



Measuring the Perceived Destination Image of Plateau State Nigeria

By Elisha Gobin Gonap

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 quoina) for a positive destination image perception. The study also confirmed that though Plateau State is very rich in tourist attractions. 68 pp. English.



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