

***Perceived Satisfaction with Quality of Travel Modes for Tourism Activities in Lagos State,
Nigeria***

Umar Obafemi Salisu¹, Samuel G. Odewumi², Forson Ibrahim Abdul-Azeez²

Department of Urban and Regional Planning, Olabisi Onabanjo University, Ago-Iwoye¹,

School of Transport and Logistics, Lagos State University, Ojo²

ORCID: 0000-0003-1630-3420

ORCID: 0000-0001-7262-0362

ORCID: 0000-0002-6279-0445

Abstract:

Lagos State, Nigeria, which has always enticed international and local visitors with its diverse prime tourist attractions, continues grappling with transit operational difficulties. Meanwhile, there is a dearth of empirical studies on tourists' satisfaction with service quality dimensions of travel modes in literature. This study examined tourists' satisfaction with the quality of travel modes for tourism activities in Lagos State. This study, anchored on the perceived satisfaction theory, adopted a survey research design and a multistage sampling technique to collect information from 2,250 tourists chosen across different tourist sites in Lagos State. The primary data analysis methods were the weighted index analysis and binary logistics regression model. Significant findings revealed that most respondents (above 60%) were male within the active age group of 18–53 years and committed between 10 and 20% of their annual income to tourism. Public travel modes emerge as the most used choice for navigating leisure sites, while among the myriad factors influencing their travel mode selection, the choice of destination (3.9898) and the safety of travel mode (3.7080) stand as paramount determinants. This study revealed the unsatisfactory service quality of travel modes for tourism activities in Lagos State. Reliability, trust, and empathy were rated poor and unsatisfactory of the five service quality dimensions assessed, casting a shadow over the travel experience. The result of the BLR model revealed that the service quality of travel modes statistically influences overall satisfaction with travel mode ($\chi^2 = 586.893$, $p = 0.000$). This study concludes that Lagos's tourism potential remains hampered by poor travel experiences. It recommends, among others, a holistic overhaul of the service quality of travel modes and improving dedicated transport infrastructure and safety measures to elevate the tourism experience.

Keywords: Lagos State, Service Quality Attributes, Tourist Satisfaction, Travel Modes, Tourism Activities

1. Introduction

Cities and every other community worldwide rely on transportation systems to perform mobility and accessibility functions such as moving materials for manufacturing goods, distributing finished goods to consumers, locating and connecting places of work, market, business activities, leisure, religion, medical activities, and home. Interaction among geographical locations, spatial units, and spatial activities would be impossible without

transport systems (Hibbs, 2000; Badejo, 2014; Salisu, 2019). This is why Oyesiku (2010; 2021) and Badejo (2014) noted that the transport system is the live wire of every society and its economic sector, as it not only facilitates meaningful spatial development but also links and makes functional all socioeconomic and environmental activities for practical livability and sustainability of man and the environment (Hibbs, 2000; Salisu, 2017).

A transport system is the combination of essential elements that include the infrastructure, the vehicle (modes) and the human personnel, all of which function and interact together to produce demand for travel and a supply of transport services to address the demand across the geographical space. Bimal (2014) observed that the transport infrastructure, which is a network or fixed installation of objects described as the facilities that permit and constrain the flow of traffic, the human personnel see to the administration of the transport operations, while the modes, which is the combination of the vehicle and engine, are the precondition for achieving successful transport system operation. Transport modes, or travel modes, offer the unit of carriage and propulsion for product movement (people, goods, animals, and information), shipment storage, distribution, and logistics in space.

Oyesiku (2021) observed that adequate travel mode is critical to the development and functionality of transport infrastructure and operations, irrespective of the robustness, level of development, planning and technological design. Page (2009) and Truong and Shimizu (2017) opined that travel mode is not only a requisite for transport development and sustainability but also an essential element that develops and makes possible all socio-economic activities, including tourism, functioning efficiently. This is why Sorupia (2005) and Ndikom (2008) noted that tourism activities are impossible without travel modes. Nonetheless, travel modes such as buses, private cars, trains, aircraft, ferries, motorcycles, and ships are necessary for both intrinsic (means of accessing and leaving tourist destinations once the tour is over) and extrinsic (means of luxury, adventurous, and nostalgic tourist transport) tourism activities (Sorupia, 2005; Page, 2009).

According to the World Tourism Organization, tourism has since time immemorial been a catalyst for economic diversification, infrastructural advancement, and technological innovation for national development and sustainability, as observed in developed countries like Spain, Greece, the United States of America, Singapore, the United Kingdom, the United Arab Emirate, etc. Truong and Shimizu (2017) opined that tourism contributed 9.8% of the global Gross Domestic Product (GDP) and over 9.4% of the global employment rate. In other words, the World Trade Organization (WTO) observed in 2005 that well-organized aircraft, ships, and rail transit have increased international tourist arrivals. In contrast, buses, chartered transit, ferries, and paratransit means have facilitated tourists' ease of movement and navigation among attractions, lodging facilities, commercial services, and adventurous and nostalgic activities at various destination cities worldwide. Salisu, Odewumi and Abdul-Azeez (2022) opined that travel mode drives tourism demand by serving as a crucial connector between tourists and their desired destinations, facilitates ease of mobility of tourists to explore destinations and shapes tourists' overall enjoyment and experiences at destinations.

Hedric-Wong and Choong (2014) and Litman (2008) affirmed that the tourism industry depends on well-developed and efficient travel modes to attract and accommodate tourists. As a result, travel modes have remained critical to international and domestic tourism's development, functionality, and sustainability.

Despite the importance of travel modes to tourism development and sustainability, they become a catalyst for dismal tourism performance, misrepresentation of tourism image, poor tourism experience, low tourism patronage and revenue, and intent to revisit destinations if they are insufficiently provided, characterised by poor service quality attributes, and poorly integrated (Salisu *et al.*, 2022). While communities in the global north keep promoting tourism potentials with the improved service quality of travel modes for tourism (Flausch, 2015; Rodrigue, 2013; LaMondia et al., 2009; Page, 2009), there is little attention on the quality of travel mode for tourists' ease of mobility in the global south. The consequences of this have been reflected in the continued transit operational challenges faced by the tourists while competing with locals to address their mobility demand in destination areas of most countries in the global south, including Lagos State, Nigeria, where transport supply is inadequate and complicated.

Meanwhile, there is a dearth of empirical knowledge from both transport and tourism researchers on the service quality dimensions of travel modes and tourists' satisfaction levels towards understanding the tourists' mobility issues and the service quality dimensions affecting tourists' satisfaction. Previous related research in literature has focused on passengers' satisfaction with public transport services concentrating only on the locals without consideration of the tourists (Wojuade & Badiora, 2017; Obasanjo & Martina, 2015; Chandrakumara, 2014; Ali, 2014) and studies that consider tourists travel characteristics of bus transport services without consideration for other travel modes (Nwachukwu et al., 2019; Bajadaa & Titheridgea, 2017; Flausch, 2015; Kim & Lee, 2011). Addressing this research gap, this study applied the perceived satisfaction theory to develop an integrated Travel Mode Service Quality Index (TMSQI) towards understanding tourists' satisfaction with travel modes service quality dimensions for improved tourism experience in Lagos State and similar destination settings across the globe.

Lagos State is blessed with enormous tourism potential spread across numerous historical monuments, beaches, unique annual festivals and media events, cultural centres and museums with robust travel mode choices, including ferries, buses, minibuses, ride-hailing services, rail, chartered flights, motorcycles, bicycles, etc., all of which are relevant and adopted by tourists for the accomplishment of tourism activities in the state. Unfortunately, despite the availability of all these travel modes and the ongoing efforts of governments, particularly at the state level, to improve the quality of travel modes and transit operations, travel activity situations remain unpredictable and characterised by a variety of challenges, particularly longer commuting times, congestion, and accessibility difficulties (Salisu, 2019). This has been established as a significant problem for the observed fluctuation in tourism patronage and the poor rank of Lagos in the global destination cities index (Salisu *et al.*, 2022).

In the quest to understand the tourists' mobility needs, the service quality of available travel modes, the dimensions of the travel mode service that require improvement, and how the service quality dimensions affect perceived satisfaction necessitated this study. Hence, this study examined tourist perceptions and satisfaction with the quality of travel modes for tourism activities in Lagos State, Nigeria. To achieve this aim, the following objectives guided the study: The study examined tourist profiles and the travel characteristics of tourists in Lagos State; the factors influencing travel mode choice for tourism activities in Lagos State; the tourist satisfaction with the service quality of travel modes for tourism activities in the study area; and the statistical influence of the quality of travel modes on the overall satisfaction with travel modes for tourism activities in Lagos State, Nigeria.

Theoretical Review: The Expectancy-Disconfirmation Theory

The Expectancy-Disconfirmation Theory is a theory used to explain customer satisfaction by examining the relationship between expectations, perceived performance, and satisfaction. According to Oliver (1980), satisfaction is influenced by the discrepancy between customers' expectations and their perceptions of the actual performance of a product or service. If performance meets or exceeds expectations, customers are satisfied; if it falls short, dissatisfaction may occur. The focus of the theory is on understanding the cognitive process of customers as they evaluate their experiences. At the same time, its significance lies in providing a framework for businesses and researchers to assess and manage customer satisfaction by addressing the gaps between expectations and perceived performance.

The Expectancy-Disconfirmation Theory, which was notably developed by Richard L. Oliver in 1980, has found its extensive application in understanding customer satisfaction across various industries. It has been utilised to study consumer behaviour, service quality, and marketing strategies. The theory has been adapted and extended in different contexts to explore factors influencing satisfaction, loyalty, and post-purchase behaviour (Salisu, 2022). The Expectancy-Disconfirmation Theory is highly relevant in the context of tourism and travel behaviour. Tourists form expectations about their travel experiences, including modes of transport, based on previous experiences and services rendered by the travel modes. By applying this theory, researchers and practitioners can gain insights into how tourists evaluate their travel experiences and what factors contribute to their satisfaction or dissatisfaction with travel modes.

In the quest to extensively apply the Expectancy-Disconfirmation Theory in the context of travel modes in Lagos State, the SERVQUAL model and the Customer Satisfaction Index (CSI), which are complementary tools, were used in developing a Travel Mode Service Quality Index (TMSQI). The SERVQUAL model focuses on service quality dimensions, providing a systematic approach to measure and improve service quality. On the other hand, the Customer Satisfaction Index (CSI) is a metric that quantifies overall satisfaction based on customer feedback. In other words, the developed TMSQI use SERVQUAL dimensions (reliability, responsiveness, assurance, empathy, tangibles) to assess different aspects of travel services and employs the CSI to aggregate these dimensions into a comprehensive index,

reflecting overall satisfaction with travel modes for tourism activities by the sampled tourists in the study area.

2. Research Methodology

2.1 Study Area

Lagos state, which is the most populous state in Nigeria, estimated at a population figure of 15,388,00 (National Bureau of Statistics 2022), is in the southwestern part of Nigeria on the Atlantic Coast in the Gulf of Guinea and west of Niger & River Delta at longitude 3⁰45E and latitude 6⁰35N. This state is bounded in the east and north by Ogun state, in the west by the Republic of Benin, and in the south by the Atlantic Ocean, which gives several opportunities for tourism and water transport potential. Lagos state was classified into five (5) five regional divisions: Ikeja, Ikorodu, Lagos Island, Epe and Badagry, with twenty (20) twenty local government areas (LGA) and 57 local council development areas (LCDA) in 2003. Specifically, Lagos state is characterised by six (6) transport modes, namely road, water (inland water and maritime), air, rail, pipeline, and cable transport (still under construction), with several travel means including Bus Rapid Transit and noticeable transport infrastructure. Regarding tourism potential, Lagos State is home to several attractions, such as historical monuments, beaches, museums, and cultural and annual festivals, with a total score of more than 150 (Lagos State Government, 2022).

2.2 Research Design

This study adopted a survey research design in which tourists' opinions were obtained to achieve the research objectives based on questionnaire administration.

2.3 Study Population and Sample Size

The tourist population of notable attractions is mainly patronised by international and domestic tourists, which amounts to 90 in Lagos state from the study area's population. Forty-five (45), equivalent to 50% of the tourist attractions, were selected across the regional division of the study area as the sample frame. A total of two thousand two hundred and fifty (2,250) tourists as respondents participated in this study as a sample unit.

2.4 Sampling Procedure and Techniques

This study adopted a multistage sampling technique to administer the research questionnaire. In the first stage, stratified sampling was used to identify the ninety (90) tourists drawn to Lagos State's five (5) regional divisions, which included Ikeja, Ikorodu, Lagos Island, Badagry, and Epe. All the tourist attractions were assigned numerical numbering to allow for possible random selection. In the second stage, simple random sampling was used to select fifty percent (50%) of the delineated tourist attractions in each regional division. Aggregately, 45 tourist attractions were randomly picked for the study. In the third stage, a convenient sampling technique was used to sample the tourists at the selected tourist attractions. The opinions of the available people on visit at each selected tourist attraction were sampled to confirm those who were tourists or excursionists. Those on excursion (less than 24 hours) were excluded and did not participate in the study. However, bootstrapping, a machine was

used to transform sampled data by estimating the sampling distribution using a random sampling method and measuring the accuracy of sample estimates.

2.5 Questionnaire Design and Reliability Test

The questionnaire was segmented into four sections, with sections A, B, C, and D in line with the study objectives. The questionnaire design took the form of close-ended questions. The study used Cronbach Alpha for the reliability test, and the scale values used for sections C and D were 0.86 and 0.88, respectively. The content validity of the research questionnaire was confirmed by engaging twelve professionals from academia and industry.

2.6 Data Type and Method for Data Collection

The study employed both primary and secondary data. The data for this study was collected between June and August 2022 in Lagos state. The questionnaire administration was conducted with the support of 12 research assistants spread across the five regional divisions of Lagos state.

2.7 Method of Data Presentation and Analysis

This study adopted both descriptive and inferential statistics to present and analyze the data collected from the field. Descriptive statistics were used to present the findings of objectives one to four using simple frequency and percentage distribution tables, cross-tabulation analysis, and index analysis. The index analysis that relies on the summation of weighted value SWV, relative mean index RMI, and mean index value MIV was employed on the five-point Likert's scale and a four-point Likert's scale with the Customer Satisfaction Index (CSI) forms of gradation value consisting of Strongly Dissatisfied =1, Dissatisfied = 2, Satisfied =3, and Strongly Satisfied =4 for the four-point Likert's scale.

The inferential statistical technique of the Binary Logistics Regression model (BLR) was used to test the research hypothesis, which states whether the quality of travel modes statistically influences the overall satisfaction with travel modes for tourism activities in Lagos State, Nigeria. The justification for using Binary Logistic Regression (BLR) is to predict and model the probability or likelihood of a binary outcome (satisfied or dissatisfied) based on relevant predictor variables measured. However, the study identified 28 service quality parameters that could influence tourists' satisfaction with travel modes for tourism activities from the literature (Parasuraman et al., 1998; Litman, 2008; Murambi & Bwisa, 2014; Noor et al., 2014; Transport for London, 2015). The study adopted the statistical package for social sciences (SPSS) IBM version 25 for data computation and analysis.

3. Results and Discussion

This sub-chapter presents the results and discussion in line with the study objectives.

3.1 Tourist Profile

Understanding the socio-economic status (SES) of tourists is essential as it helps in understanding the behaviour and dispositions of the sampled tourists within the context of

Lagos State, Nigeria. Table 1 (*see Appendix 1*) presents the SES of the sample tourists, where findings on the gender, age group, educational level, employment status, marital status, average monthly income, and annual percentage of income committed to tourism were presented. The findings on the gender of the sampled tourists showed that the majority, about 60%, were male, while slightly above 40% were female. By implication, the male gender is more involved in tourism activities than their female counterparts in Lagos state, Nigeria. These findings are in tandem with those of Madu and Madu (2002).

Of the age groups of the respondents, the age group between 18 and 35 years accounted for more than one-third (38.5%), which was the largest. This was followed by the age group between 36 and 53, representing 28.4% of the respondents. Those aged 54 and 70 accounted for less than a quarter (18.3%), while those over 70 accounted for one-tenth (10.4%) of the respondents. The remaining 3.3% were those of the age group below 18 years and represented the least. A vivid observation of Table 1 of age distribution showed that the dominant age group of the respondents is between 18 and 53 years, which indicates the most economically active group that represents significant actors within the society.

Respondents' educational attainment is one of the most critical socio-economic characteristics that affect individual attitudes, perceptions, and understanding of phenomena. Hence, it is considered a significant attribute that influences tourism demands. Table 1 also revealed the educational level of respondents. A more significant proportion, about half of the respondents (44.7%), were either university or polytechnic graduates, the equivalent of a first degree. This is followed by those who obtained the senior secondary school certificate, representing more than a quarter (26.6%). Those who obtained a higher degree of post-graduate diploma, Master's, or PhD accounted for 22.8%, less than a quarter of the total respondents, while the primary school leaving certificate and its equivalent was less than one-tenth (4.4%). The remaining 1.4% of the respondents had no formal education and accounted for the most minor group. The findings on the level of educational attainment of the sampled tourists in Lagos state indicated a high level of literacy for the respondents. This reflects the excellent literacy situation of tourists, and these findings corroborate the findings of Madu and Madu (2002), Sanmargarja and Tawee (2015), and Ouariti and Jebrane (2020) that tourists are the most educated.

Furthermore, individual income plays a vital role in shaping socio-economic conditions and thus affects the decision to embark on tourism activities. The structure of the average monthly income of the tourists in Lagos State showed a more significant proportion, and the majority, representing about half (43.5%) of the respondents, earned above ₦200,000 monthly. This is followed by those who earn between ₦150,001 and ₦200,000, which accounted for less than one-third (29.9%) of the respondents. Those who earned between ₦100,001 and ₦150,000 accounted for less than a quarter of the total respondents, 13.4% and 9.1%, respectively. Those who earned less than ₦50,000 accounted for less than one-tenth (4.1%) and represented the least dominant. By implication, these findings show that most respondents earn far above the national minimum wage of ₦30,000 per month in Nigeria and can afford to engage in tourism

activities. These findings corroborate the findings of Madu and Madu (2002), Sanmargaraja and Tawee (2015), Kovacic and Milosevic (2016), Jian et al. (2017), Kantawateer et al. (2017), Adeleke and Ayantoyinbo (2019) by noting that tourism activities require financial buoyance and only those who are economically active and affluent mainly engage in tourism.

Table 1 also shows the percentage of income committed by the respondents to tourism. A majority of almost half of the respondents (43.7%) committed between 10% and 20% of their annual income to tourism activities. This was followed by those who committed less than 10% and between 21% and 30%, which accounted for more than one-third (36.4%) of the respondents and more than one-tenth (13.4%), respectively. Those who committed more than 30% of their annual income to tourism accounted for less than one-tenth (6.5%) of the respondents and represented the least dominant committed income structure.

3.3 Travel Characteristics of Tourists

It is essential to evaluate the travel characteristics of tourists to understand the vacation travellers' behaviour. Significantly, Table 2 (*see Appendix 2*) presents the results of the travel characteristics of the sampled tourists during their vacation to Lagos State. Table 2 presents the distribution of respondents on the form of transport for the tourism vacation in Lagos State. It showed the dominance of the mono mode, that is, using a single mode of transport to accomplish their vacation, representing 50.4%. This is closely followed by those who use intermodal transport, that is, using more than one means of transport, which accounted for more than one-third (35.1%) of the respondents. Those who visited using multimodal, which accounted for less than a quarter (14.6%), represented the least.

Table 2 also presents the distribution of respondents' length of stay for the vacation. Respondents who booked for two days, which accounted for more than one-third (36.70%), represented the majority. This is closely followed by those staying for three days and above, accounting for more than a quarter (33.7%) and less than a quarter (20.5%). The remaining percentage, which accounted for less than one-tenth (9.1%), are those staying for a day (one night), representing the smallest group. By implication, sample respondents have at least an overnight stay at or around the attraction during the vacation, thus confirming their true nature of being tourists and not excursionists.

Furthermore, Table 2 presents the distribution of the distance covered by the respondents from home to the destination. Interestingly, the most dominant group was those who travelled and covered over 80 km from home to the destination, which accounted for more than one-third (38.2%). This is closely followed by those who cover between 61 and 80km, 41 and 60km, and 20 and 40km, which accounted for less than a quarter of the total, 21.4%, 19.8%, and 11.7%, respectively. Those who spent less than 20 km from their home to the destination accounted for less than one-tenth (8.9%) and represented the most minor dominance.

The results of the distribution of respondents on major travel means used to access tourist destinations are presented in Table 2. The findings showed that those who travelled by private

car or SUV, which accounted for more than one-third of the respondents (39.5%), represented the most dominant travel means. This is followed by those who travelled by bus, ride-hailing, ferry/boat, mini-bus, and power bike/motorcycle, which accounted for less than a quarter of 16.9%, 15.6%, 12.5%, 11.8%, and 3.7%, respectively. It is interesting to note that no tourists travelled by BRT or trains to access their destinations. By implication, the BRT and train facilities are not linked to significant tourist attractions that tourists mostly visit. Although private cars are the most used travel mode, most tourists use public travel mode compared to private vehicles. These findings negate the findings of Madu and Madu (2002), Adeleke and Ayantoyinbo (2019), and LaMondia, Snell and Bhat (2009).

3.4 The Factors Influencing the Travel Modal Choice for Tourism Activities

It is worth knowing that various factors influence individuals' travel modes or modal choices for tourism activities. Specifically, the findings on the factors that influence the modal choice of tourists in Lagos State are presented in Table 3 (*see Appendix 3*) below using the Likert's scale measurement, which was graded based on five (5) points captured as: Not at all Influential = 1, Slightly Influential = 2, Somewhat Influential = 3, Influential = 4, and Extremely Influential = 5. Given this, respondents were asked to assess the factors influencing their travel mode for tourism activities in Lagos state, and their responses were analysed.

From Table 3 presented, ten (10) factors were analysed using Weighted Index Analysis in line with equations 1 and 2 presented in the methodology. The analysis produced a relative mean index of 30.076 and a mean index of 3.0077 (Table 3). A close review of Table 3 shows that seven factors out of the ten (10) evaluated have a Relative Mean Index (RMI) more significant than the MIV. According to the findings, the majority of the factors, more than two-thirds (70%), are good fits to influence respondents' modal choice for tourism activities along and within the destinations, while the remaining less than one-third are less influential factors.

Specifically, findings presented in Table 3 revealed that the choice of destination (3.9898), safety and security of travel mode (3.7080), and comfort and convenience of travel mode (3.5573) ranked as the top three most influential factors among the ten (10) evaluated factors influencing modal choice for tourism activities. This is closely followed by travel mode availability (3.3924), length and nature of journey (3.3676), access to travel information (3.3924), and travel mode affordability (3.2760). In other words, the level of information available on tourism activities (2.0036), speed of travel mode (2.0000), and the organisation of travel mode and trip characteristics were the least influential factors affecting the decision on modal choice for tourism activities. By implication, the choice of the travel mode for tourist activities in Lagos State is greatly influenced by the choice of the destination in terms of where and how the destination or attractions activities are prepared, planned, and situated. These findings corroborate the study carried out in developed cities of the European continent, as revealed by Litman (2008), LaMondia et al. (2009), and UNWTO (2018). The safety and security level of the travel mode, the comfort and convenience of the travel mode are also crucial factors that influence the modal choice for tourism activities, availability of the mode,

the length and nature of the journey, the accessibility to travel information, as well as the affordability of the travel mode.

3.5 Tourist Satisfaction with Service Quality of Travel Modes for Tourism Activities

3.5.1 Travel Mode Service Quality

The importance of evaluating the quality of service of travel modes is to understand the ability and the delivery of the existing modal choice to satisfy and exceed customers' "tourist" expectations while on vacation. In the quest to achieve this and to understand areas of the service quality of the travel modes that require improvement towards sustaining tourism activities in Lagos State, the service quality of travel modes for tourism activities was examined based on the perception of tourists using a Travel Mode Service Quality Index (TMSQI). The parameters used to develop the TMSQI were adopted and modified from the existing literature (Parasuraman et al., 1998; Litman, 2008; Murambi & Bwisa, 2014; Transport for London, 2015). Table 4 (*see Appendix 3*) presents the findings on the service quality of travel modes for tourism activities (TMSQI) in Lagos State using the Likert's Scale measurement, which was graded based on four (4) points captured as strongly disagree = 1, strongly disagree = 2, agree = 3, and strongly agree = 4. Twenty-eight (28) variables across five (5) dimensions [Tangibility (6), reliability (6), responsiveness (5), trust (5), and empathy (6)] were analysed using Weighted Index analysis by equations 1 and 2 in the methodology. The analysis produced a weighted sum of 65.2550 and a mean index value (MIV) of 2.3305 for the TMSQI (Table 4)

Findings on the tangibility dimension revealed that 5 out of 6 (90%) parameters in the TMSQI ranked above the MIV. It further revealed that most sampled tourists ranked travel modes with sufficient and comfortable seating (3.2818) first, while travel modes with up-to-date facilities (1.9831) were the lowest quality of service of travel modes under tangibility. By implication, all travel modes are equipped with comfortable seating, but the facilities, including the seats and information, are not updated. Findings on the reliability dimension revealed that 2 out of 6 (one-third) ranked above the MIV. It further revealed that travel modes are dependable and do not break down (2.6280), are timely, and follow the route plan and schedules (1.4862) as the first and last service quality variables under the reliability of travel modes, respectively. By implication, travel modes do not break down and are dependable, but they have poor transit time and route planning.

Next to this are the responsiveness dimension findings, which revealed that 3 out of 5 (60%) variables in the TMSQI ranked above the Mean Index Value MIV. Findings revealed that most respondents ranked terminal maintenance and support facilities in good condition for effective service delivery (2.5471) as the first and travel modes providing ease of ticketing and seat allotment (1.9076) as the minor service quality variables under responsiveness. From these findings, it can be deduced that the travel modes have good and well-maintained terminals, but ticketing and seating within the terminal are still poor. Findings on the trust dimension revealed that 2 out of 5 (more than one-third) of the variables as a measure of TMSQI ranked above the MIV. Findings also revealed that most tourist-ranked travel modes

are not overcrowded enough to make the trip unpleasant (3.4044). Travel modes provide up-to-date information on travel and traffic situations (1.6729) as the first and most minor variable service quality under trust. By implication, it can be deduced that travel modes in the study area are not overcrowded but do not have updated travel and traffic information under the trust dimension.

Findings on the empathy dimension revealed that 1 out of 5 (less than a quarter) variables in the TMSQI ranked above the MIV. Table 4 further revealed that most tourists ranked travel modes according to frequency of service on various routes (3.3680) and travel modes with entertainment facilities (1.915) as the 1st and most minor service quality variables and empathy. From the findings, it can be deduced that although travel modes maintain a frequency of service on various transit routes, they do not have enough entertainment facilities, such as television and radio, to make trips pleasurable.

A vivid observation of Table 4 on the assessment of the TMSQI revealed that a half-equivalent to 50% of the total evaluated parameters (28) ranked above the MIV of 2.3305. The findings show that the travel modes available for tourism activities in Lagos state are: not overcrowded to make trips unpleasant (3.4044); maintain the frequency of service on various routes (3.3680); maintain sufficient and comfortable seating (3.2818); drivers appear friendly, neat, and intelligent (2.9262); accessible to all categories of tourists (2.8516); drivers behaviour install safety and confidence in passengers (2.6844); dependable and does not breakdown (2.6280); spacious, safe, and comfortable (2.5862); terminals' maintenance and supportive facilities are in good condition for effective service delivery (2.5471); modal services are always available (2.5342); an appropriate number of stops with shield (2.4636); service providers and drivers are trained and responsive (2.4520); vehicles' condition is good, neat, with an odourless interior (2.4298); and with facilities that are always readily available for use (2.3618), both of which scored above the MIV and ranked 1st-14th).

Furthermore, it is interesting to note that the quality of service of the existing travel modes for tourism activities in the study area is of poor service quality and unsatisfactory as three (3) out of the five (5) evaluated service quality dimensions (reliability, trust, and empathy), an equivalent 60%, are rated as unsatisfactory. In contrast, the remaining 40% are rated satisfactory, tangibility and responsiveness of travel mode. Hence, the service quality of these modes does not meet the expectations of tourists. The reason for the increasing use of personal cars and vehicles for tourism activities in Lagos state is not far-fetched from the findings. To achieve sustainable tourism activities, there is a need to improve the quality of services offered by travel modes.

3.5.2. Overall Satisfaction with Travel Modes for Tourism Activities

Further investigations were carried out to establish tourists' overall satisfaction with the existing quality of travel modes in the study area, and the results are presented in Table 5 (*see Appendix 3*). Findings on the distribution of overall satisfaction with travel modes revealed that the majority (about 60%) of the respondents were dissatisfied with the overall quality of

travel modes aiding tourism activities in Lagos State, while the remaining percentage was slightly above 40% (42.2%) were satisfied with the overall quality of travel modes in the study area (Table 5). The reasons for the observed results in the study area are not farfetched, from the unavailability of dedicated vehicles and lanes for tourism activities to prevent traffic congestion, unpredictable travel times and routine operations, lack of information on travel and traffic situations, poor security measures; and poor and ineffective complaints handling procedures at terminals and while on transit. Improving the quality of services identified in the TMSQI would increase overall tourist satisfaction with the travel modes for tourism activities in Lagos State.

3.6 Statistical Effect of the Quality of Travel Modes on the Overall Satisfaction with the Quality of the Travel Modes for Tourism Activities in Lagos State

In a bid to test the postulated hypothetical statement, which is examined to understand the statistical relationship between the service quality of travel mode and the overall satisfaction with the quality of travel mode for tourism activities in Lagos State, Nigeria, further investigations were conducted using Binary Logistics Regression (BLR) model. The logit regression analysis, which measures and defines the relationship between the dependent variable and independent variables, establishes and explains the extent of the relationship between a binary outcome dependent and a group of predictors or independent variables; in other words, the BLR model was used to establish the extent to which the tourists' overall satisfaction with the quality of the travel modes for tourism activities is explained by the quality of travel modes for tourism activities.

The dependent variable, which is the variable to be predicted, is the tourists' overall satisfaction with travel modes for tourism activities. They were dichotomously recorded and transformed into dummy or binary variables of 0 and 1 (from the four-point Likert's scale as very dissatisfied/dissatisfied = 0 and satisfied/very satisfied = 1). These independent/predictor variables (the service quality of travel mode), which are twenty-eight (28) variables captured under five (5) dimensions (tangibility, reliability, responsiveness, trust, and empathy), were also transformed into dichotomous binary digits of 0 and 1 (strongly disagree/disagree = 0 and agree/strongly agree = 1). In other words, using the variable defined above, the logit regression equation or these two hypothetical statements are expressed as $\text{Logit}(y) = \text{Lo}\left\{\frac{P}{1-P}\right\} = \beta_0 +$

$$\beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \dots + \beta_{28}$$

where the Logit (y) is the binary outcome-dependent variable indicating failure or success of the overall tourists' satisfaction with the quality of travel mode for tourism active is $\beta_1, \beta_2, \beta_3, \beta_4, \beta_5, \dots, \beta_{28}$ are the parameters of the model $X_1, X_2, X_3, X_4, X_5, \dots, X_{28}$ are the predictors or P = is the probability of failure or success of the independent variable.

It is worth knowing that the model through the chi-square results presented in Table 6 (*see Appendix 4*) was used to test and explain the overall significance of the predictors' variable in the BLR analysis. Significantly, the results show a chi-square value of 586.893, which reaches

significant ($P = 0.000$) at a 0.05 alpha level. It is crystal clear that the dependent variable (overall tourist satisfaction with the quality of travel modes for tourism activities) is statistically significant and predicted by the predictor variables. There is a statistically significant relationship between overall tourist satisfaction with the quality of travel mode for tourism activities and the service quality of the travel mode in the study area. Hence, these findings established that the overall satisfaction with the quality of travel modes for tourism activities in Lagos State is statistically significantly explained by the service quality of the travel modes. The decision on this hypothetical statement is to accept H_1 (the alternative hypothesis) and reject H_0 (the null hypothesis). As a result, as travel mode service quality improves, tourists will be more satisfied with the accessibility and mobility demands for tourism activities in the study area. Thus, the better the travel mode services, the greater the satisfaction with tourism activities, which affects the intention to revisit and recommend and the tourism image of Lagos State, Nigeria.

Furthermore, the findings through the model summary show the Cox & Snell and Nagelkerke R Square results in Table 6, which are sometimes referred to as pseudo R square values, and explain similar results of the R square and adjusted R square in multiple regression analysis to show the level of explained variation in the dependent variable. In other words, the Cox & Snell R square value shows 0.320, and the Nagelkerke R^2 shows 0.409. Hence, from the model summary in Table 4.8, the explained variation in the dependent variable ranges from 32% and 41% of Cox & Snell R^2 and Nagelkerke R^2 , respectively, indicating a strong relationship between predictors and perdition, that is, there is a strong relationship between the service quality of travel mode and the overall satisfaction with the quality of travel mode for tourism activities.

Also, the results are presented under the classification in Table 6, which explains the modal prediction level. In other words, Table 6 presents the percentage of cases correctly classified and predicted by the model established from the dependent and variable assessed, i.e., the effectiveness of the predicted classification against the actual classification. Hence, the results from the classification table show that 592 are observed to be 1 (very satisfied/satisfied) and are correctly predicted as 1. 1,014 cases were observed to be 0 (very dissatisfied/dissatisfied) and correctly predicted as 0, while 289 cases that were observed to be 0, correctly predicted as 1, while 335 cases that were observed to be 1, correctly predicted as 0. In summary, the overall percentage of the cases correctly predicted by the model is 71.4, indicating that the model could classify 71% of all the cases correctly.

Furthermore, the results displayed under the variables in the equation table presented in Table 6 show the contribution of each independent variable to the models through the Wald Test in the Wald column. The Wald Test results explain the significant and non-significant predictor variables contributing to the model at an alpha level 0.05. From the results, 18 variables out of the twenty-eight (28) predictors contributed significantly to the model prediction, while the remaining ten predictors did not contribute significantly to the model prediction. By

implication, these findings reveal that a unit change in the overall satisfaction with travel modes is a function of improving the service quality of travel mode variables.

4. Conclusion and Recommendations

In conclusion, this study unequivocally affirms that the quality of service in travel modes is not only a critical factor but a fundamental precondition for sustaining tourism activities and ensuring tourists' satisfaction in Lagos State, Nigeria. The findings reveal that while tourists express relative satisfaction with the tangibility and responsiveness dimensions of travel mode services, there is a notable dissatisfaction with reliability, trust, and empathy, emphasizing the urgency for comprehensive improvements. The results of the hypothetical statement further assert that variables of the service quality of travel modes significantly predict overall satisfaction in tourism activities within the study area. However, this study underscores the pivotal role of adequate provision, planning, and management of tourist transport in achieving improved service quality of travel modes.

To achieve heightened tourist satisfaction and foster sustainable tourism activities in Lagos State, the study recommends a comprehensive approach, urging urgent action on technical measures to address existing service quality issues in travel modes. These recommendations encompass a holistic overhaul of travel mode services and continuous improvement in the provision of transport infrastructure to enhance the efficient service quality of travel modes. Additionally, efforts should be directed towards strengthening the implementation of transport and traffic policies and fostering collaboration between transport and tourism institutions in project development and execution. This collaborative approach is anticipated to enhance the quality of tourism activities.

Moreover, private participation in dedicated facilities support provision and management investments is recommended to improve the quality of travel mode services further. Finally, a specialized institutional framework for planning tourist transport (travel modes) is proposed, offering a comprehensive roadmap for sustainable tourism in Lagos State and beyond. The anticipated outcome of implementing these measures is an enhanced and satisfactory tourist travel experience in Lagos State, resulting in improved attractiveness to both domestic and international tourists. This positive transformation is expected to manifest in increased international arrivals, extended stays, foster tourists' intentions to visit and revisit destinations, an enhanced tourism image, and a substantial contribution to the state's GDP. Ultimately, by prioritizing and elevating the quality of travel modes, Lagos State has the potential to position itself as a sustainable and thriving destination for tourism.

4.1 Contribution to Knowledge

The significant contributions to knowledge emanating from this research can be summarized into three key dimensions. First, it addresses the dearth of empirical studies on tourists' satisfaction with the service quality dimensions of travel modes in Lagos State, thereby providing valuable insights into an understudied aspect of tourism in Nigeria. Second, the study identifies specific dimensions of service quality that are notably lacking, providing a

nuanced understanding of areas requiring urgent improvement. Lastly, by applying a hypothetical statement, the research emphasizes that service quality variables in travel modes significantly predict overall satisfaction, reinforcing the need for immediate and substantial investment in technical measures to rectify travel modes' performance challenges.

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APPENDIX 1

Table 1: Tourists Profile (Socioeconomic Status)

Tourists Profile	Lagos Island		Ikorodu		Ikeja		Badagry		Epe		Grand Total	
Gender	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%
Female	435	19.3	42	1.9	195	8.7	108	4.8	133	5.9	913	40.6
Male	615	27.3	58	2.6	155	6.9	242	10.8	267	11.9	1337	59.4
Sub-total	1050	46.7	100	4.4	350	15.6	350	15.6	400	17.8	2250	100.0
Age Group	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%
Less than 18 years	15	7.0	4	0.2	17	0.8	15	0.7	24	1.1	75	3.3
18-35 years	297	13.2	13	0.6	106	4.7	179	8.0	271	12.0	866	38.5
36-53 years	262	11.6	61	2.7	147	6.5	102	4.5	90	4.0	662	28.4
54-70 years	258	11.5	17	0.8	70	3.1	54	2.4	13	0.6	412	18.3
Above 70 years	218	9.7	5	0.2	10	0.4	0	0.0	2	0.1	235	10.4
Sub-total	1050	46.7	100	4.4	350	15.6	350	15.6	400	17.8	2250	100.0
Educational Level	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%
No formal edu.	7	0.3	7	0.3	5	0.2	8	0.4	5	0.2	32	1.4
Primary	65	2.9	9	0.4	18	0.8	4	0.2	4	0.2	100	4.4
Secondary	295	13.1	11	0.5	76	3.4	103	4.6	114	5.1	599	26.6
First degree	373	16.6	20	0.9	176	7.8	194	8.6	242	10.8	1005	44.7
Higher degree	310	13.8	53	2.4	75	3.3	41	1.8	35	1.6	514	22.8
Sub-total	1050	46.7	100	4.4	350	15.6	350	15.6	400	17.8	2250	100.0
Average Monthly Income	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%
Less than ₦50,000	41	1.8	29	1.3	2	0.1	9	0.4	12	0.5	93	4.1
₦50,000 - ₦100,000	154	6.8	11	0.5	27	1.2	9	0.4	4	0.2	205	9.1
₦100,001 - ₦150,000	104	4.6	7	0.3	75	3.3	58	2.6	58	2.6	302	13.4
₦150,001 - ₦200,000	269	12.0	26	1.2	114	5.1	113	5.0	150	6.7	672	29.9
Above ₦200,000	482	21.4	27	1.2	132	5.9	161	7.2	176	7.8	978	43.5
Sub-total	1050	46.7	100	4.4	350	15.6	350	15.6	400	17.8	2250	100.0
Percentage of Income Committed to Tourism	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%
Less than 10%	377	16.8	43	1.9	108	4.8	145	6.4	147	6.5	820	36.4
10% - 20%	511	22.7	38	1.7	121	5.4	153	6.8	160	7.1	983	43.7
21% - 30%	114	5.1	11	0.5	71	3.2	36	1.6	69	3.1	301	13.4
Above 30%	48	2.1	8	0.4	50	2.2	16	0.7	24	1.1	146	6.5
Sub-total	1050	46.7	100	4.4	350	15.6	350	15.6	400	17.8	2250	100.0

APPENDIX 2

Table 2: Travel Characteristics of Tourists

Tourists Profile	Lagos Island		Ikorodu		Ikeja		Badagry		Epe		Grand Total	
Length of Stay	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%
1 day	70	3.1	17	0.8	69	3.1	36	1.6	13	0.6	205	9.1
2 days	530	23.6	46	2.0	117	5.2	80	3.6	52	2.3	825	36.7
3 days	337	15.0	27	1.2	87	3.9	134	6.0	173	7.7	758	33.7
Above 3 days	113	5.0	10	0.4	77	3.4	100	4.4	162	7.2	462	20.5
Sub-total	1050	46.7	100	4.4	350	15.6	350	15.6	400	17.8	2250	100.0
Distance Covered to Destination	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%
Less than 20km	33	1.5	10	0.4	5	0.2	101	4.5	51	2.3	200	8.9
20-40km	48	2.1	17	0.8	70	3.1	39	1.7	89	4.0	263	11.7
41-60km	121	5.4	7	0.3	119	5.3	68	3.0	131	5.8	446	19.8
61-80km	309	13.7	15	0.7	80	3.6	22	1.0	55	2.4	481	21.4
Above 80km	539	24.0	51	2.3	76	3.4	120	5.3	74	3.3	860	38.2
Sub-total	1050	46.7	100	4.4	350	15.6	350	15.6	400	17.8	2250	100.0
Form of Transport Used for the Visit	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%
Mono	431	19.2	14	0.6	231	10.3	220	9.8	237	10.5	1133	50.4
Intermodal	462	20.5	55	2.4	83	3.7	67	3.0	122	5.4	789	35.1
Multimodal	157	7.0	31	1.4	36	1.6	63	2.8	41	1.8	328	14.6
Sub-total	1050	46.7	100	4.4	350	15.6	350	15.6	400	17.8	2250	100.0
Major travel means Used to Access Destination	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%
Power bike/ motorcycle	67	3.0	0	0.0	14	0.6	1	0.0	1	0.0	83	3.7
Ferry/ boat	175	7.5	8	0.4	70	3.1	14	0.6	14	0.6	281	12.5
Car/SUV	354	15.7	90	4.0	140	6.2	151	6.7	154	6.8	889	39.5
Mini-bus	179	8.0	2	0.1	24	1.1	29	1.3	32	1.4	266	11.8
Bus (organized group)	102	4.5	0	0.0	65	2.9	85	3.8	129	5.7	381	16.9
Charter flight	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Ride hailing	173	7.7	0	0.0	37	1.6	70	3.1	70	3.1	350	15.6
Train (organized group)	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Bus Rapid Transit	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Sub-total	1050	46.7	100	4.4	350	15.6	350	15.6	400	17.8	2250	100.0

Table 3: Factors Influencing the Travel Modal Choice for Tourism Activities

Factor	No at all influential	Slightly influential	Somewhat influential	Very Influential	Extremely influential	TWV	RIM	MIV	MD	RK
Length and nature of journey	227	680	1011	4284	1375	7577	3.3676	30.0769/10 = 3.0077	0.36	5
Affordability of travel mode	222	950	2121	608	3470	7371	3.276		0.27	7
Organisation of travel mode and trip	1535	812	927	0	0	3274	1.4551		-1.55	10
Speed of mode	1072	880	1587	336	625	4500	2.0000		-1.01	9
Comfortability and convenient of the travel mode	384	892	483	200	6045	8004	3.5573		0.55	3
Access to information	443	272	1164	3232	2375	7486	3.3271		0.32	6
Availability of transport mode	466	436	588	2828	3315	7633	3.3924		0.38	4
Choice of destination	19	424	492	4932	3110	8977	3.9898		0.98	1
Level of information available	1346	686	405	236	1835	4508	2.0036		-1.00	8
Safety and security of transport mode	116	634	1956	752	4885	8343	3.7080		0.70	2

APPENDIX 3

Table 4: Service Quality of the Travel Mode

Factor	SD	D	A	SA	TWV	RIM	MIV	MD	RK
Tangibility: Travel mode is accessible to all categories of tourists	556	292	1872	3696	6416	2.8516	65.2553/28 = 2.3305	0.52	1
Travel mode is spacious, safe and comfortable	801	94	2052	2872	5819	2.5862		0.26	8
Travel mode is in good condition, neat with odorless interior	910	94	2127	2336	5467	2.4298		0.10	13
Drivers appear friendly, neat and smart	442	172	2754	3216	6584	2.9262		0.60	4
Travel mode maintains sufficient and comfortable seating	34	18	4488	2844	7384	3.2818		0.95	3
Travel mode is with up-to-date facilities and information	1217	472	1245	1528	4462	1.9831		-0.35	19
Reliability: Travel mode is timely, follows up the route plan/schedule	1686	394	612	652	3344	1.4862		-0.84	28
Travel mode is dependable and does not breakdown	681	8	3108	2116	5913	2.6280		0.30	7
Travel mode fare charges are affordable	1339	76	1464	1540	4419	1.9640		-0.37	20
Service providers and drivers are trained and responsive	878	246	1809	2584	5517	2.4520		0.12	12
Complaints-handling procedure at terminal is time effective	1288	946	882	780	3896	1.7316		-0.60	26
Maintains timely and straight procedure for handling complaints	1277	726	930	1200	4133	1.8369		-0.49	24
Responsiveness: Travel mode service is always available	685	436	2421	2160	5702	2.5342		0.20	10
Travel mode service is timely and operational effective	980	520	1617	1884	5001	2.2227		-0.11	15
Travel mode provide ease of ticketing and seats	1269	604	891	1528	4292	1.9076		-0.42	22
Travel mode terminals maintenance and supportive facilities are in good condition for effective repair and service delivery	763	400	1740	2828	5731	2.5471		0.22	9
Travel mode has appropriate number of stops with shield	807	456	1740	2540	5543	2.4636		0.13	11
Trust: Travel mode maintains security measures against crimes	1114	986	1158	1028	4286	1.9049		-0.43	23
Drivers behavior install safety and confidence in passengers	585	432	2319	2704	6040	2.6844		0.35	6
Travel mode is not overcrowded to make trip unpleasable	22	160	3342	4136	7660	3.4044		1.07	1
Travel mode provide information on travel and traffic situation	1425	860	303	1176	3764	1.6729		-0.66	27
Travel mode maintains a special treat for vulnerable groups	1305	898	681	1076	3960	1.7600		-0.57	25
Empathy: Transit information is readily available and easily accessible	1043	582	1452	1728	4805	2.1356		-0.19	17
Passenger interest and satisfaction is prioritized	1006	616	2142	888	4652	2.0676		-0.26	18
Travel mode facilities are always readily for use	832	434	2268	1780	5314	2.3618		0.03	14
Travel mode maintain frequency of service on various routes	20	230	3396	3932	7578	3.3680		1.04	2
Travel mode is environmental friendly	1033	596	1416	1788	4833	2.1480		-0.18	16
Availability of entertainment facilities (radio, TV)	1148	826	1263	1072	4309	1.9151		-0.42	21

Table 5: Overall Satisfaction with Travel Modes for Tourism Activities

Overall Satisfaction with Travel Modes	Lagos Island		Ikorodu		Ikeja		Badagry		Epe		Grand Total	
	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%
Strongly Dissatisfied	376	16.7	27	1.2	68	3.0	153	6.8	208	9.2	832	37.0
Dissatisfied	161	7.2	32	1.4	41	1.8	120	5.3	116	5.2	470	20.9
Satisfied	367	16.3	28	1.2	187	8.3	73	3.2	71	3.2	726	32.3
Strongly Satisfied	146	6.5	13	0.6	54	2.4	4	0.2	5	0.2	222	9.9
Sub-total	1050	46.7	100	4.4	350	15.6	350	15.6	400	17.8	2250	100.0
Mean	4838											
Sum of Weighted Value	2.1502											

APPENDIX 4

Table 6: Effect of the Services Quality of Travel Modes on the Overall Satisfaction with Quality Travel Modes

omnibus Tests of Model Coefficients							
Step 1		Chi-square	Df	Sig.			
	Step	586.893	28	.000			
	Block	586.893	28	.000			
	Model	586.893	28	.000			
Model Classification							
		Overall satisfaction with travel modes (Predicted)					
		Strongly Dissatisfied/Dissatisfied (0)	Satisfied/ Strongly Satisfied (1)	Percentage Correct			
Overall satisfaction with travel modes (Observed)	Strongly Dissatisfied/Dissatisfied (0)	1014	289	77.8			
	Satisfied/ Strongly Satisfied (1)	335	592	62.5			
Overall Percentage				71.4			
Model Summary							
Step	-2 Log likelihood		Cox & Snell R Square	Nagelkerke R Square			
1	2475.705 ^a		.320	.409			
a. Estimation terminated at iteration number 5 because parameter estimates changed by less than .001.							
Variables in the Equation							
Step 1 ^a		B	S.E.	Wald	Df	Sig.	Exp(B)
	TANGACCESS1	.181	.116	2.436	1	.119	1.198
	TANGSPACIOUS2	.244	.135	3.263	1	.041	1.276
	TANGGOODCOND3	-.134	.138	.944	1	.331	.874
	TANGFRIEND4	-.705	.142	24.708	1	.000	.494
	TANGTRAVELMODEMA5	.464	.373	1.548	1	.213	1.590
	TANGFACI6	-.008	.123	.004	1	.950	.992
	RELTIMELY7	.533	.161	11.027	1	.001	1.704
	RELDEPEN8	-.662	.121	29.915	1	.000	.516
	RELFARE9	.060	.127	.227	1	.634	1.062
	RELSERVPROV10	.588	.121	23.686	1	.000	1.801
	RELHAND11	-.744	.142	27.389	1	.000	.475
	RELMANT12	.372	.186	3.994	1	.046	1.450
	RESPMODESERVICE13	1.012	.123	67.664	1	.000	2.752
	RESPTIMELY14	-1.080	.131	68.291	1	.000	.340
	RESPEASETICK15	.485	.133	13.277	1	.000	1.625
	RESPTERMINAL16	.304	.115	6.977	1	.008	1.356
	RESPOAPPRSTOPS17	.845	.132	41.040	1	.000	2.328
	TRUSTSECMEANS18	-.188	.129	2.119	1	.145	.829
	TRUSTBEHAV19	.576	.123	22.052	1	.000	1.778
	TRUSTOVERCOW20	.518	.304	2.895	1	.089	1.678
	TRUSTRAFFICSITU21	.633	.144	19.438	1	.000	1.884
	TRUSTSPECIALTREAT22	.847	.133	40.456	1	.000	2.334
	EMPTRANSITINFO23	.295	.139	4.527	1	.033	1.344
	EMPASSENGERINT24	-.196	.132	2.228	1	.136	.822
	EMPFACIL25	-.437	.117	14.005	1	.000	.646
	EMPFREQMODE26	-.333	.260	1.643	1	.200	.717
	EMPENVFRIENDL27	.058	.122	.231	1	.631	1.060
EMPENTERTAIN28	.928	.123	56.775	1	.000	2.530	
	Constant	-2.270	.558	16.524	1	.000	.103