 2021
Source: Visitor's record, NM, Ile-Ife, 2022

Trend analysis of the revenue

In order to exemplify the impact of the inconsistency observed in the record of visitors on the revenue generated in the two museums, the amount of revenue generated (naira) was plotted against the year of visits between the year 2012 and midyear 2017. There

was an increase from 2012 to 2014 while there was a decline in 2015, and 2016 and the amount generated up to the mid-year of 2017 (January- June) was not up to half of what was generated in the first six months of 2016. (Figure 9).
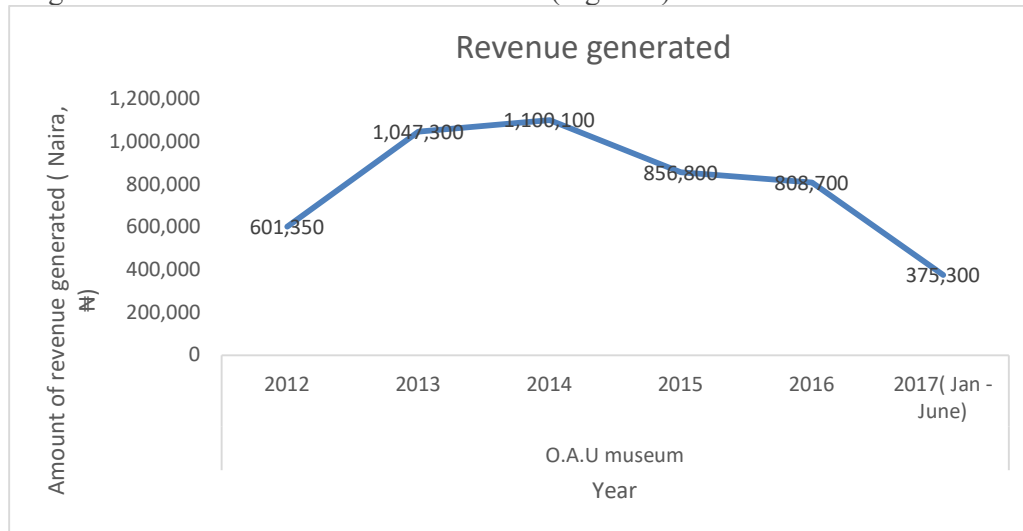
Figure 9: Obafemi Awolowo university revenue generation trend from 2012-2017 (January –June)
Source: Fieldwork, 2017

In National Museum, Ile-Ife, the revenue generated from 2012 to 2013 dropped in 2014 and 2015 and increased in the year 2016 with a possible decrease in 2017 since the amount generated mid-year 2017(January- June), was not up to half of what was generated in the first six months of the year 2016. (Figure 10). The result of the interview conducted with the curator and some staff in the Museum revealed reasons for these irregularities.
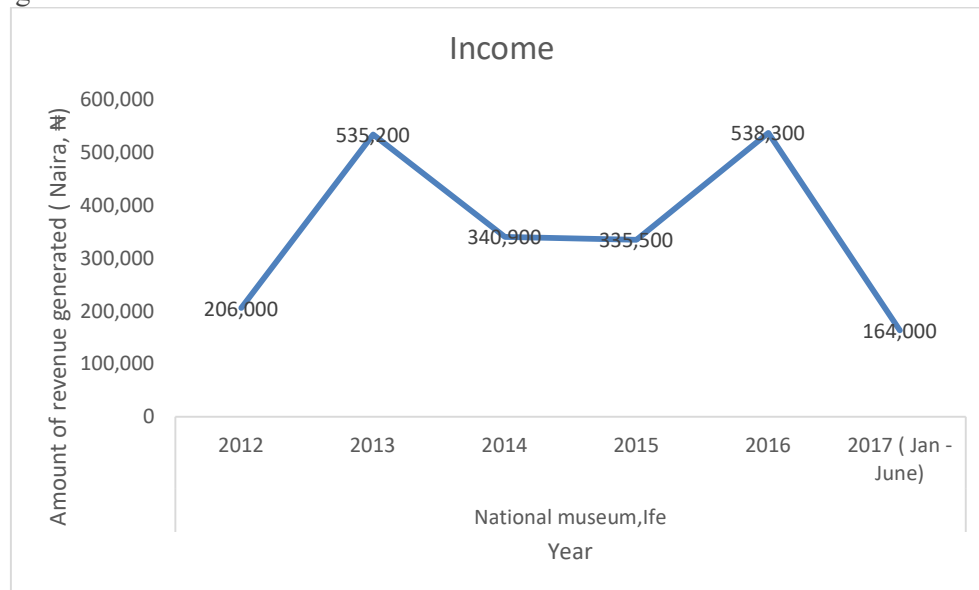
Figure 10: National museum, Ile-Ife revenue generation trend from 2012- 2017 (January- June)
Source: Fieldwork, 2017

According to the information gathered during the interview with the curators in the two museums, several reasons were provided for the inconsistency in the visitors' and revenues records as obtained from the trend analysis. The first reason is that some visitors

are considered Very Important Persons (VIPs) in society. Visitors in this category include officers of the Nigeria Police Service (NPS), Nigeria Army and National Youth Service Corps. Although this category of personnel is recorded as visitors, however, they are exempted from paying the entrance fee. The second reason is due to sharp practices among the attendants. The attendants sometimes concealed the raw data. The third reason is that money does come through donations which may not be necessary through people coming through the door. The Treasury Single Account (TSA) initiative is the operation of a unified structure of Government Bank Accounts, in a single account or a set of linked accounts for ALL Government payments and receipts in respect of the source. Fourthly, the entrance fee has been in a range of between N50 to N100 for the visitors until recently when it was increased and fixed at an N200 rate. Other reasons include economic recession

SOCIO-DEMOGRAPHIC CHARACTERISTICS

The analyses of the primary data on the socio-demographic characteristics of the respondents are presented (Table 3). It reveals that, at NM, Ile-Ife, 50% were male, while 50% were female. Analysis of the age range of the respondents shows that 31.8% were in the age group of 18-26 years, 22.7% were in the age group of 27-34, 18.2% are in the age range of 35-43, 27.3% are in the age range of 44-55 and none are in the age of a group of 56 and above. In terms of marital status, 45.5% were single, 54.5 % were married, 4.5% of the respondents were members of conservation or environmental NGO and 95.5% were not. At NHM, O.A.U 55.7% were male, while 44.3% were female. Also, 42.8% were in the age group of 18-26 years, 31.1% were in the age group of 27-34 and none were 56 and above. Fifty-nine percent of the respondents were single including 42.8% that are between the age range of 18-26 and 16.2% that are partly in the other age range of between 27-55 (57.4%) while 39.3 % were married. In terms of their religion, 72.2% were Christians, 27.8% were Muslims and none were traditional worshippers, larger percentage of these visitors (60%) were not residing in Osun State, the greatest percentage (47.5%) were students and 21.3% were working in the public sector, 8.2 % of the respondents were members of conservation or environmental NGO and 91.8 % are not members of any environmental NGO.

MUSEUM MATERIALS/EXHIBITS

The field observation revealed information on the types of materials that are being exhibited in the two museums. It also provides information on the arrangements in various sections of the gallery. The materials collected and exhibited in National Museums are reflections of the cultural attributes of the people of Ile-Ife, Osun State, South-Western, Nigeria where the museum is situated. Unlike what was observed in Natural History Museum, OAU- an institutional-based museum- where the materials collected and exhibited portray information on animals, soil, plants, aquatic and terrestrial ecosystems. It is a clear indication that the museum is established to support scientific research on the studies of Archeology, anthropology, Museum e.t.c from undergraduate to postgraduate levels. These objects are displayed in the gallery and arranged in different sections.

VISITOR'S SATISFACTION RATING ON THE MUSEUM FACILITIES AND SERVICES RENDERED

The result indicated that visitors at NHM, O.A.U are very satisfied with some of the variables including the maintenance/cleanliness of the facilities at the Museum (weighted mean =4.6), medium of education (object identification, storytelling e.t.c), means of

preservation and conservation (weighted mean =4.6) and serves as a tourist attraction (weighted mean =4.6) (Table 4)

Decision rule:
Tourism impacts; Very satisfied= 4.5-5.0, Satisfied= 3.5-4.4, Indifferent=2.5-3.4, Unsatisfied=1.5-2.4, Very unsatisfied= <1.5
The visitors at NM, Ile-Ife are very satisfied that this museum serves as a tourist attraction (weighted mean =4.8), medium of education and means of preservation and conservation (weighted mean = 4.7) (Table 5)

TEST OF HYPOTHESIS
Association between tourist Satisfaction and Tourist's visit
A test of the relationship between tourist satisfaction and tourists' visit to Obafemi Awolowo University natural history museum is presented in Table 6. Six of the twelve variables estimated were found to be significant at 1% ($p<0.01$) and 5% ($p<0.05$). Entrance fee (0.007) and medium of education (0.009) were found to be significant at 1%, thus, indicating that the variables were significantly different from zero at 1%, and based on this, null hypotheses were rejected in both cases, suggesting that entrance fee and medium of education have a significant relationship with the tourist visit. Likewise, Heritage/cultural education (0.031), material exhibits (0.047), community art and crafts(0.025), and material cleanliness/maintenance(0.041) were found to be significant at 5%, thus these variables were significantly different from zero to 5%, suggesting that these variables have a significant relationship with the tourist visit unlike other variables like facilities cleanliness/maintenance, preservation/conservation with significant relationship above 10%.

Similarly, a test of the relationship between tourist satisfaction and tourists' visit to the National Museum, Ile-Ife is presented in Table 7. Three of the twelve variables estimated were found to be significant at 1% ($p<0.01$) and 5% ($p<0.05$). Entrance fee (0.027) and Material/exhibits (0.043), were found to be significant at 1%, thus, indicating that the variables were significantly different from zero at 1%, and based on this, null hypotheses were rejected in both cases, suggesting that entrance fee and material exhibit have a significant relationship with the tourist visit. unlike other variables like museum facilities, cleanliness/maintenance etc.

THE RELATIONSHIP BETWEEN TOURIST SATISFACTION AND TOURISTS' VISITS AT NATIONAL MUSEUM, ILE-IFE.

One unique feature of Osogbo, the capital of Osun State, Nigeria that has brought the town to the limelight and placed it on the world map is the presence of Osun Osogbo Sacred Grove, a Nigerian National Monument and a UNESCO World Heritage Site since 2005 (IUCN, 2005). The sacred grove is a symbol of identity for all Yoruba people probably the last in Yoruba Culture (UNESCO, 2015). Museums are a form of tourism product with a significant positive impact on the catalyst development of the cultural tourism industry in and around Osun Osogbo Sacred Grove (Oladeji and Olatuyi, 2020). It is a tourist attraction that offers opportunities for customers (Ajake et al., 2016). This explains the significance of Elaboration Likelihood Model in this study since the concept of persuasion is associated with our daily lifestyles and attitudes (Yocco, 2014). Application of Elaboration Likelihood Model in this study takes into cognizant cognitive perception of the customers in relation to the derivable satisfaction of museum as a tourism product. Idarraga- Cabrera et al, 2020 observed that there is a significant

relationship between cognitive functioning and life satisfaction especially in certain financial attitudes. Harnessing the tourism potential of museums is promising in view of the growing paradigm shift in the perception of museum professionals regarding the purpose of establishing museums from education and learning; collection, conservation, research and enjoyment to their economic roles (Tien, 2008). This assertion is not limited to the museum professionals alone as being observed among the tourists and the local people within the last decade (San and Pirnar, 2013). Amidst all of this, there is a shred of clear evidence that the contemporary issues facing visitor attraction managers and researchers revolve around packaging museums as a form of tourism products that could attract specifically the growing diversity of visitors in order to generate additional income (Leask, 2016). Visors' satisfaction is the most critical aspect of museum marketing and management. This is because there is every possibility that if visitors are satisfied, they will make repeated visits and they will be retained if the quality of the services being offered are sustained or improved upon. In most cases Elaboration Likelihood Model has been employed to observe responses of the customers as basis for evaluating such products. For instance, Ert et al., 2016 designed a questionnaire to investigate the perceptive helpfulness/usefulness of potential consumers in the sharing economy.

THE ROLE PLAYED BY SOCIAL DEMOGRAPHIC CHARACTERISTICS IN ENHANCING VISIT

The application of Social Exchange Theory is relevant in this study since it affords the researcher to capture information on the social demographic characteristics of the respondents with a view to guide the management of the museums in developing appropriate strategies in this direction. Rasoolimanesh, 2021 explains the relevance of SET in tourism development as perceived by tourism. The data obtained on the age, gender, marital status explained the roles played by social states of the respondents in visit. This is in tandem with the views of Muldon 2017 that application of SET in the academic concept tends to explain the functions of social behavior relative to performance and productivity. Findings from the analyses of the primary data on the socio-demographic characteristics of the respondents revealed that an equal number of males and females visited NM, Ile-Ife whereas males constituted the greater percentage of respondents to NHM, OAU. This statistic depicts the gender frequency of visitors that attended museums, concerts and other types of shows in the United Kingdom in the same period of 2017 (Kunst, 2019). According to the survey, 14 percent of both female and male respondents attend museums or concerts at least once a month. Over 40 percent of both males and females stated that they go to museums and concert events several times a year According to Museum of African American History and Culture (MAAHC, 2023), there is no clear reasons for gender difference in visits to Museums. It went further to stress that while some researchers reported that women are more likely to visit museum than men others reveled that reverse is the case. The demographic analysis of the visitors to NM and NHM also shows that the majority of the respondents are educated, and they are single in the age range of 18-26 years. This supports the findings of Nguyen, 2021 that 86% (1816 respondents) of the respondents to museums in Vietnam were between 18 and 23 years old and they are people with a higher level of education and higher income. Berhanu and Raj, 2020 observed that majority of visitors to the selected National Museum in Ethiopia are between 18 and 35 years. Mariani and Codignola, 2017 observed that majority of tourists that are considered location attractiveness as a major factor in museums in Italy are single. A larger percentage of the visitors are within Osun State and some notable states in the Southwest, Nigeria, thus these museums will have a line of multiplier effect on the economy of the adjoining communities. This supports the

findings of Phanthavong (2009) that there is a streak of economic improvement for some members of the community in Kietngong village due to the creation of few employment opportunities and sales points for local residents to help provide extra income to some families. Piekkola, 2014 opined that the multiplier effects of museums are linked to enterprises in the tourist industry such as retail business and many other destinations in the locality of museums .The potential of cultural heritage resources in generating additional employment opportunities such as tour guides and interpreters for the adjoining communities to Idanre Hills has been reported (Oladeji and Akinrinola, 2010). The marginal number of respondents that are members of Conservation and Environmental Non-Governmental Organisation is an indication that NGOs need to stem their action in reaching museum visitors through disseminating information (Oladeji and Afolayan, 2009) and offering tour guiding/interpreting museum elements. This forms part of the recommendations of The Organisation for Economic Cooperation and Development (OECD) and The International Council of Museums (ICOM) (OECD-ICOM, 2019). OECD is a multi-disciplinary intergovernmental organization of 36 member countries that engage in its work with an increasing number of non-members from all regions of the World while ICOM is an international Non-Governmental Organisation that brings together museums and museum professionals from all over the world. Over the years, these two leading organizations have advocated for collaboration and synergy between local communities, government and Non-Governmental Organisation towards effective service delivery and sustainable conservation and management of museums. The influence of both demographic and non-demographic characteristics of visitors on satisfaction can therefore not be over-emphasized in the quest to develop an appropriate marketing strategy for museum management (Ray et al 2014, Hyowon et al. 2018; Nguyen, 2021).

The trend observed in the record of visitors and revenue generated in the two museums is not peculiar to these museums as it was reported in Bangladesh, UK, USA and Vietnam over a certain period (Ray et al., 2014; Dieke, 2020 McIntyre, 2020, Charr, 2022; Noehrer et al., 2021). An annual survey reveals that in 2019 overall attendance of the world's 100 most-visited art museums dropped by a staggering 77% in 2020—from 230 million in 2019 to just 54 million as museums worldwide were forced to close (Sharpe and Silva, 2021). Ray et al (2014) observed that dropped in visits to museums in Bangladesh was as a result of other factors (regarded as pull factors) that influenced visits to museums. In Nigeria, apart from the outbreak of COVID-19 other identified causes of inconsistency are the economic reasons. It will be recalled that Nigeria went into economic recession in 2016 following a fall in oil price the main source of Nigeria's revenue in 2015 (Afimia, 2017). In view of the effect of this on the country's macro and micro economy, Ogochukwu, 2016 recommends diversification of the Nigeria economy in some identified key sectors to prevent the economy from taking the hit caused by the falling oil price as a way forward, and a rigorous and holistic improvement in those sectors. As the country was getting over the aftermath effects of the 2016 economic recession, the collapse in oil prices coupled with the COVID-19 pandemic plunged the Nigerian economy into a severe economic recession in 2019, the worst since the 1980s (World Bank Nigeria Development Update (NDU), 2020). It will be recalled that the country has been facing insecurity in the last decades as a result of terrorist attacks thereby hindering social gathering and economic transactions (Ozdeser, et al 2019). Other reasons related to record-keeping as provided by the curators during the interview are also very relevant. For instance, Sharpe and Silva, 2021 reported that sometimes the museum authority may not supply the raw figures on income generated and the researchers have to make use of the information from the spokesperson. This sometimes

create imbalance in record. Increased competition in the leisure market and reduction of public funding for cultural organization are also reported to have affected the visit to museums (Swarbrooke, 2015)

Relationship between Pull and Push motivation factors and satisfaction

The basic of knowledge of Dann's theory of push and pull motivation factors were considered in the designing of variables that were used in measuring the level of satisfaction of the visitors to the museum. Tahir and Meltem, 2018 opined that there is long history of studies examining the connection between tourist motivation and satisfaction.

Perception of visitors on the satisfactions indicated that these museums have significant relationship in term of serving as tourist attraction, medium of education and means of preservation and conservation. These variables are regarded as pull factors that have influence on the visitors to museums (Hyowon et al, 2018; Nguyen, 2021). This supports the findings of Umanah and Okwueze, 2015 on the conservation, preservation and educative roles of museums in Akwa-Ibom State of Nigeria. Similarly, International Council of Museums (ICOM), 2010 had earlier stressed that Museums are meant to render service to the society in the area of research, collection of data, acquisition, and communication of ideas and exhibition of objects that are of historic, cultural heritage values for the purpose of education, pleasure and satisfaction of people in their environment. Heritage /cultural education and maintenance of cleanliness are also significant as influencing visit to these museums. This becomes imperative in the management of museum towards building a resilient tourism for the future as expressed in the OECD COVID-19 policy responses and recovery (OECD, 2020).

Intrinsic and extrinsic motivation factors

The collection and arrangement of exhibits in the two museums depicts the purpose of establishing each of them which invariably influence visitors. These collections are motivating factors as medium of education especially for the young ones that are visiting. This support the views of Raymond and Jithendran, 2015 that extrinsic motivations are more dominant than the intrinsic ones for visiting the Imperial War Museum. This is the basis of application of **Self-determination theory (SDT)** in this study since the researcher is well guided on efficacy of extrinsic and intrinsic motivating factors for museum visitors. Museum of Natural History, in OAU is an institutional based that is supporting research in related courses in Archeology, Wildlife Management, Ecotourism, Anthropology, Cultural tourism and Museum management. This is also peculiar to international museums such as British Museum (London, England), Linden Museum, Stuttgart, Germany, Louvre (Paris, France), and National Palace Museum (Taipei, China) that have various educational programs to enrich students in the various fields of research to gain experiences in an environment and provide a new setting for educators to teach students in a wide range of topics (Nguyen, 2021). On the other hand, National Museum, Ile-Ife reflects the culture of the people of Ile-Ife-Osun State, conserving, preserving and educating the community it is based. It is directly under the control of the National Commission for Museums and Monuments the regulatory body for the museum collection, preservation and management in Nigeria (National Commission for Museums and Monuments, 1979). External factors comprising collection, display , arrangement of museum exhibits are considered to have significant influence on visitors (Rajesh, 2013; Ray et al 2014). This is in tandem with the views of Bankole, 2013; Nilson, and Thorell, .2018, ICOM, 2019) that the presence of museum is commonly understood to indicate source of education, place of pleasure and leisure,

collection, preservation and conservation of historic and cultural exhibits of places relevant to be shared with the public.

Association between tourist Satisfaction and Tourist's visit
The fact that six of the twelve variables estimated were found to be significant, hypothetically revealed that satisfaction influence tourist visits to an extent. The effects of tourist satisfactions with travel experience as they influence customer's loyalty and revisit intentions have been reported in literature (Yoon and Uysal, 2003; Khatibi et al , 2018). Entrance fee found to be significant in this study is regarded as trip-related psychographic variables( ) that are rarely being used in empirical studies simply because it relies on official statistics that are seldom survey Brida and Scuderi (2013. However, the importance of including such variables have been emphasized by authors in literature (Morrison (2002; Wang et al. (2006) . The inclusion of other response variables such as medium of education, historic , cleanliness/maintenance and extrinsic liking preservation/conservation material evidence of people is considered very relevant since they depict stated level of satisfaction of the visitors (Jaunky, 2021). Reported that visitors' satisfaction is because of the functional, hedonic and symbolic benefits perceived by the visors because of the cognitive and effective evaluation (Maraino, 2018)

CONCLUSION

The paradigm shift in museum management is advancing frontier of knowledge in contemporary research in museum marketing. Age differences, gender, marital status, level of education, place of residence are some of the demographic and non-demographic characteristics that are considered in this study to be very relevant in developing marketing strategy for the two selected museums. For instance, the analyses of the primary data on the socio-demographic characteristics of the respondents revealed that an equal number of males and females visited NM, Ile-Ife whereas males constituted the greater percentage of respondents to NHM, OAU. It equally reveled that majority of visitors to NM and NHM are educated, and they are single in the age range of 18-26 years. Thus, these museums must be positioned to offer programs and services that can attract people in the active age group, singles, possess formal education and within the neighboring states or communities if the objectives to generate money, educate and conserve the rich cultural values of the people are to be achieved.

Influence of external factors such as collection, display and arrangement of museum exhibits and other pull factors such as cleanliness of the facilities, medium of education, preservation and conservation must also be given necessary attention as they influence visitors' satisfaction towards ensuing efficient sustainable development of the museums as a sector of tourism. This is the basis of application of Self-determination theory (SDT) in this study since it assists the researcher to assess pull and push factors that motivate visitors to the selected museums. While National Museum, Ile-Ife reflects the culture of the people of Ile-Ife-Osun State, their conservation and preservation are very important to attract visitors; the Natural Museum, OAU on the other hand is an institutional based museum with exhibits to enrich the understanding and knowledge of the visitors that are researchers and students in the fields of museum, archeology, wildlife management e.t.c
 Reasons that led to the trend of visitor and revenue being generated as highlighted must be addressed to guide museum operators in record keeping and documentation. Analog record keeping gives room for errors and inaccuracy. Outbreak of pandemic and other factors that might sometimes lead to fluctuation and variability in the trend of visitors must be addressed.

POLICY RECOMMENDATION

This study provides beneficial managerial and practical implications for museum operators, travel agencies and government related Department, Ministry and parastatals in culture and tourism and also other stakeholders in order to gain an understanding of how demographic, non-demographic, external and pull factors can increase attractiveness and patronage to visit museum. Museum managers need to equip themselves with in-depth understanding of tourism industry since museum is now being regarded as a tourist attraction.

To achieve all these tasks , the under listed must be well thought-out.
Firstly, there is a need to train museum attendants and staff on proper documentation and record keeping of visitor and revenue generated. This can be achieved by organizing workshops and training for staff in the Department of Planning, Research and Publications in the Museum.

Secondly, the management of these Museums needs to enhance the arrangement, categorization, labeling and identification of exhibits in the gallery sections to effectively influence the satisfaction level of the tourist as medium of education and for them to have long-lasting memory during their visit. This will make the museums to be attractive to both students and researchers or educators in the related field.

Thirdly, since museums are now being regarded as tourist destination, there should be the provision of good quality hospitality services and infrastructural facilities to meet the satisfaction of visitors that might want to stay up to 24 hours or more.

Fourthly, these Museums should establish online visibility through the creation of websites for improved virtual technology a new space for revising and re-presenting historical truths about African artefacts, such as the Ife bronzes especially in the advent of pandemic as was observed in the year 2020 when museums were closed down. If all these are taken into consideration, museums can act as an alternative or substitute to the oil sector, which has for long remained the mainstay some countries like Nigeria.

This hypothetical model tends to bridge research gap in the paucity of knowledge on theoretical and empirical evidence and not on variables obtained from systematic review of literature. Inclusion of other explanatory variables in this study including entrance fee as trip-related psychographic variables has gone a long way to demonstrate the importance of this variable in visitor satisfaction model.

LIMITATION OF THE STUDY AND FUTURE RESEARCH

Sample collected in the two selected museums are not large enough, there is therefore a need to replicate this study across other states in Nigeria. The use of other research instruments in the collection of data through the use of Focus Group Discussion and Interview will allow presentation of qualitative data for comparative studies in this kind of research. This will allow better understanding of cognitive component of attitude that influence visit to the museum's destinations.

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JOURNAL of ARCHAEOLOGY & TOURISM

العوامل المؤثرة في الزيارات والرضا:
تطوير استراتيجيات تسويق المتاحف في ولاية أوسون، جنوب غرب نيجيريا

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الملخص

تمتلك المتاحف القدرة على تلبية الاحتياجات التعليمية والثقافية والاقتصادية والاجتماعية للسكان والبلد ككل. ويشكل هذا الأساس لإجراء هذه الدراسة في المتحف الوطني في إيلي إيفي ومتحف التاريخ الطبيعي في جامعة أوبافيمي أولوو لتقييم الخصائص الديموغرافية وغير الديموغرافية والعوامل الخارجية وعوامل الجذب التي تؤثر على زيارات الزوار ومدى رضاهم. تم جمع البيانات الأولية والثانوية من خلال طرق بحث متعددة. عُرضت نتائج تحليل البيانات بشكل وصفي وكشفت عن معلومات عن تأثير الخصائص الديموغرافية الاجتماعية والعوامل البيئية على الرضا. وقد خضعت المتغيرات لمقياس ليكرت المكون من 4 نقاط (من غير راضٍ جدًا إلى راضٍ جدًا) محسوبًا على متوسط الدرجات المرجحة. أما الاتجاهات التي لوحظت من تحليل البيانات الثانوية حول سجلات الزوار والإيرادات المتأتية من خلال تحليل البيانات الثانوية فهي نتيجة للقضايا الاجتماعية والاقتصادية والصحية السائدة مثل انخفاض عائدات النفط وتفشي فيروس كورونا المستجد (كوفيد-19) في سياق الدراسة. أظهرت الإحصاءات الاستدلالية مستوى رضا الزوار فيما يتعلق بزيارتهم. ستعزز الدراسة المعرفة في مجال تسويق وإدارة سياحة التراث الثقافي.

الكلمات الدالة:

الثقافة؛ التراث؛ المتحف؛ الإيرادات؛ الزوار