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**DEVELOPING AND MARKETING LAGOS ISLAND,
NIGERIA AS A WELLNESS TOURISM DESTINATION**

Master Thesis

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This Master thesis has been compiled independently. All works by other authors used while compiling the thesis as well as principles and data from literary and other sources have been referred to.

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INTRODUCTION

Amongst other sectors of global tourism, wellness tourism has become a seemingly rapid growing tourism niche and there is a lot of expectation for this tourism sector to continue growing due to a large number of demand and tourist appeals. Wellness tourism industries play an important role in the growth of industry and continue to make crucial impacts to the world's economic strength and social development. It has contributed more than 10% to global gross domestic product over the past decades and accounts for 1 in 10 jobs on the planet (Kurniawan, 2018, p. 250). Health and wellness tourism are recognized as one of today's booming tourism industry's most established sectors and in many countries is one of the world's fastest growing tourism market segments (Kurniawan, 2018, p. 250). As a result of new developments in health care, more focused on prevention and well-being-oriented holistic approaches than on specific medical treatments to cure diseases, wellness tourism has shown significant growth over the past few years, above the average growth of the overall tourism sector (Romão, Machino, & Nijkamp, 2017, p. 265).

Tourism has grown in time in a harmonious way, knowing more branches: cultural tourism, ecotourism, business tourism, medical tourism, education tourism and increasing competition among various forms of tourism has helped marketing growth, becoming increasingly important in observing and analyzing the actions of tourists (Stănciulescu, Diaconescu, & Diaconescu, 2015, p. 158). Tourism industry plays a vital role in creating direct and indirect employment through small-scale manufacturing, retail guides, community services, and infrastructure development. Major threats to tourism include pollution, natural disasters, tourist seasonal stress, lack of infrastructural growth, natural resource depletion. Improvements in infrastructure not only generate benefits for tourists but can also help improve the living conditions of local people. (Islam, 2015, p. 4)

Although tourism improves the quality of life of the local residents by creating opportunities for employment, increasing growth, enhancing living standards and local

services, and increasing recreational and environmental quality, it also has some negative impacts on communities, such as rising prices for goods and services and living costs, creating social problems (Alaeddinoglu, Turker, & Can, 2016, p. 427). According to the study carried out by Nadube & Akahome (2017, p. 111), challenges facing customer patronage of tourism destinations include unqualified and untrained hospitality workers, poor destination facilities aesthetics, low customer buying power, political instability and terrorism, high crime rate against humanity, deplorable road network, weak electricity supply, hazardous airspace, inadequate telecommunications and internet services, poor destination facilities aesthetics, national insecurity, multiplicity of taxes and levies and high operating costs. Lack of consumer interest in tourism and leisure is the most significant of these causes.

In light of the above mentioned challenges facing tourism industry today, it has become imperative to develop tourism destinations that would attract prospective customers and improve the economic well-being of the community therefore bringing the goal of this master thesis; to consider if there is potential for diversification of wellness tourism product into Lagos Island and if so, what kinds of activities would be appealing for the local residents and according to the results provide practical recommendations to Lagos State Tourism Board.

Based on the problems found and the study's goal, the following research questions were raised during this study; what would motivate the residents of Lagos Island to partake in wellness tourism; what role would the development of a wellness destination have on the lives of the residents of Lagos, Nigeria.

The following research tasks are set to achieve the goal of the thesis:

- review of related research literatures with the aim to provide more insights into wellness tourism, tourist motivation and the impact of tourism development;
- to identify the level of interest and motivation of Lagos residents in participating in wellness tourism if developed in Lagos Island, Nigeria;
- to measure the importance of wellness specific attributes and activities for Lagos residents and also find out their expectations of wellness tourism;
- research preparation and execution by means of quantitative methodology;

- data collection, analysis, computing and presentation of research findings;
- discussion of the research findings and recommendations.

To carry out this research, the focus case area is Lagos Island, Nigeria with its residents the focus group. This group consist of women and men whom fall into generation Y category whom are regarded as the next largest sets of tourists with major impact in wellness industry (Hritz, Sidman, & D'Abundo, 2014, p. 132).

This particular city (Lagos Island) in Nigeria was chosen because it is the commercial hub of the country and has a lot of non-utilized natural resources. Different strategic marketing options that will attract tourists to the wellness destination will also be reviewed. In addition, this study will analyse the current trends in wellness tourism in the world, impact of tourism development and sustainable development of wellness tourism.

This study is meant to provide major contribution to the economic development of research in the field of wellness tourism development. The outcome of this research would be of great importance to the government and policy makers in wellness tourism as this study would prompt strategic policies and development in the industry which would in turn generate a lot of revenue to the country at large. It will also be beneficial to tourism agents and operators in the country for more effective business operations. This thesis is also supported by the enormous contribution to the area of wellness tourism. In general, this study would be of immerse benefit to other people who struggle with the decision of to attend or not to attend a wellness destination as it will strengthen their decision-making process in wellness product and services.

This dissertation is designed to include introduction, examination of literature, methodology, analysis of data and outcomes, discussion of findings and conclusion. The conceptual framework for critical examination of the theories of wellness tourism, trends, tourists' motives towards visiting a wellness destination is established under the first paragraph. The second part of this study discusses empirical evidence on the phenomenon, from previous studies, analysis of methods of research adopted in the review with appropriate focus on methodology of survey. The concluding part focuses on data analysis, result findings and discussion, recommendation and conclusion.

1. LITERATURE REVIEW

1.1. Wellness and Its Concept, Wellness Dimensions

Over the past few decades, the term ‘wellness’ has evolved, being initially ascribed to programs and circumstances designed to help alleviate illness or reduce health risks; for example, exercise programs to reduce weight gain. As research has evolved, the psycho-social aspects of health have revealed broader wellness ‘factors’ or ‘assets’ at play, and thus the term ‘wellbeing’ has come to prominence as it relates to quality of life and life satisfaction, however, distinguishing between ‘health’, ‘wellness’ and ‘well-being’ is tricky, because many of these terms appear to mean the same thing, or at least to be very closely related (Miller & Foster, 2010, p. 5).

To better understand how broadly these terms (wellness, wellbeing and health) are often interchanged, it is important to define what each of the terms means exactly. Wellbeing is a multidimensional state in which the existence of good body, mind and soul health is described. Hjalager et al. (2011, p. 10) defines wellbeing an issue that is unique to every individual which reflects side by side with the natural environment.

While dizzying amounts is spent on health care, no one seems to be quite sure of what wellness is. In 1948 the World Health Organization (as cited in Misselbrook, 2014, p. 582) defines the word health as “not merely the absence of disease or infirmity but a total state of physical, mental and social well-being”. Wellness has traditionally only considered the absence of negative elements such as illness, while this new holistic perspective seeks to recognize the presence of positive elements. Wellness most common definitions create a framework that views individuals from a holistic perspective and is made up of many dimensions. Human health requires, among other factors, relationships between mind, body, spirit and culture and the many dimensions of wellness are all interrelated, although the health care system tends to treat them separately (Miller & Foster, 2010, pp. 4–5).

Wellness according to Kirkland (2014, p. 961) is prevention, but not the cure or treatment of any particular acute condition or health event. It is not associated with the design of complex actuarial schemes for shifting human behaviour at the population level, for example in a new form of insurance design. Kirkland (2014, p. 961) went on further to explain that wellness is also the ongoing prevention of chronic diseases, aging, and disability at the site of the body of an individual and is carried out in a self-conscious manner by that individual starting well ahead of any particular medical problem due to time sense been critical, it must be a sustained effort of small actions and omissions that describes a lifestyle, not a highly medicalized or expert-driven condition management, no matter how much money it saves. This distinction is probably part of the wellness heritage within the alternative medical community, with a focus on distance from doctors and diseases (Kirkland, 2014, p. 961).

According to Oliver, Baldwin and Datta (2018, p. 41), wellness is a concept where health promotion is at the forefront. It has functional and psychological advantages available in a wide range of areas of life. Smith & Puczkó (2009, p. 7) noted that, wellness concept means different things to different people, countries and in different contexts. The ancient practice of relaxing in European spa waters is different from Asian spiritual practices which is also distinct from the new wellness ways which include practises like seminars on workplace therapy or plastic surgery holidays. Smith and Puczkó (2009, p. 7) further explains that what is evident, however, is that wellness goods are gradually globalized and hybridised, with eastern philosophies and rituals infiltrating western contexts; conventional spas growing to include both physical and emotional activities; and pop psychology combines with more abstract techniques to promote mental well-being.

Elaborating more on wellness concept, Stará & Peterson (2017), noted that:

Wellness broadens the original understanding of health, aiming for a multidimensional balance in the given situation, rather than a state free from disease. This notion of wellness as positive health invites the curative spa to enrich services that enhance individuals subjectively perceived well-being, such as relaxation techniques, communication training or various practices from positive psychology. (pp. 23–24).

A better way to understand wellness is to consider it as an on-going process as seen in (Figure 1) is that it extends from illness to a state of optimal wellbeing (Global Wellness Institute, 2018, p. 10).

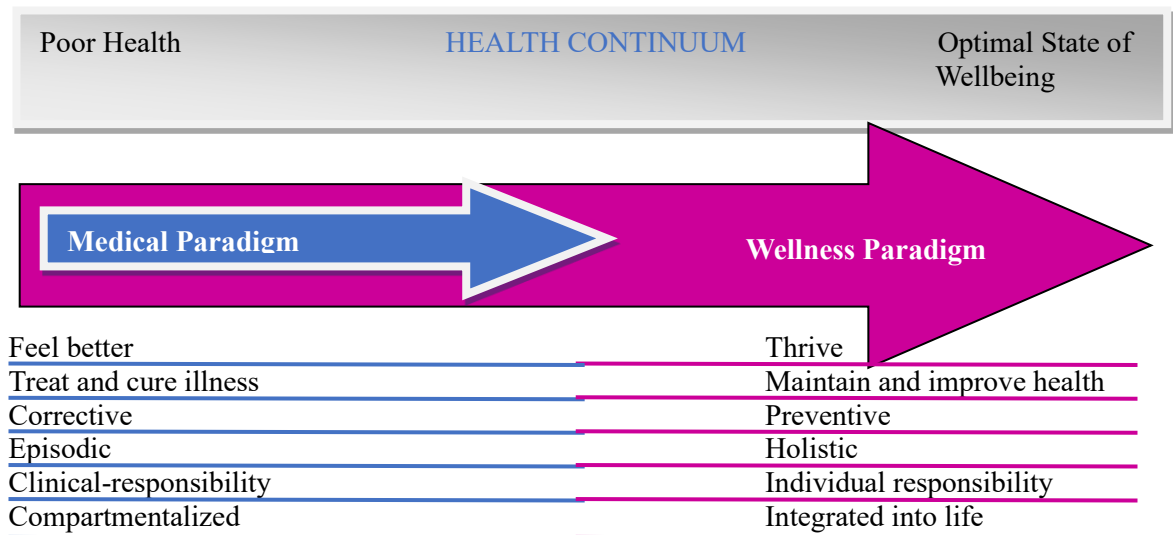


Figure 1. Health Continuum. Source: Global Wellness Institute, 2018, p. 10

Referring to the above spectrum of wellness, medical tourism specifically deals with patients traveling to a particular destination for specialized medical treatment. Patients and their families are attracted to the destinations by availability, better quality and/or the price of care, trust in service staff, personalised services (Buhalis & Amaranggana, 2015, p. 387; Global Wellness Institute, 2018, p. 11; Han & Hyun, 2015, p. 28; Sultana, Haque, Momen, & Yasmin, 2014, p. 874). An effective medical tourism would depend on a broad healthcare system, the country acceptable policy regulations, safety of patients, technical know-how, compensation systems, travel and visa limitations and other issues that influence patients experience and care outcome (Global Wellness Institute, 2018, p. 11).

While acknowledging regional variations in the concept of wellness, there are several common threads that stand out across the different definitions of wellness. Wellness is multifaceted and sometimes comprise of 4 to 14 or more dimensions such as physical, emotional, intellectual, spiritual and social dimensions in its leading definitions. Wellness is holistic and a concept that is much broader than physical health or fitness and focuses on the well-being of the whole person by emphasizing all the working aspects of an individual's body, mind and spirit in harmony with each other (Tooman, 2013, pp. 20–21).

Addressing the concept of wellness, Miller (2005) summarised Dunn's (as cited in Miller, 2005, p. 92) concept of wellness based on the high level wellness as:

- Wellness is a holistic approach to health, encompassing physical, mental, social, cultural and spiritual dimensions.
- Mental wellness is the responsibility of the individual and cannot be delegated to someone else.
- Wellness is about potential; it involves helping the individual move toward the highest state of wellbeing of which he or she is capable.
- Self-knowledge and self-integration are the key to progress toward high level wellness.

Wellness has evolved over the past few decades and was initially associated with services and conditions designed to help prevent illness or reduce health risks. Wellness is therefore a paragliding concept which captures the multidimensional biological, psychological and social aspects of people's lives and may even be that when these dimensions converge, it creates a sense of balance and equilibrium, and in order to enhance it, it would be necessary to promote well-being across all the different dimensions, taking into account the principles and actions of socio-ecological influences they accept. Therefore, wellness can hardly be defined by a snapshot view, but instead involves a whole view of life involving ongoing processes of consciousness development, learning and growth. (Miller & Foster, 2010, p. 5)

The National Wellness Institute (2007) advocates six dimensions of wellness: emotional, occupational, physical, social, spiritual and intellectual. The interdependent model for the six dimensions of wellness from which National Wellness Institute (NWI) derives resources was created by Dr Bill Hettler, see (Appendix 1).

The physical wellness dimension recognizes that regular physical activity is necessary, encourages learning about diet and nutrition while at the same time avoiding tobacco use, opioids and excessive alcohol usage and is particularly relevant when it comes to cardiovascular fitness, flexibility and strength (Miller & Foster, 2010, p. 5; National Wellness Institute, 2007).

Emotional wellness offers a positive outlook for people for life and helps them deal with adverse life events (Warraich & Rauf, 2017, p. 1). Emotional wellbeing is based on self-respect, self-confidence and integrity for oneself. Emotionally healthy people can understand and cope with stress and adapt to circumstances change. The emotional balance makes it possible for an individual to identify the desires of the heart, take affirmative actions, and make life changes without worries, stress, and lead life with vision, inspired action, and an inner state of creativeness such as natural, biophilic, or aesthetic design and materials, features of green space & water, public art, meditation room. (Rehman, Nadeem, Hussain, Khan, & Katpar, 2015, p. 58)

Social wellness according to Strout et al. (2016, p. 945) is the ability to establish and maintain positive relationships between an individual and the surrounding community. Social wellness involves having relationships with friends, family, and community, and being interested in and concerned about the needs of others and of humanity (Swarbrick & Yudof, 2015, p. 13).

Intellectual wellness relates to perception and motivation for the optimal level of stimulation of intellectual activity by an individual through the continuous acquisition, use, sharing and application of knowledge in a creative and critical manner with the aim for personal and societal growth (Miller & Foster, 2010, p. 5). According to National Wellness Institute (2007), it is fairly easy to challenge the mind with intuitive and imaginative tasks, identify potential issues and select alternative courses of action based on the information available than to then become self-satisfied and unproductive with major concerns.

Spirituality is one of four core human aspects: biological, psychological, social and spiritual and the integrity of each of these aspects and their balanced interrelationship depends on ones' wellness. However, faith is not a therapeutic tool per se rather, it is an aspect of life which, like the others, could be discouraged and require healing with spiritual healing modalities like prayer/meditation, forgiveness, service, and religious practice (Jayasinghe, 2017, p. 1). The human existence and purpose has been proven naturally by the spiritual dimension. This involves a deep understanding of the complexity of life and natural forces that prevail in the universe (Global Wellness Institute, 2018, p. 11).

Occupational wellness relates the degree of satisfaction and enrichment gained from one's paid or unpaid work, and the extent to which one's values can be expressed through occupation and includes the contribution to the community of one's unique skills, talents and services and the level at which individuals view their work as enriching and meaningful (Miller & Foster, 2010, p. 5).

In order to develop and market a destination of choice for tourist, Tooman (2013, p. 21) noted that destination managers needs to have very clear knowledge and understanding of the deep meaning of wellness resources related to economic, environmental, human and other wellness related resources and this would require joint efforts from the public and private sectors for the crucial positioning of the destination and to provide compelling attributes of the wellness holiday destination for wellness customers.

To develop and market a place as a holistic wellness destination, it would need to cover the holistic wellness dimension such as medical, physical, emotional, intellectual, social, aesthetic, financial.

1.2. Wellness Tourism and role of its development

Wellness tourism is a recent and rapidly growing development on the global tourism market that brings new changes to the customer base by offering new services and products and attracting new suppliers to the conventional tourism and spa region (Stará & Peterson, 2017, p. 18). In recent years, wellness tourism has become a travel trend in many countries with an emerging market segment and although medical tourists seek medical treatment only, wellness tourism is expected to be sought by healthy people who care a great deal about their health and seek physical fitness and change, spiritual balance, and social as well as relaxation experiences (Kurniawan, 2018, p. 251).

Wellness tourism brings new changes to the customer base by offering new services and products and attracting new suppliers to the conventional tourism and spa region (Stará & Peterson, 2017, p. 18). Even with so much unwellness, wellness tourism offers travel opportunities with the aim to enhance and maintain a holistic health by battling those negative unwellness. Wellness tourism as described by the Global Wellness Institute (2018, p. 9) is primarily about traveling for the sake of preserving or boosting one

personal well-being. A primary purpose wellness traveller according to the institute, is someone for whom wellness is the leading factor for tourism choice destination where a secondary purpose wellness traveller is present (Global Wellness Institute, 2018, p. 13).

The development of the wellness tourism market can also indicate emotional needs or a broad interest in personal development. The decline in conventional cultures and religious institutions trend implies that there is a need bridge and replace activities that have become less integrated and are now more stressful (Thal, 2015, p. 19). The needs of a wellness tourist might differ widely at various times and stages of their lives. Therefore, this industry's diversification is a positive growth which is deserving of close supervision and committed research (Smith & Puczko, 2009, p. 10).

Müller and Lanz Kaufmann and Konu et al. (as cited in Tooman, 2013, p. 18) noted that wellness tourism measures the total connections and trends which results from the vacation of a tourist whose aim is to enhance wellbeing and whose wellness tourism goal is to enjoy luxury in addition to preventing illnesses and preserving well-being.

Medical tourism on the other hand is a particular form of tourism, where people travel for treatment across borders to destinations offering medical related services such as fertility, cosmetic, dental, transplant and elective surgery (Lunt, Horsfall, & Hanefeld, 2016, p. 37). Medical tourism continues to grow into a multibillion dollar industry and this industry's trend comes from the amount of resources that countries around the world put into attracting the medical tourist by offering high-quality, low-cost, specialized care (Sandberg, 2017, p. 281). Although medical tourism has the potential to offer economic and employment opportunities in the countries of destination, there are concerns that it could promote the migration of health workers from public to private health (Snyder, Crooks, Turner, & Johnston, 2013, p. 2).

Generally speaking, even though medical and wellness tourism share some similarities in terms of good tourism facilities, accommodation and offerings, these two types of tourism differ in the types of tourist that they attract, product and services, activities, companies and the regulations that govern each of them (Global Wellness Institute, 2018, p. 11). To better understand these differences, the Global Wellness Institute (2018) noted the differences listed in Table 1 below.

Table 1. Difference between Wellness and Medical Tourism

Reactive	Proactive
Medical Tourism	Wellness Tourism
Travel to receive treatment for a diagnosed disease, ailment, or condition, or to seek enhancement.	Travel to maintain, manage, or improve health and wellbeing.
Motivated by desire for lower cost of care, higher quality care, better access to care, and/or care not available at home.	Motivated by desire for healthy living, disease prevention, stress reduction, management of poor lifestyle habits, and/or authentic experiences.
Activities are reactive to illnesses, medically necessary, invasive, and/or overseen by a doctor.	Activities are proactive, voluntary, non-invasive, and non-medical in nature.

Source: Global Wellness Institute, 2018, p. 11

The major difference between medical and wellness tourism is that medical tourism sets its goal with a focus of treating and curing existing illness which makes it more of a reactive type of tourism while the wellness tourism is proactive in the sense that it is focused on promoting overall health by providing wellness products and services for people who are already healthy but wish to enhance and maintain their health by slowing down aging effects and preventing any sort of illness.

Due to the advantageous physical, geographical and social-political background, tourism has since played an important role in the country's socio-economic processes and the leading tourism product has been known to be health tourism spa and wellness (Csapó & Marton, 2017, p. 55). It has the capacity to promote and contribute to community quality of life since it blends different interests of tourists with values from the environmental, cultural and economic resources of the territory (Quintela, Costa, & Correia, 2017, p. 114). Quintela et al. (2017, p. 119), noted that from a sustainability perspective, the tourism industry has the potential to promote and contribute to community quality of life, and its growth is crucial for regional development sustainability.

Hartwell et al. (2016, p. 1831) concludes that tourism and destination wellbeing research is vital for the potential growth, management, marketing of sustainable destinations for ultimate success of the well-being of its visitors, their host destination communities, and the overall experience of the destination.

Commeey et al. (2019, p. 218) revealed that some of the factors that define the appeal of visitors are good hotels, high standards of hygiene and sanitation, healthy food and fun activities. Based on their findings, the researchers recommended that product and service development should be a common idea of all stakeholders.

While investigating the impacts of tourism development in rural indigenous destinations, Chang, Chien, Cheng and Chen (2018) suggest that cultural impacts often strengthen support for the growth of tourism for indigenous residents. The findings, however, show a willingness to tolerate emissions as a result of increased tourism such as noise, litter, and traffic pollution. The understanding of the balance of the positive and negative impacts of aboriginal communities is important in terms of the established tourism objectives and instruments used, as local attitudes are critical in positioning, policy, and other hardware and software decisions about the sustainable nature of community-based tourism growth. (Chang et al., 2018, p. 13)

Bukola and Olaitan (2018), concludes that tourism development is an engine room for economically sustainable development. The researchers recommended that the government should encourage private investors to invest in tourism, which is going to go a long way in promoting the state economy. Tourism investors should also build education campaigns about tourism's significance. (Bukola & Olaitan, 2018, p. 7)

Adeola, Evans and Hilson (2019), noted that it is important that investors and policy makers are aware of the implications of their actions and inactions in the overall interest of the short-term and long-term economic well-being of the tourism sector in Africa. The study also showed that by accounting for the large number of country-level variables, the relationship between tourism and economic well-being is improved in magnitude. (Adeola et al., 2019, p. 154–155)

The literature reviews from the above authors are necessary to complete the goal of this thesis as it is important to plan a sustainable tourism development for Lagos Island bearing in mind the current tourism issues Nigeria is facing. As such, destination manager in Lagos Island needs to properly analyse the negative and positive aspects of tourism and come up with lasting solutions. Also, a clear knowledge and understanding of the deep meaning of wellness resources related to economic, environmental, human and other

wellness resources would need to be established during the development of Lagos Island as a wellness destination.

1.3. Wellness destination and factors that motivates tourist visit to wellness destination areas

The wellness tourism destination is an ideal place for self-meditation while relieving everyday stress and pressures. Tourists also seek destinations and transcendent experiences (Smith & Puczko, 2009, p. 10). Destinations traditionally are considered to be well-defined geographic areas, such as a country, an island, a region or a town that is marketed or that markets itself as a place to visit tourists and includes amalgamations of tourism products which give consumers an integrated experience. (Tooman, 2013, p. 18) Most destinations include a core component that can be characterized as the five A-s (Tooman, 2013, p. 18): attractions, accessibility, amenities, available, activities.

A destination can therefore be considered as a combination (or even as a brand) of all products, services and ultimately locally provided experiences. Regional impact of tourism can also be accessed, and to manage demand and supply to maximize benefits for all stakeholders. Therefore, developing a categorisation of destinations is a difficult task, as various visitors are using destinations for different purposes (Tooman, 2013, p. 18). Wellness tourism destinations according to Voigt & Pforr (2013, p. 9) are very different in terms of their historical nature and scale of growth. Many destinations like Germany, Czech Republic and Japan have grown using similar natural resources that have drawn tourist for hundreds and thousands of years, while other destinations such as Asian-Pacific countries are pretty new in the wellness tourism game. In terms of scale, wellness destinations can vary from multinational or multi-regional developments to fairly small resort destinations. (Voigt & Pforr, 2013, p. 9)

Since wellness destinations has grown quite considerably and see a lot of tourist year in year out and in other to develop and market a destination to attract tourist, there is need to know more about the reasons why tourist visit such places. Rančić, Blešić, Đorđević, and Bole (2016, p. 197) found that most people visit the wellness centre for three different reasons which include; effortless activity, the enhancement of quality of life and the relaxation. Other motivations of tourist to visit a wellness destination include; natural

scenery, wellness food, wellness practises such as acupuncture, foot massage, cupping, stress relief, physical health improvement and beauty treatments (Zheng, 2017, p. 82; Trihas & Konstantarou, 2016, p. 34).

Wellness and health tourism have become increasingly an important economic and marketing tool for attracting visitor visits to hoteliers, resorts, and tourist destinations. To maintain the growth of the wellness and health tourism market, a deep understanding of customer preferences and their main motivations within this context is crucial (Rančić, Pavić, & Mijatov, 2014, p. 72). Local and international tourists require the wellness and spa services according to Hashemi, Jusoh, Kiumarsi and Mohammadi (2015, p.1), and the interrelationship between interests, satisfaction and desires to revisit remains largely unexplored.

Tuzunkan (2018) found that there is no difference in intention to visit among the age groups used bringing up the conclusion that there is no main distinction of health and wellness tourism with any age groups and no gap in gender-based guidelines for health and wellness tourism to other countries. The authors therefore suggest that future research should concentrate on defining health and wellness tourism and developing accurate and credible scales to meet the challenge. (Tuzunkan, 2018, p. 659)

Pratminingsih, Rudatin and Rimenta (2014), noted that the image and motivation of the destination affected the purpose of revisiting tourist satisfaction and satisfaction directly influenced revisit intention. Results of the research indicated that it is clear that tourism marketers need to conduct ongoing research to determine the behaviour of tourists travelling to Bandung. (Pratminingsih et al., 2014, p. 23)

Hashemi et al. (2015) determined the indirect effects of international tourist motivations and tourist satisfaction on the relationship between push factors and pull factors and revisit intention. It was revealed that many of the hotels have spa facilities and offer tourist spa services with traditional spa hotels, on the other hand, highly competitive. While it is true that majority of tourist like visiting traditional spa services to visiting new spa hotels because traditional spa hotels provide various health care services rather exciting and relaxing services, those services are restricted in several hotels. The researchers therefore

concluded that it is important to take steps to ensure the performance of spa services on both domestic and international markets. (Hashemi et al., 2015, p. 8)

Valentine (2016), suggest that new forms of tourism can help to rebrand and reposition the industry in such a way that wellness tourism can be of greater economic significance. The wellness brand can also benefit from current trends, particularly in spa tourism, which has the potential to provide the wealthy tourist and youth market with wowing experiences. (Valentine, 2016, p. 39) Kim, Chiang and Tang (2017, p. 867), established a holistic motivation theory as the primary predictor of commitment, which in turn leads to loyalty to the destination.

Choi, Kim, Lee and Hickerson (2015) provided additional information to clarify the underlying mechanisms for revisiting and advising the behavioural purpose of spa guests and the researchers pointed out that wellness value is a more powerful predictor than functional value on visitors' satisfaction and recommended that in order to increase customer satisfaction and loyalty, spa managers should bear in mind that not only tangible spa environments but also intangible spa environments are crucial. (Choi et al., 2015, pp. 274–275).

Based on the above literature review, it is safe to say that wellness destination facilities can accommodate all age group and in order to meet existing customers expectations and new prospects. It is imperative that a wellness destination meets the holistic wellness paradigm. In order to breach the gap in wellness tourism and achieve this holistic wellness paradigm, wellness destination managers should make it their goal to ensure quality in the service industry.

1.4. Destination marketing, competitiveness and marketing managements

Tourism attraction can increase revenue sources and thereafter improve the performance of a destination, but the statistical significance of potential attractors requires additional analysis and tourism discipline should provide the necessary tools for these strategic decisions. The biggest challenge for those countries trying to retain competitiveness at destinations is to develop information systems that can answer the key issue: how can a

tourist destination maintain, manage and improve its place in a global world marked by continuous growth in competition, with many countries suffering from high unemployment, the growth of the travel & tourism sector is all the more important news today, in particular given its important role in job creation (Ibañez, González, & Nieto, 2016, p. 1).

Marketing according to Grönroos (as cited in Dolnicar & Ring, 2014, p. 33):

is a customer focus that permeates organizational functions and processes and is geared towards making promises through value proposition, enabling the fulfilment of individual expectations created by such promises and fulfilling such expectations through support to customers' value-generating processes, thereby supporting value creation in the firm's as well as its customers 'and other stakeholders' processes.

There is so much to benefit from destination marketing either as a strategic planning or periodic marketing mix. Having access to consumer information and an opportunity to utilize this knowledge for an effective strategic decision can be critical to a destination's competitiveness (Stalidis & Karapistolis, 2014, p. 110). Each customer's preference differs from another and in order to meet each customer's segmentation and preference, it is vital to create different strategies for marketing destinations and managing customer relationship especially with customers who opt specialised services. As such, destination marketers should focus strongly on strategic marketing, strong promotional sales, image branding and service quality and using technology to become a consumer expert (Jintana & Mori, 2019, p. 18).

Marketing mix is also a basic marketing principle which includes collection of manageable marketing strategies used different organizations to generate an awareness among target market. Also known as the four P's (product, price, place and promotion) which are the main elements of putting marketing plan into practise (Khan, 2014, p. 95)

Although it would take an extensive planning to achieve a workable marketing mix strategy for a destination, in order market Lagos Island as a wellness destination, the following marketing mix strategy can be adopted by the destination managers (Ibeh, Ikegwu, & Amaechi, 2016, 41):

- Product: offer high quality facilities accompanied by personalised service, through the use of the natural resources and signature packages which will help differentiate products and services from other competitor's products.
- Place: Information on product and service that will be sold to the customer could be through personal selling, direct marketing, online advertising through tourism agencies.
- Promotion: This can be carried out using mass communication via print ads and on the Internet. Promotional campaigns to existing and prospective clients will yield an effective means of targeting more customers from local and international market alike.
- Price: All products and services should be competitively priced in respect to comparable resorts and hotels. This should come as a last step as price is usually the least focus in marketing a destination as it might be a discouraging factor for most tourist.

Marketing mix is not merely a testable hypothesis, but rather a strategic model that defines the key decision-makers make in customizing promotional products to serve the needs of customers (Londhe, 2014, p. 336). Wellness destination managers in Lagos Island would need to come up with highly competitive marketing mix plan that would differentiate them from other wellness destinations.

To obtain a competitive advantage for its tourism industry, the destination system must provide a medium for producing, promoting, selling and consuming items through a mechanism that brings together the consumer (tourist) and the seller (the company offering tourism goods and services) in a destination marketplace (Prideaux, Berbigier, & Thompson, 2014, p. 45). Destination quality is judged on the ability to meet or exceed tourist standards of this phase. Tourism is dynamic, creating new markets for buyers and shifting others and this phase often causes a frequent change in product offerings and experiences as new products arise and others decline.

Competitiveness of tourism must be seen in a multidimensional context as a product of a set of factors making an area more appealing to visitors because of the features of the region, such as those inherent like beaches, mountains or sights in the destination and others introduced or improved by humans, a traveller feels more interested in one

destination than another (Sánchez & López, 2015, p. 1236). Measuring competitiveness of destinations is a useful tool which can be used by destination managers to boost competitiveness focusing on the competitiveness attributes of the destination by comparing one destination with another. According to Sánchez & López (2015, p. 1238), there is no particular index of competitiveness on tourism, however, which belies the nature of this definition and as such developed a model to measure competitiveness by taking into account indicators of Dwyer and Kim (2003), see Figure 2 below.

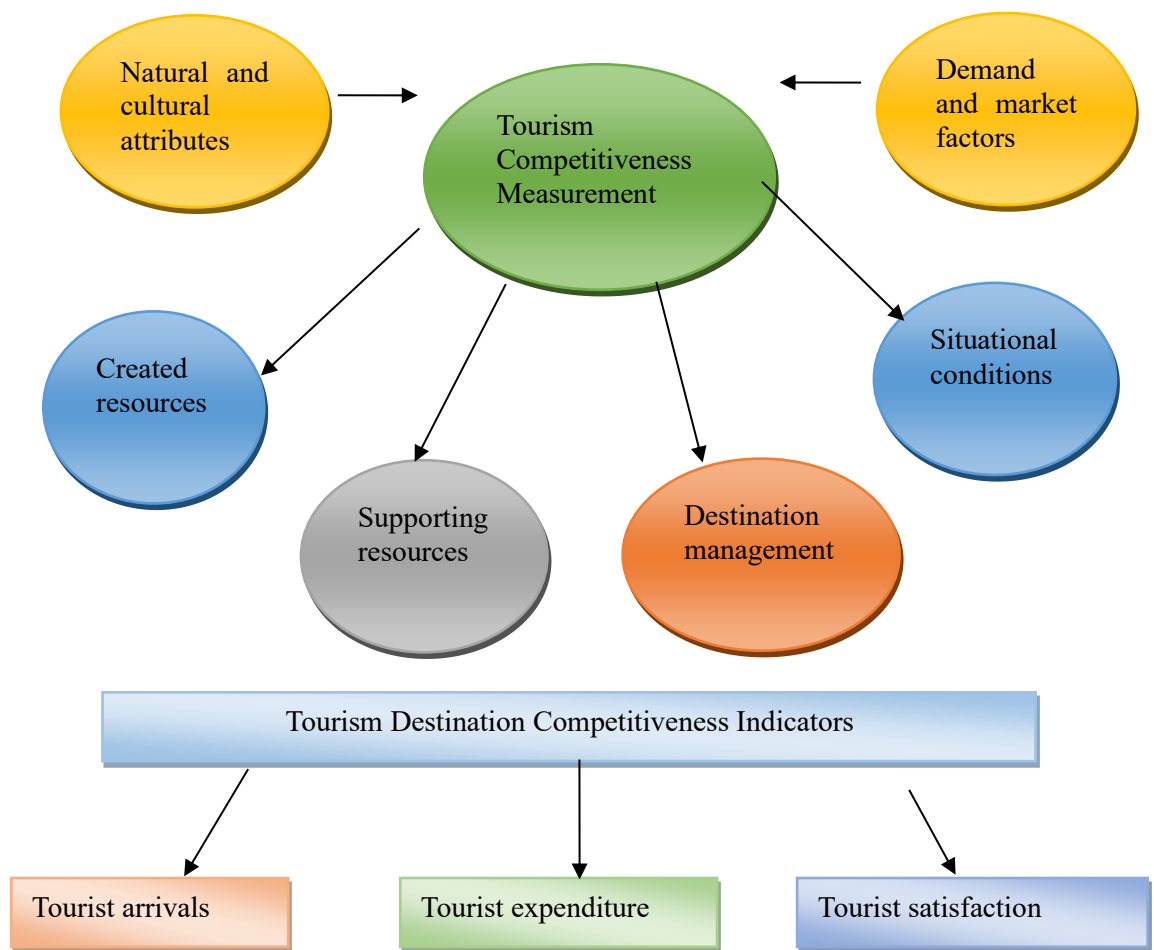


Figure 2. Tourism competitiveness measurements. Source: Sánchez & López, 2015, p. 1239, elaboration taking into account indicators of Dwyer and Kim, 2003, pp. 380–398

To achieve a more competitive tourist destination, the destination should have more tourist arrivals, more tourist expenses and/or more satisfaction with the tourists and the destination previous statements will result in jobs, economic added value and an increase

in the wealth of the country, which increases GDP (gross domestic product) per capita as shown in Figure 3 (Sánchez & López, 2015, p. 1241).

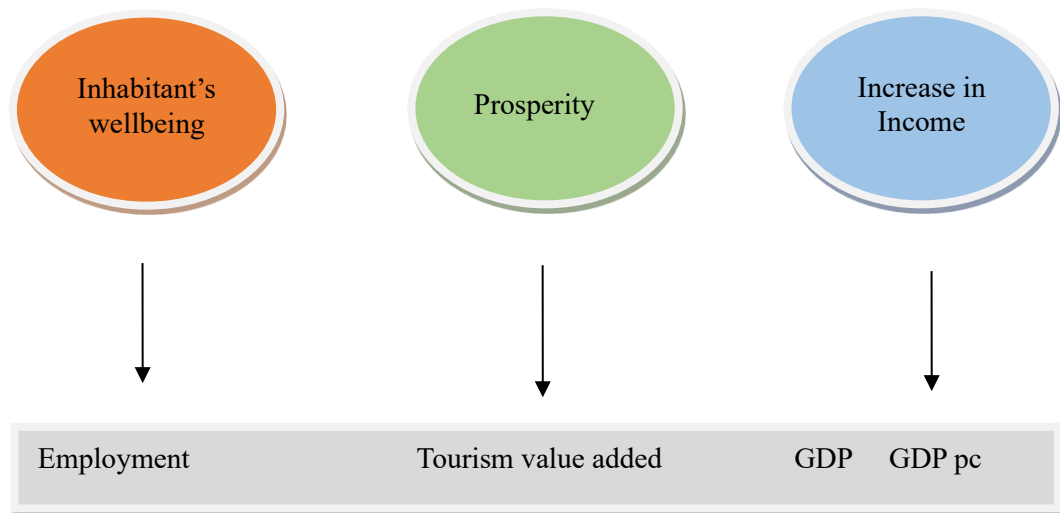


Figure 3. Tourism competitiveness consequences. Source: Sánchez & López, 2015, p. 1241

While strategically making marketing decisions by destination management organization (DMO), since brand definitions are socially constructed and culturally based, it is important to suggest that a branding strategy for a destination start with knowing what constitutes a sense of place as perceived by local residents (Campelo, Aitken, Thyne, & Gnoth, 2014, p. 154). A significant proportion of the world population is now linked in social media online social networks, where they share experiences and stories and thus affect one another opinions and purchasing behaviour. This presents a distinct challenge for destination management organisations, which must deal with a new reality where destination brands are predominantly the result of shared travel interactions and storytelling in social networks, rather than marketing strategies (Lund, Cohen & Scarles, 2018, p. 271). This is in line with Zenker, Braun and Petersen (2017, p. 15) whom noted that although branding frequently relies on simplified communications, the efficacy of such strategies remains questionable for complex brands. In particular, residents have great deal of local knowledge and might disagree with simplistic destination brands.

Therefore, destination branding should have some unique features as opposed to branding more broadly and as brand stewards, DMOs should be committed to creating or at least

shaping brand narratives across all of their social media activities (Lund et al., 2018, p. 277).

As people connect with their virtual friends and acquaintances in social media and share content, they are basically all storytellers and the sharing of stories is how they perform socialities. If a story has enough reach and interest, it can spread through social media beyond the people's own networks and eventually be shared around the globe (Lund et al., 2018, p. 277).

Destination marketing have become very popular and a lot of businesses needs to revamp the products and the services they offer in order to keep generating revenue and be sustainable. To ensure that there is potential for wellness tourism product diversification and development in Lagos Island, an adequate marketing mix strategy has to be taken into consideration by the destination managers as access to consumer information presents an opportunity to utilize the knowledge for effective strategic decision which can be critical to a destination's competitiveness. In addition, since a significant number of the world's population is connected through social media platforms, Lagos island wellness destination needs to be branded in such a way that consumers of the wellness products directly or indirectly promotes these products by sharing their experiences and creating stories. To ensure limited or no negative shared stories about the destination, the wellness product offerings needs to be of optimal quality. If uniquely done, proper branding of Lagos Island as a wellness destination will increase the destination's competitiveness, increase business visibility and also provide a platform that would be engaging for their users. Lagos Island destination managers would also need to devise and utilize other forms of marketing strategy which differs from other competitors to reach their target market by increasing value proposition and individual experiences and expectations to promote the destination and attract customers.

2. DEVELOPING WELLNESS TOURISM IN LAGOS ISLAND, NIGERIA

2.1. Tourism in Lagos State, Nigeria

The study area focuses on Lagos Island, which is a specific location in Nigeria, see (Appendix 2). Nigeria is looking at tourism as a possible alternative income earner for the nation in its search to grow other economic sectors to diversify from its main stay, which is oil (Uduma-Olugu & Onukwube, 2012, p. 156). Lagos Island is Nigeria's business and technology main hub, accomplished through human capital endowment. When compared to other regions in Nigeria, Lagos Island has the strongest level of economic, financial and social influences made possible by historical and cultural background. The growth and development in Lagos Island are also due to influences from European settlement around the neighbouring islands of Ikoyi and Victoria which are trading locations (Bishi & Olajide, 2011, p. 213).

Geographically situated on the western part of Nigeria, (Ajani, Fadairo, & Oyebanji, 2016, p. 47) noted that tourism acts as secondary economic activities in medium-sized cities like Lagos except those with comparative advantages, natural and historical features, and competitive values. Lagos has a variety of hotels, from three-star to five-star hotels. Other attractions include Tafawa Balewa Square, Festac Area, sandy beaches, Lekki Conservation Centre, The Remembrance Arcade and the Slave Jetty in Badagry (Ajani et al., 2016, p. 50).

The challenges facing tourism destination growth in Nigeria is centred on the industry's lack of supporting climate and systemic deficiencies (Nadube & Akahome, 2017, p. 109). Even when the tools are available and properly used to promote the growth of tourist destinations, no tourist destination can record reasonable success in a society prone to conflict, crime, violence, instability and structural imbalances. Such problems need to be

addressed if Nigerian tourism destinations' consumer loyalty is to be improved and maintained (Nadube & Akahome, 2017, p. 109).

With the associated challenges facing tourism in Lagos, Nigeria, the relevant tourism board should take a cue from other developed countries and find solution that meets the state needs. Proper risk assessment should be conducted, and policies put in place that prevents environmental issues which should be adopted by destination managers. There should also be constant monitoring and urgent need for sustainable tourism.

The target age group for this study focuses only on generation Y residents in Lagos, Nigeria residents – made up of women and men born between 1980 and 1999 whom differ on factors such as the country and cultural aspects (Stanimir, 2014, p. 24). Although the current consumer trend in wellness and healthcare industry are middle-aged/baby boomers (35–45 years old) and senior/elderly tourist (56–65 years old) whom requires specialised personal care and customer relationship management (Kurniawan, 2018, p. 256; Ordabayeva & Yessimzhanova, 2016, p. 122; Zsarnoczky, David, Mukayev, & Baiburiev, 2016, p. 224). However, generation Y tourists have become self-aware and are now taking better care of their health and enhancing their spiritual well-being (Lee, P., Lee, M., & Cheng, 2019, p. 729). Wellness managers attention have slowly moved from baby boomer generation to generation Y tourist as they are regarded as the next largest sets of tourists with major impact in wellness industry (Hritz, Sidman, & D'Abundo, 2014, p. 1321).

Since there is no main distinction of health and wellness tourism with any age groups and no gap in gender-based guidelines for health and wellness tourism according to Tuzunkan, (2018, p. 659), it is therefore now necessary to understand the main motivation to partake in wellness tourism for this study's target group. The author's choice of the sample group is also based on the fact that there is huge market gap in Nigeria in the number of women and men within this category who would opt for wellness destination in a bid to rejuvenate and relax. Since there is already an established age group in wellness tourism, the restriction and awareness should not only be limited to this particular age group and should be extended to all individuals regardless of their age so it is vital to attract other types of wellness tourism consumers other than the established consumers.

In addition, Generation Y, which has seen a rise in the idea of wellness, is the driving force behind the tendency to seek wellness and is heading towards more experiences of wellness consciousness than ever (Cheng, 2018, p. 32). Generation Y tourists according to Ivancsóné & Printz (2017, p. 798) are major target group due to their innovativeness, versatile transition to trends and technological skills and better than the elderly ones as they make use of efficient and resource based online knowledge making them increasingly aware consumers and industry's preference.

Lagos is surrounded by forest, swamp forest and Savanna grassland and if properly developed, would really go a long way to promote tourism in Nigeria. Lagos lagoon, with some mangrove forests and swampy wetlands, is also defined as a predominant natural urban resource. Because of its diverse nature, the lagoon can be used for different forms of tourism in a way that can bring about adequate and sustainable growth (Uduma-Olugu & Adebamowo, 2015, p. 158). Currently, some of the existing tourism attractions in Lagos includes, resorts such as:

Whispering Palms Resort: accommodations here ranges from luxury to affordable yet simple rooms. The resort's landscape was uniquely built with all tropical gardens mostly dominated by palm trees with vast seating close to the lake's edge, a pool and a zoo with monkeys, crocodiles, tortoises and peacocks. The environment has a quiet ambiance with food choice ranging from local cuisine to intercontinental dishes (Aina, 2019, p. 1069).

Nature Conservation Centre: this nature conservation consists of swamp and savannah habitats which has an abundant of plant and animal life suitable for tourist attraction. Its vast tract of wetlands is set aside for viewing of animals such as monkeys, crocodiles, snakes and various birds (Ukpokolo & Dawodu, 2017, p. 127).

Other attractions include, Virginrose Resorts, Lekki leisure lake, Ounde blue water tourism scheme, Lekki, Ikoyi Club Golf Course, Hermitage Garden Resort, Eko Tourist Beach Resort, Halem Seaside Resort, Jhalobia Recreation Park & Gardens, some beach clubs.

Even with the challenges facing tourism destination growth in Nigeria such as overcrowding of tourists, pollution and improper waste disposal that creates issues with the

environment which is centred on the industry's lack of supporting climate and systemic deficiencies, there is still abundance of tourism resources which ranges from natural to cultural and some historical heritages in Nigeria that would propel her as one of the tourism leaders in Africa (Nadube & Akahome, 2017, p. 109; Ibeh, Ikegwu, & Amaechi, 2016, p. 39). Hence, the need for wellness product diversification and development in Lagos Island, Nigeria as this would bring about internal generated revenue to the country, job opportunities for the local residents, international recognition which would in turn attract foreign businesses and improve the overall well-being of the local residents.

In order to promote tourism development in Nigeria, Ibeh, Ikegwu & Amaechi, (2016, p. 42) noted that issues surrounding its sustainability such as inadequate funding, emission of high level carbon through aircrafts and automobiles, inflow of tourist threatened by insecurities caused by restive youth activities, improper waste disposal in the sea and commercial sites of Lagos and other neighbouring cities must first be addressed. For a sustainable tourism destination, destination managers need to adopt the five A's (accessibility, attractions, accommodation, amenities and activities) in order to make the destination economically viable and successful (Ibukunoluwa, Ajayi, Adetuga, & Ijose, 2018, p. 4) . Lagos Island tourism destination managers therefore should ensure the following are made available during the tourism development;

- Accessibility: the destination has to be located in an area that is easily accessible as it would not thrive if tourists are unable to access it easily.
- Attractions: the location has to be attractive enough to prompt visit by consumers. It should include beautiful and fascinating scenery and the interior designs should be top-notch.
- Accommodation: this is another important aspect of tourism. The rooms should be spacious, have beautiful nature art walls, exquisite design with materials of good and high quality. The design and architecture will follow guidelines for the conservation and protection of the environment which include; energy- saving key cards, compact fluorescence light bulbs and screens.
- Amenities: the planning of the wellness destination should be in a way that it will accommodate health and wellness facilities for indoor and outdoor activities using local artisan materials that both support the Nigerian economy and safeguard its environment. There should be involvement of local skilled craftsmen as a way to

foster job creation and preserve local traditions. This involvement will not only bring down the cost but will but will make quality control easier to manage.

- Activities: the destination should include wellness activities that would promote tourist overall well-being.

To also ensure that a sustainable tourism development is achieved in Lagos Island, the local residents need to be involved in the developmental process of the wellness destination as this would generate internal revenue and also provide economic stability for the host community.

2.2. Research process

This section addresses the research methodology and design in gathering the data needed to enable feasibility responses to the research questions. Methodology is the general research strategy that outlines how to undertake a research project and identifies the methods to be used in it, among other things. These methods, as defined in the methodology, define the data collection methods or modes or, at times, how to measure a specific result (Igwenagu, 2016, p. 6). Scientific methodology is a resource of fundamental importance for understanding the techniques used in drawing up a scientific paper, such as a thesis, dissertation, or a university course work. Scientific methodology includes studying the methods or tools needed to produce a scientific work (Queirós, Faria, & Almeida, 2017, p. 370).

Methodology and method are not synonymous, but there has been a trend in recent years to use methodology as a “pretentious substitution for the word procedure” (Igwenagu, 2016, p. 8). Use methodology as a synonym for process or collection of methods results in ambiguity which misinterpretation and undermines the proper analysis that should be used to design the work (Igwenagu, 2016, p. 6). Research methodology is a set of systematic research techniques. This simply means a research guide and how to do it. It describes and analyses methods, sheds more light on their limitations and resources, clarifies their pre-assumptions and consequences, and relates their potential to the dusk zone at the knowledge frontiers (Igwenagu 2016, p. 5).

According to Akhtar (2016, p. 68), a research is valid if a result is correct or real, and the conceptual framework within which research is conducted is the nature of study. He went further to note that a researcher plans an action plan for his work, it is the outline of data collection, calculation and evaluation. Research design can be classified as the research structure and the “Glue”, which holds all the elements together in a research project, in short, it is a plan of the research work proposed (Akhtar, 2016, p. 68). The research design involves identifying top-rated strategy and general management journals and reviewing the empirical articles published for paradigm- and method-related diversity and evolution (Mukhopadhyay & Gupta, 2014, p. 111).

When modelling and analysing various phenomena, scientific research adopts qualitative and quantitative methodologies (Queirós et al., 2017, p. 369). Often, quantitative and qualitative are interchangeably used however, it is possible to distinguish between the two. A fundamental feature of both research types is that they involve naturalistic data. That is, without any interference or manipulation of variables, they try to study language learning and teaching in their natural settings (Nassaji, 2015, p. 129). These two types of research methods also differ in terms of their purpose, degree of control, and how the data are analysed (Nassaji, 2015, p. 129). The qualitative approach aims at explaining in a given context a complex reality and the meaning of actions. The quantitative methodology, on the other hand, aims to obtain accurate and reliable measurements that enable statistical analysis (Queirós et al., 2017, p. 369).

Quantitative approach refers to research design involving deductive thinking to prove hypotheses which in turn will support or reject a theory. The data under analysis are quantified and, therefore, numerical in nature leading to the use of statistical formulas in the analysis (Atmowardoyo, 2018, p. 197). This type of approach according to Atmowardoyo (2018, p. 197), generates some kinds of methods of research such as survey, experiments, quasi experiments, and studies of correlation.

Quantitative research focuses on objectivity and is particularly suitable when it is possible to collect quantifiable measurements of variables and inferences from population samples. Quantitative analysis adopts structured data collection processes and systematic tools. The data are collected in a systematic and objective way. Finally, statistical methods are

used to analyse numerical data, often using programs such as SPSS, R or Stata (Queirós et al., 2017, p. 370). For this thesis, the statistical analysis was carried out using Microsoft Excel.

Usually, quantitative approaches involve writing survey questions and learning to measure or count answers by systematically examining archives and data. A specific type is a questionnaire that is self-administered. Questionnaires are particularly suitable for respondents who can read, measure attitudes and opinions of people, and make it too difficult and time-consuming for a very large number of respondents to observe using qualitative methods (Nardi, 2018, p. 22).

Whereas qualitative research is distinguished by its goals, which contribute to understanding certain aspects of social life and its methods that produce words as information for study rather than numbers. Qualitative approaches are generally aimed at identifying individual, group or health care professional perceptions and behaviours. These methods are aimed at answering questions about a phenomenon's 'what', 'how' or 'why' rather than 'how many' or 'how much' that are answered using quantitative methods. (McCusker & Gunaydi, 2015, p. 537)

For the purpose of this research, the quantitative research method was found appropriate using non-probability sampling and adopting the convenience sampling technique. The convenience sampling technique was considered appropriate for the study as it is inexpensive, efficient and easy to implement (Jager, Putnick, & Bornstein, 2017, p. 15). In addition, convenience sampling often helps overcome many of the research-related limitations and involves using friends or family as part of a sample which makes it easier than targeting unknown people (Taherdoost, 2016, p. 22).

Survey research enables a variety of methods for recruiting participants, gathering data, and using different instrumentation methods. Survey research may use quantitative research strategies (using numerically rated questionnaires), qualitative research strategies (using open-ended questions), or both (mixed methods) strategies (Ponto, 2015, p. 168). Data are collected through the use of survey research for decades from individuals. This can range from asking a few specific individual questions on a street corner to collecting behaviour and preferences-related information, to a more rigorous study using

several valid and reliable methods. Ponto (2015, p. 168), further noted that survey research has included large collection of population-based data with the primary purpose of this type of survey research to obtain information relatively quickly identifying the characteristics of a broad sample of people of interest and major examples are large-scale census surveys which obtain information representing demographic and personal trends and customer input surveys. Given this range of options in conducting survey research, it is imperative for the reader of survey research to understand the potential for bias in survey research as well as the tested bias reduction techniques to draw appropriate conclusions about the reported information in this way (Ponto, 2015, p. 168).

Questionnaires are one of the most commonly used data collection methods, so many inexperienced business and management researchers and other social science fields associate research with questionnaires. Because of their popularity, it is easy to assume that questionnaires are easy to design and use, this is not the case as there is a great deal of effort to create a good questionnaire which collects data which addresses the research questions and generates a decent response rate (Rowley, 2014, p. 308). The big advantage of questionnaires is that it is easier to get answers from a large number of people, so the data collected can be seen to produce more generalizable conclusions (Rowley, 2014, p. 309). Furthermore, questionnaires may be useful for collecting information about habits that cannot be directly observed (e.g. studying at home), given that respondents are willing and able to report on such behaviours (Artino, La Rochelle, Dezee, & Gehlbach, 2014, p. 464). In order to ascertain if the research method adopted for this thesis is the right choice, it is imperative to understand the advantages and disadvantages of using the survey method (Appendix 3). Although survey method has a lot of advantages as can be seen in the Appendix 3, its disadvantages should not be neglected as relatively little information is known about most of the respondents and some may find the questions rather sensitive or against their cultural belief.

2.3. Target Population and Sampling Plan

The first step of the sampling process is the clear definition of target population. Population is commonly associated with the number of people who live in a given country from which the researcher would like to gather information and generalise the research

findings. Sampling can be used to draw population inferences, or to generalize in relation to existing theory. Essentially, this depends on the sampling method selected (Taherdoost, 2016, pp. 20–21). To ensure that the data collected is accurate, the target population will have to meet the criteria stated below:

- be a resident of Lagos Island or residing in other parts of Nigeria,
- fall within the age group of Generation Y,
- interested in wellness tourism.

Generation Y members consider themselves to be special due to their digital capabilities and membership of relatively smaller family units (Pendergast, 2010, p. 9). A friend is a part of a network for the Y Generation, and can be relatively unknown to the user, while an acquaintance is more likely to be a person you feel comfortable meeting for coffee for previous generations. It points to the Generation Y elimination of geographical boundaries. Digital technology enables proximity-based closing of the enclosure, making the new Y Generation neighbourhood the global digital culture. The lack of limits and isolation often applies to knowledge and information sharing, with exposure to all those with network access and basic search skills across networks such as the worldwide web (Pendergast, 2010, p. 7). For this reason, the convenience sampling technique is the perfect sampling technique to use to reach out to the target group.

As convenience sampling technique is found appropriate for this study, the respondents of this study are social media friends of the author residing in the chosen area of the wellness development. The author of this research resides in Lagos Island and more than half of her Facebook friends (over 970 friends), Instagram (over 440 friends) are also residing in Lagos Island and falls within the target age group hence the aim to do a research of what/how they would perceive developing a wellness destination.

Sampling involves selecting a subset of individuals from within a given population to approximate the characteristics of the population as a whole. Each individual parameter tests one or more properties of measurable bodies identified as independent entities or individuals such as weight, position, colour (Igwenagu, 2016, p. 32). Weights can be added to the data in the survey sampling to compensate for the layout of the sample. To guide a study, conclusions from probability theory and statistical analysis are used.

Sampling is commonly used in all fields of research to collect information about a population (Igwenagu, 2016, p. 32).

Determining the correct sample size for a research provides sufficient power for statistical significance to be observed. It is therefore a critical step in the development of a protocol for planned study. It is difficult to use too many study participants and introduces more subjects to procedure. Likewise, it will be statistically inconclusive if the analysis is underpowered and can make the entire experiment a loss (Suresh & Chandrashekara, 2012, p. 7).

For this study, the demographic information of the target group must be acquired such as the age group, gender, education and employment status of Lagos Island residents who have an interest in participating in wellness tourism development in Nigeria. In addition, the researcher needs to find out what the respondents expect in a wellness tourism destination, what are their favourite wellness activities, what reasons drive them to other countries for wellness, what are their preferences in terms of accommodation, meals, group size and length of the wellness trip.

According to the data from City Population (n.d.) sourced from National Population Commission of Nigeria and National Bureau of Statistics, the total number of men and women residing in Lagos Island between the ages of 20–39 was 95,018 out of the entire population of 212,700 and based on an existing 2006 census data. According to Israel (1992, p. 2), one way to determine sample size is to rely on published tables that provide the sample size for a set of criteria. This means 200 surveys are needed to have a confidence level of 95% that the real value is within $\pm 7\%$ of the measured/surveyed value (Appendix 4). For some thesis, the sample size is smaller than it should be for the sake of testing reliability, but for terms of accessibility, there is no need to keep the sample size very high. By better preparation and smaller sample size, more precise results can be obtained (Delice, 2010, p. 2013). Hence the decision to use a real value of $\pm 7\%$ as 200 respondents is appropriate for this thesis in order to avoid error of ambiguity.

2.4. Data collecting and analyzing methods

With the suitable methodology identified, the online self-administered questionnaire will be prepared using Google Forms and delivered through social media such as Facebook, LinkedIn, Instagram and WhatsApp consisting to the target group of respondents born between 1980 and 1999. The link to the questionnaire was shared on the social media account of the researcher with a brief introduction of what the project objectives was.

The first part of this research will entail a screening question in which respondents will be asked to indicate their age range. The second part is the pre-testing with 10 participants done on 18th March 2020 to properly ascertain that the questionnaire meets the research objectives and is clearly understood by the participants. The beginning of the questionnaire clearly displayed the research title with a little introduction of the research purpose, the duration of completion and their privacy protection. The result of the pre-test was received on 30th March, 2020, majority of the respondents noted that most of the questions were repeated, not properly structured and lacked clarity for those without prior knowledge about wellness. Final corrections were made to the questionnaire on 31st March 2020 such as rephrasing the questions, restructuring and reducing the questions to avoid ambiguity.

The questionnaire comprises five sections (Appendix 5) with the first section focusing on the demographic information of the participants such as the age group, employment status, gender and educational level. The second section of the questionnaire is to ascertain if the participants view about the importance of wellness for their individual growth as not a whole lot of people know about wellness meaning and its importance. Part three consist of four questions altogether which examines the participants interest in wellness tourism and if ever the participant has been involved in wellness tourism before. Question 8 aims to understand what motivated the participant in the past to take part of a wellness trip or what would likely motivate them in the future and question 9 aims to find out if ever given any opportunity to partake in a wellness trip, how likely are they to take up the offer. The fourth part focuses on the different wellness activities that the participant might be interested in having. There is a total of eight activities in question 10 that the participants can indicate using the Likert scale ranging from one to five where one indicates strongly

interested and five indicates not interested at all in the particular activity of choice. Question 11 indicates the major limiting factors that would hinder their intention to embark on a wellness trip and question 12 focuses on the participants expectations to wellness tourism. This particular question tries to understand their expectations towards what type of accommodation they prefer, meal arrangements, group size and what they would like to take out of the wellness experience. Part five of the questionnaire focuses on developing Lagos Island as a wellness destination and aims to find if how interested the participant is towards such development. Question 14 addresses the benefits of developing a wellness tourism destination for the residents at large. There is a total of 10 benefits in question 14 that the participants can indicate using the Likert scale ranging from one to five where one indicates “strongly disagree” and five indicates “strongly agree.”

Question 1–8 and 10–13 was adopted from a similar research carried out by Zheng (2017, p. 102) on New Zealander’s perception and interest in wellness tourism in China. Question 9 is a combination of questions adopted from Trihas & Konstantarou (2016, p. 31) and Rančić et al., (2016, p. 199) on reasons/motivations on visiting a wellness destination. Question 14–15 was the author’s personal interest in finding out how developing Lagos Island is welcomed by the participants.

The questionnaire was drafted and after the correction and revision by the project supervisor, it was created using an online Google survey software. The aim of using this software system is for the preparation of questionnaires, data collection, analysis and sharing the results. The link to the questionnaire was sent to the participants on 1st April 2020 and the data was collected on 15th April 2020 to evaluate the items on the questionnaires, descriptive statistics analysis. According to Kaushik & Mathur (2014, p. 1188), descriptive statistics provide clear summaries of the sample and of the observations made. These can either be quantitative summaries, i.e. list or visual statistics, i.e. clear-to-understand graphs. Such summaries may either form the basis for the initial description of the data as part of a more comprehensive statistical analysis, or they may suffice for a particular investigation in and of themselves. Statistics is concerned with the scientific method by which knowledge for explanation and decision-making purposes is gathered, arranged, evaluated and interpreted and descriptive statistics deals with the presentation

of numerical facts or data, either in table form or in graph form, and with the data analysis technique. (Kaushik & Mathur, 2014, p. 1188). To ensure that validity of the quantitative research is met, the researcher adopted an online-questionnaire using a Google Form and the data received were analysed using Excel sheet.

A key aspect of all work is validity and reliability. Some researchers claim that reliability and validity methods are not applicable to qualitative research and need to be tailored differently to assessing the rigor and accountability of qualitative research hence the need to clarify the two terms (Pandey & Patnaik, 2014, p. 5743). Validity refers to the ability to measure accurately the content within a quantitative study (Heale & Twycross, 2015, p. 66). In order to reach the study aim of determining the motivating factors of the local residents of Lagos to partake in wellness tourism and what role the development of a wellness destination have on the residents of Lagos, Nigeria, the questionnaire was face and content validated by the master thesis supervisor to ensure that the instrument sufficiently covers all the material it should contain about the variable. The final draft of the questionnaire contained relevant corrections and suggestions made by the project supervisor. All the questions in this thesis are designed according to the research problem, goals and questions.

Reliability measures consistency. Although an exact estimation of reliability cannot be given, a reliability estimate can be achieved through various measures (Heale & Twycross, 2015, p. 66). In this study, a pre-test was carried out with 10 respondents to adhere to reliability standard and the questionnaire designed in such a way that regardless of the result outcome, when conducted by other researchers will also yield the same result.

In any type of research ethical issues are present and this process creates tension between research goals to generalize for the benefit of others, and participants' rights to privacy, so it is imperative to protect human subjects or participants in any research study (Orb, Eisenhauer, & Wynaden, 2001, p. 93). The researcher ensured that each respondent agreed to giving their consent to the survey and no one was in any way manipulated to take the survey. Since the questionnaire is an online survey, any respondent that wishes to stop from partaking could at any point in answering the questions withdraw. The researcher also informed the respondents that their responses are strictly for educational purpose and to ensure anonymity, no name, personal or contact information was requested from the

respondents. It meant that the participants' privacy was secured and there was no breach of confidentiality.

2.5. Research Findings

This section presents the analysis and the interpretation of the data retrieved from the survey consulted on developing and marketing Lagos Island as a wellness destination. Quantitative research method was adopted, and questionnaire distributed to 200 participants with a total of 191 responses retrieved with a response rate of 95.5%.

More than half of the participants were females (50.8%), followed by male (43.5%). These genders (female and male) ranked the highest in the survey followed by participants that indicated gender neutrality which consists of 4.2% while those that decided not to indicate their gender were 1.6%. The majority of the respondents were between 28–32 years of age consisting of 37.7% in comparison to the minority 7.3% for ages 18–22 (Table 2).

Table 2. Demographic characteristics of respondents

Parameters	Frequency	Parameters	Frequency
Age		Employment	
18–22	14	Employed full-time	73
23–27	44	Employed part-time	44
28–32	72	Unemployed	25
33–37	35	Self- employed	47
38+	26	Others	2
Gender		Education	
Female	97	College or below	11
Male	83	University/bachelor's degree	89
Gender Neutral	8	Postgraduate diploma	28
Prefer not to say	3	Master's degree	40
		Doctoral/PhD degree	19
		Others	4

Regarding the educational level, most of the respondents (46.6%) had university/bachelor's degree, followed by 20.9% with master's degree (Table 2). 14.7% had postgraduate diploma, 9.9% had obtained PhD, 5.8% had college education. Moreover, 38.2% of the respondents as at the time of this survey were on full-time employment, 23% had part-time employment. Those that are self-employed (24.6%) are greater than 13.1% that were unemployed (Table 2).

94.2% of the participants indicated that wellness is important to their personal health management. While 4.2% are neutral wellness, only 0.5% indicated that wellness is not important to their own personal health management. However, despite how important wellness trip is to their health management, only 57.1% have participated in wellness tourism whereas 42.9% have not participated. This calls for need to create awareness and sensitize people in Lagos island on the need/importance of wellness tourism to their health management. Figure 4 below shows the numbers of the respondents.

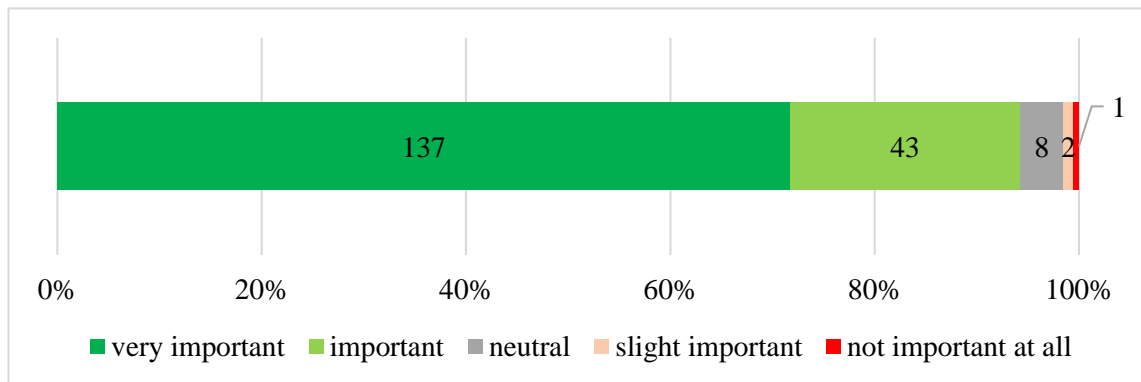


Figure 4. Participants opinion on the importance of wellness to personal health management

Relatively, high percentage (41.9%) of participants have not had a wellness trip before and this is in close approximation to 42.9% who have not participated in well tourism. There is high level of data correlation, this buttresses the fact that there should be wellness centre in Lagos island. See Figure 5 for participants last wellness duration trip.

Slightly more than half of the respondents (50.8%) are females and this is reflected in the motivation factor peculiar to females in wellness centre. The sum total of the three least motivation factors (120) as seen in Figure 6 below which include quality of life (21%), beauty services (18.8%), medical treatments (16%) is close to the aforementioned percentage of female respondents. This implies that only 30% of male respondents are motivated by quality of life, beauty Services and medical treatments. This is still pointing that women are more interested in wellness tourism than men.

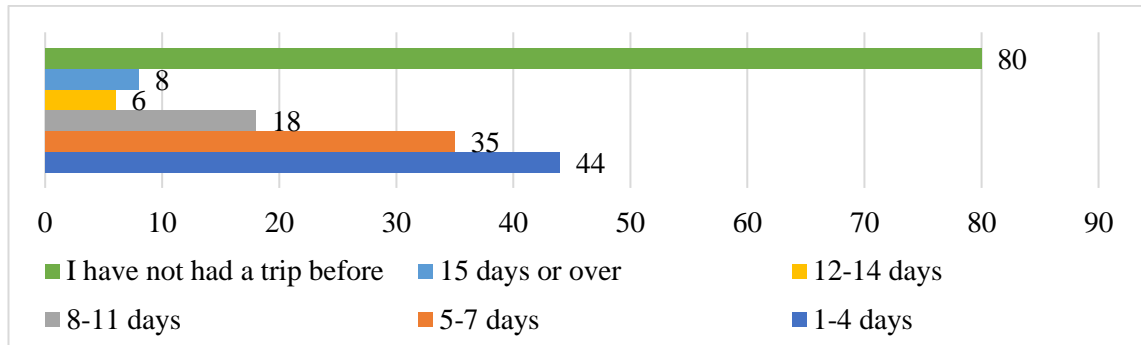


Figure 5. Participants last wellness trip duration

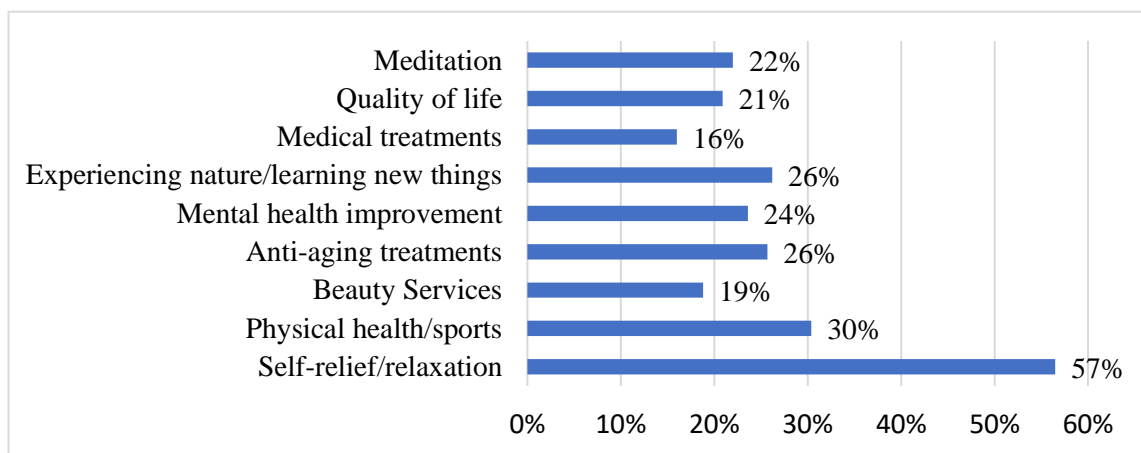


Figure 6. Participants motivation for visiting a wellness destination

If ever given the opportunity to receive various wellness services or learn about wellness during a trip, then 62.3% respondents indicated to be very interested, followed by 34.6% who indicated to be only interested. 2.1% were neutral while 1% showed slight to no interest all. Of the respondents that indicated to be interested to very interested, 49.7% were females while 41.4% male as seen in Figure 7 below.

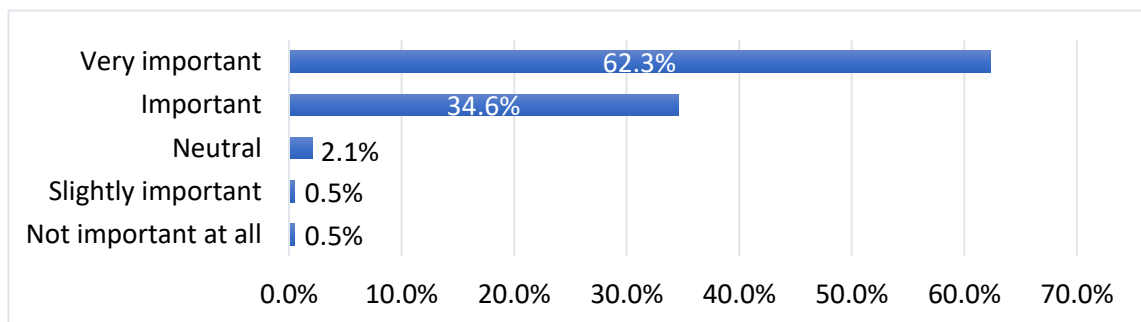


Figure 7. Participants willingness to receive and learn about wellness

The participants were asked to select wellness activities they would like to partake in by indicating interest in activities with a Likert scale of 1 – not interested at all, 2 – slightly interested, 3 – neutral, 4 – interested, 5 – strongly interested. For activities with strong interest, body massage for stress relieve was the most preferred wellness activity with a total frequency of 97 people, followed by Spa and thermal treatments for relaxation and general wellness with a total frequency of 78, Holiday experience with water and sport activities with a total frequency of 77. The activities which is least preferred in this category is visiting churches/mosques to improve spiritual wellness with a total frequency of 41. This indicates that although majority of the participants would engage in spiritual wellness, it would not be a driving wellness activity to attract people to a wellness destination center. The rest of the other wellness activities had a total frequency of 241 as seen in figure 8 below.

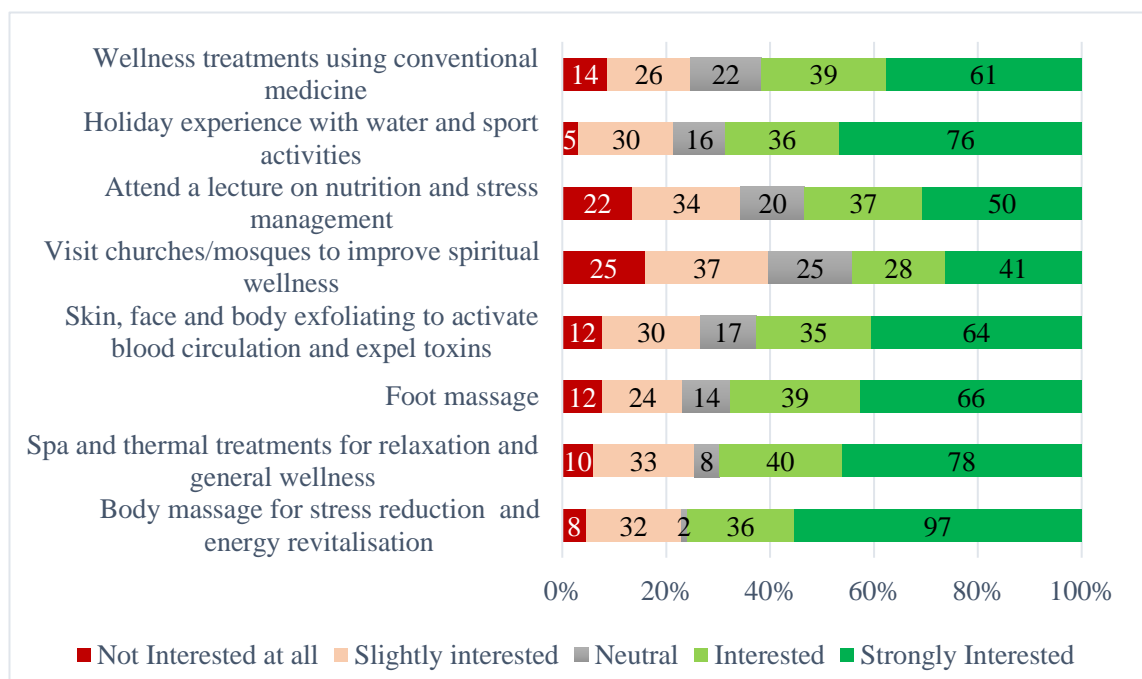


Figure 8. Participants interest in wellness activities

69.1% of respondents said travel cost is one the major concern in planning a trip to wellness destination, followed by service standard (53.9%), security (44%), price (31.9%), poor/dilapidated wellness facilities (24%), not receiving money worth (22%), travel distance (21%) and pollution (16%). Only 14% of the participants considers poor road conditions as a major concern.

The result of the analysis shows that half of the participants that chose travel cost as their major concern were female as compared to male and people of gender neutrality. 38.6% are between the age group of (28–32), 23.4% between ages (23–27), 17.4% between (33–37), 12.9% above 38 years and 7.5% between the age (18–22).

With travel cost having the highest response as can be seen in Figure 9, this indicates that majority of the participants are not able to travel abroad for wellness tourism and services and developing a wellness center in Lagos island is paramount to the people.

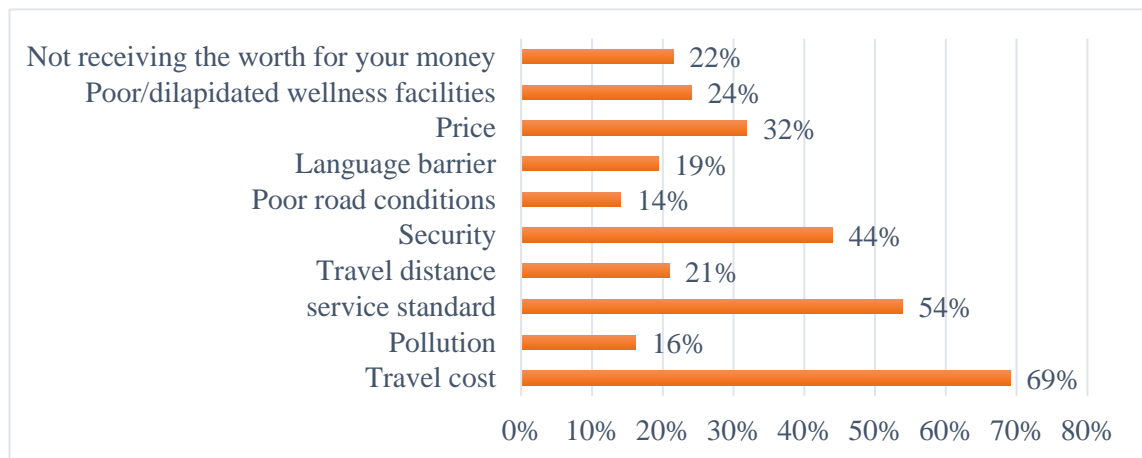


Figure 9. Participants main concern about wellness tourism

Wellness tourism expectations of the participants were analyzed and the result shows that 40% of the participants indicated that they expect a 5-star hotel/resort with breakfast, gym, swimming pool, spa facilities and personalized services. This was followed by 29% whom indicated that they would prefer a 4-star hotel with breakfast, swimming pool and spa facilities. Altogether, 30% of the participants indicated interest in 3-star/economy hotel with breakfast, bed and breakfast and other accommodation types as shown in figure 10.

Regarding meal expectations in wellness tourism, 38.2% of the participants indicated specially prepared food which would improve general wellness is the most preferred meal during a wellness trip. 36% of the participants indicated otherwise by selecting that mixed Western and local dish appeals the most, 20% indicated that local dishes during a wellness trip is the choice to go with. A small number (6%) of the participant indicated that Western food is the valid choice to go for. With specially prepared meal having the highest number

of interests as shown in figure 11, this means that the participants that went for this choice understands how important wellness is and would love an opportunity to improve and have a holistic wellness.

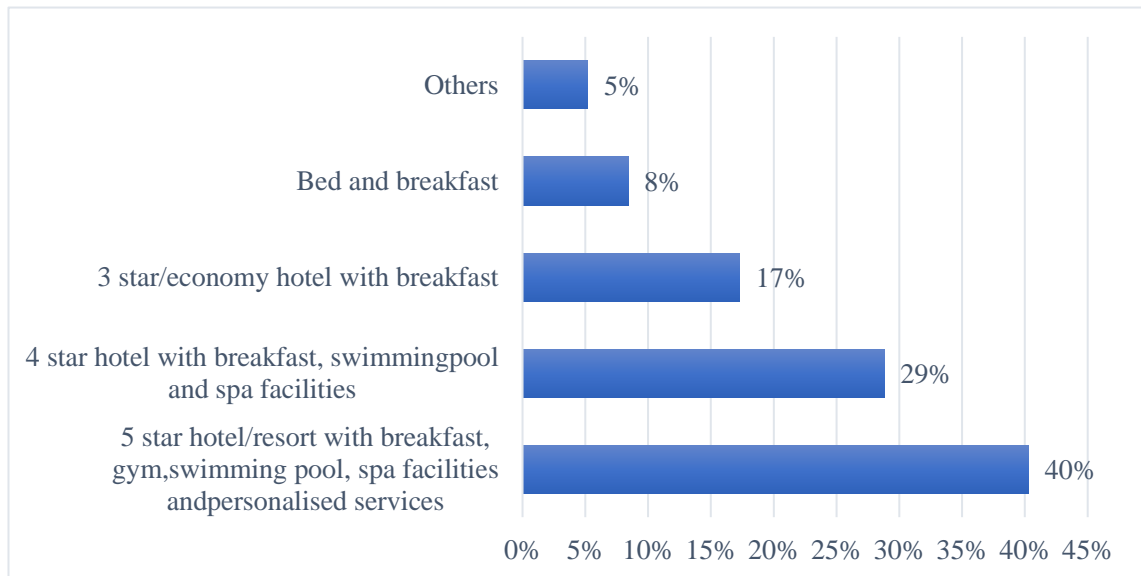


Figure 10. Participants accommodation expectations in wellness tourism

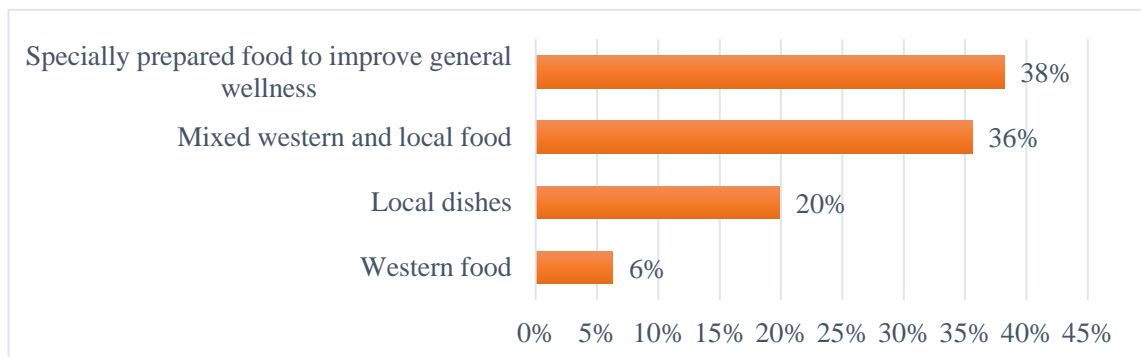


Figure 11. Participants meal expectations in wellness tourism

About one third of the participants (35%) indicated that they would like to experience wellness tourism and services by meeting and mixing up with new people. Half of the responses received were female and this was slightly above the male responses received which was in the ratio of (32 females to 31 males). 38.5% of participants that indicated meeting new people during a wellness trip are in the age group of (23–27), 30.8% are between the age of (28–32), 12.3% are between (18–22), 10.8% are between (33–37) while 7.6% are for those above 38 years.

Another one third of the participants (31%) noted that they would prefer wellness in the company of spouse (Figure 12). 22% of the participant would like to experience wellness with family and friends in group. Only a small group of the participants (12%) would like to experience wellness alone. The result of this analysis showed that both genders (male and female) are opening to exciting wellness adventure and do not mind meeting and making new friends along the way. On the contrary, the more advanced participants (between ages 33–37 and 38 above) indicated that they would prefer wellness alone.

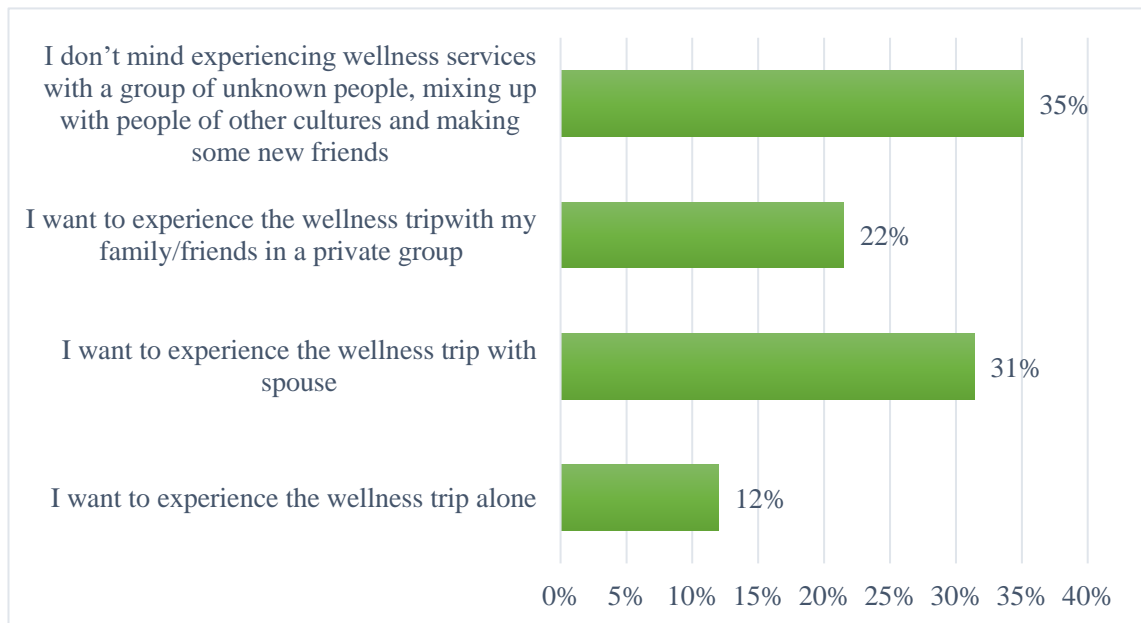


Figure 12. Participant's group size expectation in wellness tourism

Over one third of the participants (39%) employed full time indicated that they would like to improve their physical well-being, this was followed by (27%) self-employed participants. The percentage dropped slightly for employed part time (20%), followed by unemployed (14%) participants.

Slightly more than half (55%) of the participants with university/bachelor's degree indicated that they would like to become aware with the meaning and purpose of human existence as shown in figure 13 below. This was followed by (20%) of the participants with master's degree. The percentage dropped slightly for postgraduate diploma holders (16%), followed by doctoral/PhD degree (5%) and college (4%) holders.

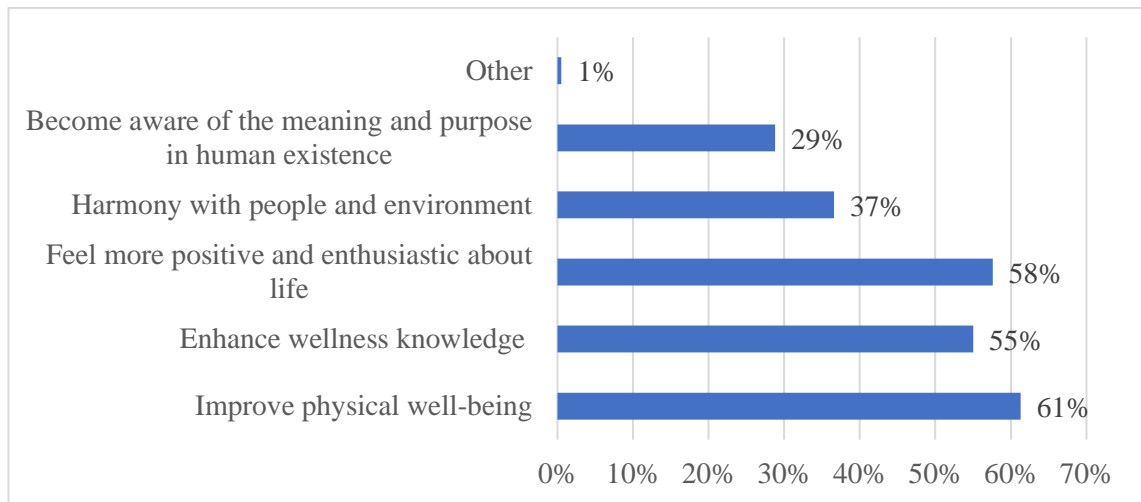


Figure 13. Participants wellness experience expectations

On the interest in wellness tourism development in Lagos Island as shown in figure 14, 63.4% of respondents said it is very important, while 24.6% showed said it is important. 9.4% were neutral while 2.6% said it is slightly important. Total of 88% said it is important to very important to develop Lagos Island for wellness tourism, of which 46.6% were female while 41.4% male. This shows that majority of the participant embraces such development and sees it as a viable future benefit.

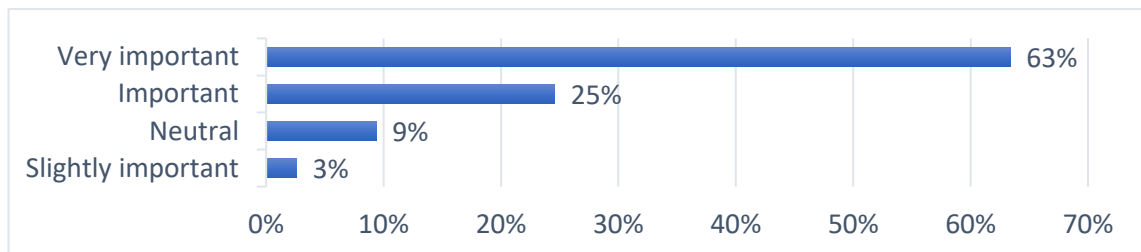


Figure 14. Importance of developing Lagos Island as a wellness destination

The participants of the survey were asked to select the benefits that would be associated with developing Lagos Island as a wellness destination. 70.7% selected job opportunity and this had the overall highest number in the developmental category. 40.7% of these participants are between the ages of 28–32 and are either university/bachelor's degree or master's holders who are self-employed/employed part time male and female respondents. 22.9% are between the ages of 23–27, university/bachelor's degree and post graduate degree holders who are self-employed, employed part and full time and majorly female

(61.3%) as compared to men who were (38.7%). 18.5% are between ages of 33–37 comprised of all the gender (female 64%, male 24%, gender neutral 8% and participant whom wished not to disclose their gender 4%) and all fall into the educational qualification of (college or below, university/bachelor's degree, master's degree, and doctoral/PhD), unemployed, self-employed, employed part and full time. 13.3% are between the age of 38 and above with equal male and female participants who are self-employed, employed part and full time. The least participants (4.4%) who choose job opportunity are between the ages of 18–22, mostly male (66.7%) with female (33.3%), college or below and university/bachelor's degree holders who are either self-employed or employed part-time.

The rest of the other participants as shown in figure 15 below indicated increased internal generated revenue (61.8%), recreation (60.2%) as the benefits Lagos Island wellness development would bring to the residents while economic benefit had 51.5% responses. The other benefits with the least responses are business initiatives with 33.5% and cultural development with 28.8%.

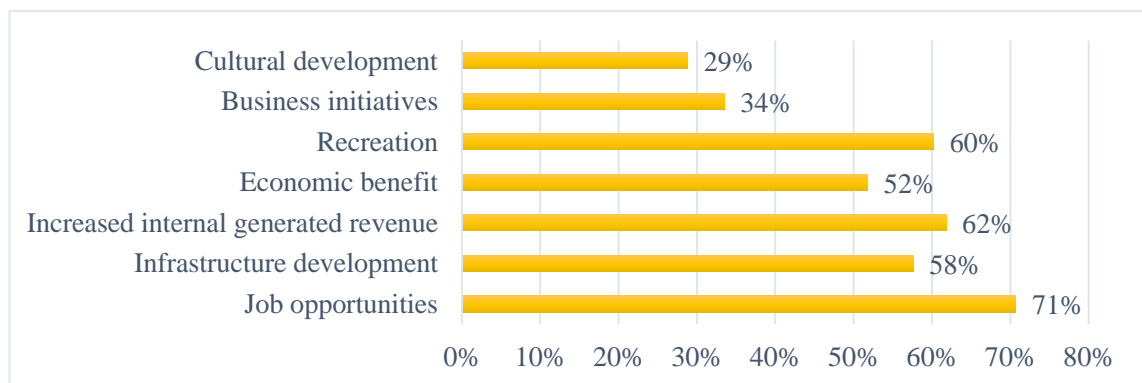


Figure 15. Benefits associated with developing Lagos Island as a wellness destination

This chapter provided relevant information on the methodology that was adopted in generating the data used for this survey. It also revealed the result of the analysis of the research and extracted information from the analysis that would help the researcher provide recommendations in wellness tourism development.

2.6. Discussion and recommendations

This chapter discusses the interest of the research participants in wellness development, what motivates the participants to engage in wellness tourism, the major concerns towards wellness tourism, expectations and experiences when partaking in wellness tourism. The chapter ends with summary of the recommendations.

To achieve the study's aims, the researcher first explored the meaning and importance of wellness and wellness concept, what motivates tourist to engage in wellness tourism and also the role of wellness destination development by reviewing past similar works of other research authors.

Based on the literature reviewed in this master's thesis, it is clear that most of the research carried out by different authors (Choi et al., 2015; Kim et al., 2017; Pratminingsih et al., 2014; Tuzunkan, 2018 and Valentine, 2016) involved qualitative and quantitative research method which involved questionnaires, different focus group and demograph, case studies and survey to achieve their aim of understanding the factors that motivates and drive wellness tourist to a specific destination. Other literatures adopted exploratory approach, descriptive research method and qualitative estimates for empirical data collection to understand the role of wellness destination in tourism development (Commey et al., 2019; Chang et al., 2018; Bukola & Olaitan, 2018).

The result of this study revealed that majority of the participants understood that wellness is vital to personal health management which means that wellness concept is not a novel idea to the participants, although a smaller portion of the participants indicated that wellness is not important to them. Most of the participants of the survey have also not been opportune or have never participated in wellness tourism trip before. Wellness is holistic and focuses on the well-being of the whole person by emphasizing all the working aspects of an individual's body, mind and spirit in harmony with each other (Tooman, 2013, p. 21). The development of wellness communities therefore needs a broader perspective according to Global Wellness Institute (2018, p. 11) and since the concept of wellness is not a grey area to majority of the survey participants, this calls for the need to create wellness awareness and sensitize the residents of Lagos on the importance of a more holistic wellness tourism to enhance their health management.

In addition, the data collated from the survey shows that majority of the participants with an interest in wellness tourism are educated females. This shows that females are more interested and into wellness tourism (Lusby, 2015, p. 23; Stănciulescu et al; 2015, p. 160). Since Lagos, Nigeria is still an underdeveloped market of wellness tourism, the potential focus should be women and wellness providers should offer products and services that are more female inclined as this would create a huge turn around and help close the gap in wellness tourism in Nigeria.

The survey also shows that the main motivations for visiting a wellness tourism destination include self-relaxation, physical health/sports, mental health improvement, anti-aging treatments and quality of life. These results are consistent with the findings of past studies (Lim et al., 2016, p. 137; Rančić et al., 2016, p. 199; Trihas & Konstantarou, 2016, p. 17;) on reasons/motivations on visiting a wellness destination.

In regard to the main concern in wellness tourism, travel cost had the highest indicator among the responses received from the participants of the survey. This shows that although generation Y tourists have the desire to go for a wellness trip, they are overly price sensitive and budget conscious. They would rather save up money and personalise their wellness trip themselves rather than relying on travel agencies and already made wellness packages that are overly priced. This result is a bit contradictory as holistic wellness means luxurious well-being. Since the participants of this study are budget friendly, a high end wellness destination would not be appealing to the participants and to ensure that they are motivated to partake in this wellness destination, the wellness destination managers of Lagos Island would need to take this into consideration while developing the wellness destination by offering some packaged deals that would be enticing yet quality personified.

The participants are also expecting to improve their overall physical well-being, enhance emotional well-being, improve environmental and social wellbeing while enhancing their intellectual well-being. Based on the expectations of the participants, the following physical wellness activities could be developed in Lagos Island:

- Wellness group walking and running;

- Physical outdoor and indoor fitness exercise for muscle strengthening such as work out with resistance bands and Pilates;
- Aerobic activities for healthier heart and blood circulation such as swimming, water aerobics, stationary cycling, dancing, tennis playing;
- Flexibility activities such as yoga and stretching.

For spiritual wellness, the following wellness activities could be incorporated:

- Spiritual training and meditation on the beach;
- Taking wellness mindfulness classes and learning about nature and slow living;
- Music and art appreciation classes.

Other wellness activities like massage therapies such as thai, deep tissue, hot stone, Swedish, aromatherapy, Sport, Reflexology among other types could also be introduced along with body and facial care pampering therapy specifically for female.

Wellness experience may also be enhanced by incorporating specially prepared meals that improves overall wellness. Local customized dishes that contains naturally grown herbs and organic spices should be use and meals should be guided by healthy diet combinations that are specifically tailored to improve wellness.

Wellness tourism providers in Lagos Island need to strategize and create wellness awareness and its importance through the use of various social media platform such as Facebook, Instagram, snapchat, through attractive websites by offering promotions and packaged services since most of the participants in this study have not had a wellness experience before and this presents a great marketing opportunity for wellness tourism providers. In addition, the rich and natural resources in Lagos Island should be taken into consideration while developing the wellness destination to provide better opportunities that would engage the local residents.

Care should also be taken by wellness tourism providers in Lagos to ensure that the wellness products and services meets the holistic wellness dimension and should comprise the physical, emotional, intellectual, environmental, social and occupational wellness. Efforts should be made to build new wellness programs, launch new products and services and also promote these the wellness products and services through successful

marketing routes. In addition, for a sustainable and competitive wellness destination in Lagos Island, there should also be integration with both public and private stakeholders, coordination and corporation with the local residents during the developmental phase as this can facilitate job creation and economic stability along with other benefits that comes with tourism.

CONCLUSION

This research study on developing and marketing Lagos Island as a wellness tourism destination have been able to reach a conclusion. To achieve the research objectives, the researcher carried out a theoretical literature review on similar study by other authors on wellness concept, wellness dimensions, wellness tourism and role of its development and factors that motivates tourist visit to wellness destination areas, destination competitiveness and marketing managements. The literature review revealed that an adequately wellness facility and destination can accommodate tourist of all age group. It was equally discovered from the literature review that wellness destination managers need to ensure optimal wellness services and quality are provided and maintained throughout customer's wellness tourism visit for retention and revisit purposes. This study is limited to Lagos state residents and to achieve the aim of the research work, empirical data were collected from the local residents.

Quantitative methodology using non-probability sampling and adopting the convenience sampling technique was found appropriate for the study. The choice of the research instrument used for this study is to gather accurate and reliable measurements that enabled statistical data collation and analysis. Descriptive statistical analysis was used to analyse the data received from the survey. From the result, it was discovered that although wellness is important to the personal health management of 94.2%, only 57.1% have participated in wellness tourism whereas 42.9% have not participated. The result of the study also shows that the main motivations for visiting a wellness tourism destination include self-relaxation, physical health/sports, mental health improvement, anti-aging treatments and quality of life.

The result also clearly shows the importance of wellness tourism to the local residents of Lagos, Nigeria and the main benefits of developing wellness tourism destination in Lagos Island which include job creation, increased internal generated revenue, recreation,

infrastructure development and economic benefits. This clearly indicate the level of interest and how accepting the concept of wellness tourism is to the local residents. The study concludes that wellness tourism providers needs to offer product and services that meets the holistic wellness dimension and therefore recommends that efforts should be made to build new wellness programs, launch new products through successful marketing routes such as Facebook, Instagram, snapchat, through attractive websites by offering promotions and packaged services. In addition, the available rich and abundant natural resources in Lagos island should be utilised while developing a wellness destination in order to provide engaging the local community and preserve the local culture as this is also relevant for tourism.

The discussion and recommendation of this thesis result are useful for wellness service provider, wellness managers and Lagos tourism board to gain more insights on local resident perception about wellness, the motivational drive in wellness tourism and the benefits of developing a wellness destination. The study is expected to contribute to the development of wellness products and services and more future studies with other types of wellness tourism attractions can be carried out and established in Lagos and other parts of Nigeria.

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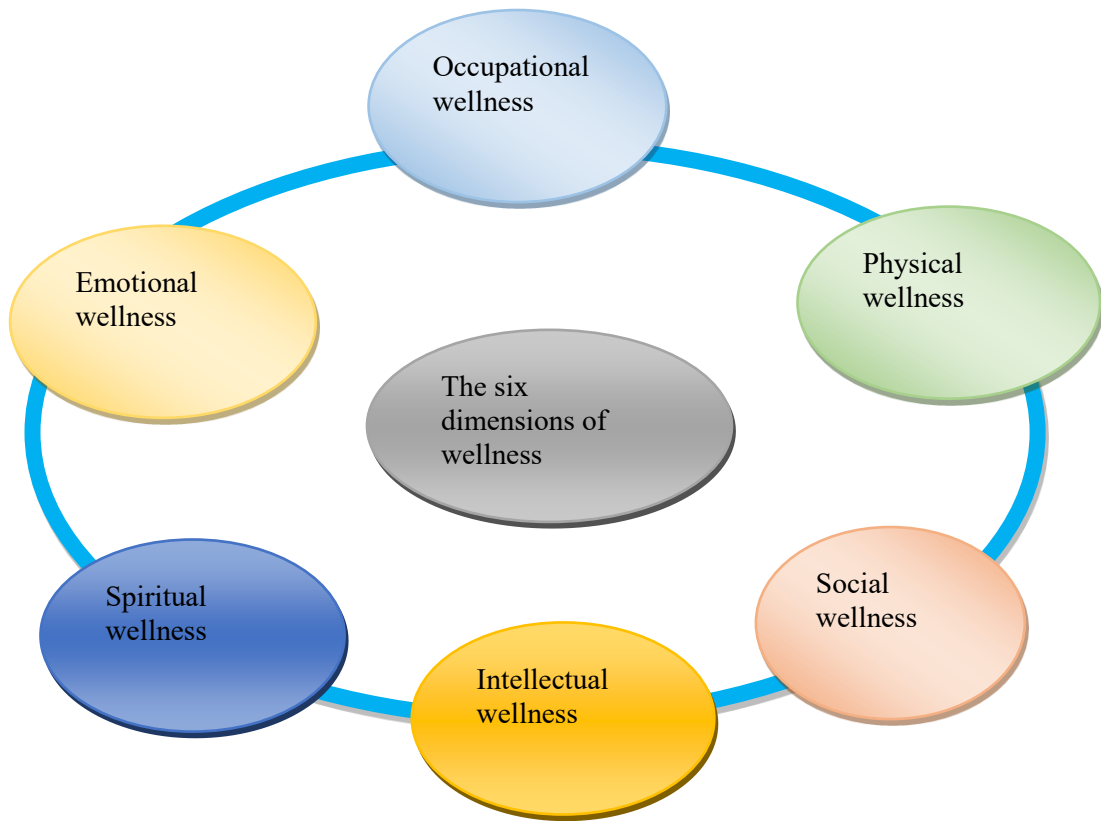
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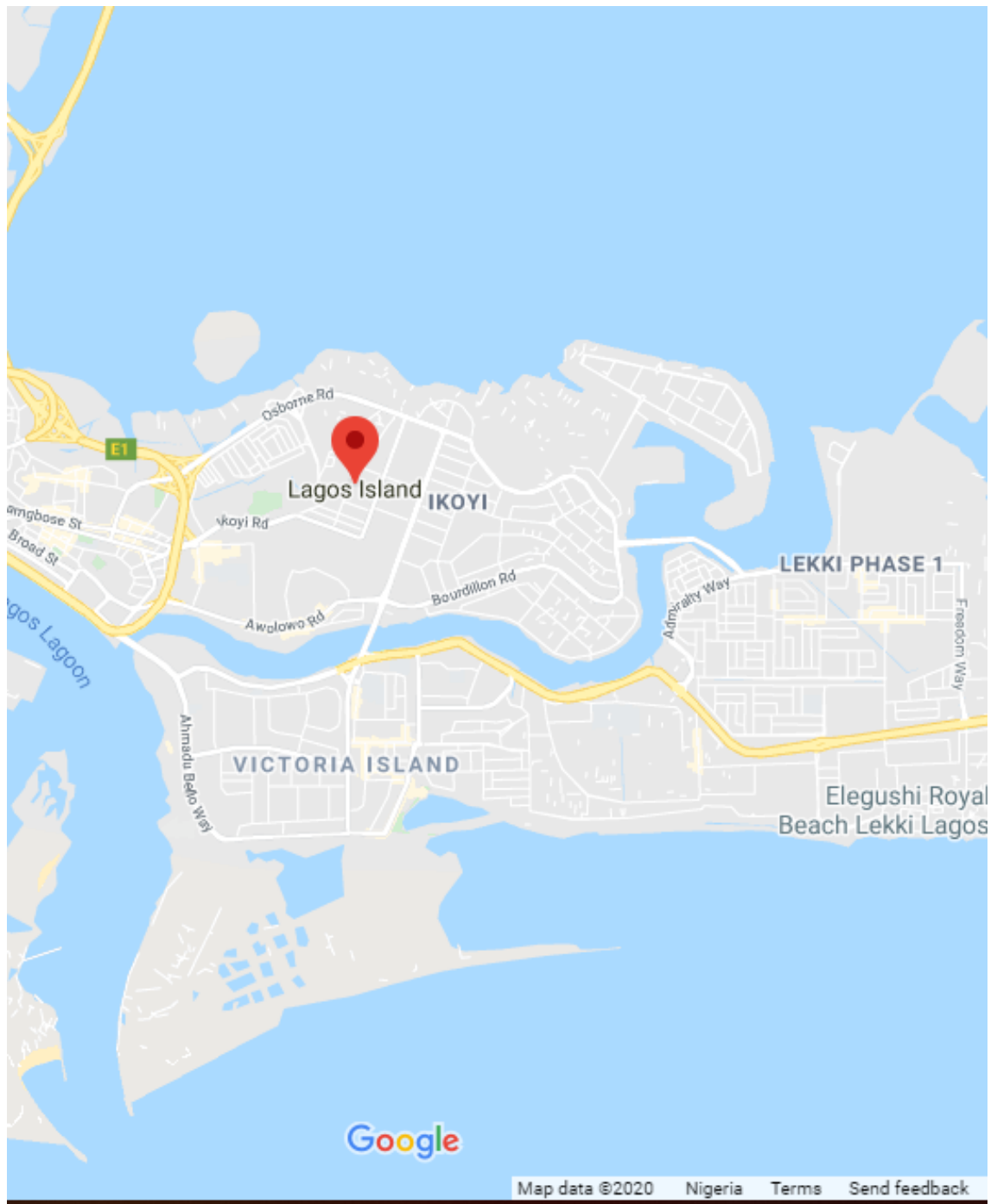
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Appendix 1. The six dimensions of wellness



Source: National Wellness Institute, 2007

Appendix 2. Map of study focus area



Map Showing location of study area. Source: Google Maps Accessed: 14-04-2020

Appendix 3. Advantages and Disadvantages of Survey method

Advantages	Disadvantages
Less expensive to obtain larger samples	Self-reporting requires language reading skills (age, vision limitations, education)
Standardized questions	Possible gap between what people report doing and what they are actually doing
Ideal for inquiring about opinions and attitudes	Return rates may be low for mailed and computer-based surveys, thereby limiting generalizability
Less intensive labor to collect data or train researchers	Closed questions may be restrictive and culturally sensitive or dependent
Can guarantee anonymity	Difficult to explain the context of things and query answers
Suitable for probability sampling and more accurate generalizability	Depending on the questioning of recollected actions
Easier to code closed items	Difficult to code open-ended responses
Respondents can respond at their own pace	Can't guarantee the responding respondent was supposed to answer it
Better for sensitive and personal topics	Needs expertise in questionnaire design
Facilitate study replication	Long and complicated surveys can be tiring to complete and result in errors
Can address multiple topics in one survey	Easy to overlook, skip and misunderstand questions
Ideal for computer and online surveys	Reliability and validity for one-time questionnaires are more difficult to generate
Facilitate comparison with other studies with similar questions	

Source: Nardi, 2018, p. 16

**Appendix 4. Sample size for $\pm 3\%$, $\pm 5\%$, $\pm 7\%$ and $\pm 10\%$ Precision Levels
Where Confidence Level is 95% and $p = 0.5$**

Size of Population	Sample Size (n) for Precision (e) of:			
	$\pm 3\%$	$\pm 5\%$	$\pm 7\%$	$\pm 10\%$
500	a	222	145	83
600	a	240	152	86
700	a	255	158	88
800	a	267	163	89
900	a	277	166	90
1,000	a	286	169	91
2,000	714	333	185	95
3,000	811	353	191	97
4,000	870	364	194	98
5,000	909	370	196	98
6,000	938	375	197	98
7,000	959	378	198	99
8,000	976	381	199	99
9,000	989	383	200	99
10,000	1,000	385	200	99
15,000	1,034	390	201	99
20,000	1,053	392	204	100
25,000	1,064	394	204	100
50,000	1,087	397	204	100
100,000	1,099	398	204	100
>100,000	1,111	400	204	100

a = Assumption of normal population is poor

Source: Israel, 1992, p. 3.

Appendix 5. Questionnaire

DEVELOPING AND MARKETING LAGOS ISLAND, NIGERIA A WELLNESS TOURISM DESTINATION

My name is Eucharia Njideka Ukagwu, a current master's student of Wellness and Spa Service Design and Management at the University of Tartu, Estonia. I am conducting a research about developing Lagos Island as a wellness tourism destination. This survey questionnaire consists of 15 questions and will take no longer than 5–10 minutes to complete. All information collected from this survey will be kept anonymous and will be strictly for academic purpose only and also no one will be identifiable in the research.

Thanks for your contribution!

Please tick the consent box before continuing.

- ☐ By completing this survey, I am aware that I have given my full consent to the information being used in this study

Section 1: Demographics

1. Age: ☐18–22 ☐23–27 ☐28–32 ☐33–37 ☐38+
2. Gender: ☐Male ☐Female ☐Gender neutral ☐Prefer not to say
3. Education: ☐College or below ☐University/bachelor's degree ☐Postgraduate diploma ☐Master's degree ☐Doctoral/PhD degree ☐Others (Please specify: -----)
4. Employment: ☐Employed fulltime ☐Employed part-time ☐Unemployed
☐Self-employed ☐Retired ☐Others (Please specify: -----)

Section 2: Wellness

5. Wellness is defined as “a way of life oriented towards optimal health and well-being in which the body, mind and spirit are integrated by the individual to live more fully within the human and natural community.” How important do you think wellness is to your own personal health management?

- ☐Not important at all ☐Slightly Important ☐Neutral ☐Important
☐Very important

Section 3: Your Interest in Wellness Tourism

Wellness tourism is defined as travel associated with the pursuit of maintaining or enhancing one's personal well-being.

6. Have you participated in wellness tourism before?
☐Yes ☐No
7. On average, what was the duration of your last wellness trip?
☐ 1-4 days ☐ 5-7 days ☐ 8-11 days ☐ 12-14 days ☐ 15 days or over
☐ I haven't had a trip before
8. What motivated/would motivate you to embark on your wellness trip?
☐Self-relief/relaxation ☐Physical health/sports ☐Beauty services ☐Anti-aging treatments
☐Mental health improvement ☐Experiencing nature/learning new things
☐Medical treatments ☐quality of life ☐Meditation
9. If ever given the opportunity to receive various wellness services or learn about wellness during a trip, how interested would you be
☐Very interested ☐Interested ☐Neutral ☐Not that interested ☐Not interested at all

Section 4: Interest in Wellness Tourism Activities in Lagos Island

10. Please rate the following wellness activities that you might be interested in participating during a wellness trip. Please tick the box using the following scale: 5 – Not interested at all, 4 – Slightly interested, 3 – Neutral, 2 – Interested, 1 – Strongly interested

Wellness Activities	5	4	3	2	1
Experience body massage for stress reduction and energy revitalisation					
Experience spa and thermal treatments for relaxation and general wellness					
Experience foot massage					
Experience skin, face and body exfoliating to activate blood circulation and expel toxins					
Visit churches/mosques to improve spiritual wellness					
Attend a lecture on nutrition and stress management					
Holiday experience with water and sport activities					
Experience wellness treatments using conventional medicine.					

11. If you were to plan a trip to a wellness destination in Lagos Island, what will be your major concerns?

- ☐Travel cost ☐Pollution ☐Service standard ☐Travel distance ☐Security
☐Poor road conditions ☐language barrier ☐Price ☐Poor/dilapidated
Wellness facilities ☐Not receiving the worth for your money ☐Others (Please
specify: -----)

12. What are your expectations if you were to visit a wellness tourism destination? (Please choose one answer from the options below)

<p>A. Accommodation</p> <p><input type="checkbox"/>5 star hotel/resort with breakfast, gym, swimming pool, spa facilities and personalised services <input type="checkbox"/> 4 star hotel with breakfast, swimming pool and spa facilities <input type="checkbox"/> 3 star/economy hotel with breakfast <input type="checkbox"/> Bed and breakfast <input type="checkbox"/>BnB accommodation</p>
<p>B. Meals</p> <p><input type="checkbox"/>Western food <input type="checkbox"/>Local dishes <input type="checkbox"/>Mixed western and local food <input type="checkbox"/>Specially prepared food to improve general wellness <input type="checkbox"/>Others (Please specify: -----)</p>
<p>C. Group size</p> <p><input type="checkbox"/>I want to experience the wellness trip alone <input type="checkbox"/>I want to experience the wellness trip with spouse <input type="checkbox"/>I want to experience the wellness trip with my family/friends in a private group <input type="checkbox"/>I don't mind experiencing wellness services with a group of unknown people, mixing up with people of other cultures and making some new friends</p>
<p>D. Wellness experiences (you may choose more than one answer)</p> <p><input type="checkbox"/>I would like to improve my physical well-being after the wellness trip <input type="checkbox"/>I would like to enhance my wellness knowledge <input type="checkbox"/>I would like to feel more positive and enthusiastic about myself and life <input type="checkbox"/>I would like to learn to be in harmony with people and environment <input type="checkbox"/>I would like to be more aware of the meaning and purpose in human existence</p>

Section 5: Interest in Wellness Tourism Development in Lagos Island

13. How important do you think developing Lagos Island as a wellness destination would be?

- ☐Not important at all ☐Slightly Important ☐Neutral ☐Important
☐ Very important

14. In your opinion, do you think the following benefits would be associated with developing Lagos Island as a wellness destination? Please tick the box using the following scale: 5 – Strongly agree, 4 – Agree, 3 – Neither agree or disagree, 2 – Disagree, 1 – Strongly disagree

Wellness Tourism Benefits	5	4	3	2	1
Job opportunities					
Infrastructure development					
Increased internal generated revenue					
Economic benefit					
Recreation					
Business initiatives					
Cultural development					

Improved education system					
Improvement in quality of life					
International recognition					

RESÜMEE

LAGOSE SAARE, NIGEERIA, KUI HEAOLUTURISMI SIHTKOHA ARENDAMINE JA TURUNDAMINE

Njideka Eucharika Ukagwu

Heaoluturism on laienenud riikide ja teiste turismisektorite vahel ning selle kiiresti kasvava turismi niši täitmiseks on palju ootusi edasiseks kasvuks tänu suurenenud nõudlusele. Selleks, et arendada ja reklaamida asukohta kui terviklikku heaolu sihtpunkti, peaks see katma kõik heaolu mõõtmed, milleks on meditsiiniline, füüsiline, emotsionaalne, intellektuaalne, sotsiaalne, esteetiline ja rahaline. Selle uurimistöö eesmärgiks on Lagose saarte elanike motiveerivate tegurite arusaamine heaoluturismis ja millist rolli mängib heaoluturismi arendamine Lagose saartel nende elus.

Selle uurimistöö eesmärkide saavutamiseks, vaadati üle sellega seotud teaduskirjandus, eesmärgiga saada rohkem teadmisi ja arusaamist heaoluturismist, turistide motivatsioonist külastada heaolu sihtkohti ja turismi arengu mõjust valitud juhtumiuuringu elanikele. Leiti, et kvantitatiivne meetodika on mittetöenäosuslike valimite ja mugavusvalimi meetodi abil sobiv. Mugavusvalimit peeti uuringu jaoks sobivaks, kuna see on odav, tõhus ja hõlpsasti rakendatav.

Kvantitatiivse uuringu paikapidavuse tagamiseks võttis uurija kasutusele veebiküsimustiku Google'i vormi abil ja saadud andmed analüüsiti Exceli abil. Küsimustik jagati 200 osaleja vahel, kellest 191 täitsid selle, vastanute määr oli 95,5%.

Selle uurimistöö järeldest eesmärk on anda suur panus heaolu turismi arendamise valdkonna teadusuuringute majanduslikku arengusse. Selle uurimistöö tulemusel on valitsusele ja heaoluturismi eeskirjade kujundajatele suur tähtsus, kuna see uuring aitab kaasa strateegiliste eeskirjade väljatöötamisele ja turismimajanduse arengule, mis

omakorda toob palju tulu kogu riigile. Samuti on see kasulik ka riigi turismiagentuuridele ja ettevõtjatele tõhusama äritegevuse jaoks. Seda lõputööd toetab ka juba olemasolev suur panus heaoluturismi valdkonnas. Üldiselt on sellest uuringust kasu inimestel, kellel on raskusi otsusele jõudmisega, et kas heaoluturismi sihtkohta külastada või mitte, kuna see aitab neil saada paremat ülevaadet heaolu toodetest ja teenustest.

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