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### The Impact of Marketing and Promotion on Tourism Development of the Jos Museum and Zoological Garden

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#### Abstract

Ecotourism has significant contributions to the immediate environment and the economy at large. This study aimed to examine the impact of marketing and promotion on tourism development of the Jos museum and zoological garden in Jos, Plateau state. The study employed the use of both primary and secondary methods of data collection. Primary data collection was conducted through carefully structured surveys administered to tourists, the management team, and other relevant stakeholders such as local businesses and community representatives. The sample consisted of 200 respondents which were mainly tourists. Descriptive statistics such as Percentages, Frequencies, mean and standard deviation were used to analyze the data collected. Results from the study showed that respondents generally perceive the marketing and promotional strategies employed by Jos Museum to be ineffective. Also, respondents perceive accessibility, safety, and community involvement as positive aspects contributing to tourism development at the museum. the study recommended that the museum's online presence can be improved by leveraging on social media platforms, also to invest in market research in order to understand the target audience and finally to ensure that information about the museum is readily available and easily accessible across various platforms.

**Keywords:** Impact, Tourism, Marketing, Promotion, Museum , Zoological Garden

## Introduction

Ecotourism can be defined as an activity that involves cooperation between authorities, tourism industry, tourists and the local people in making it possible for tourists to visit and enjoy the nature and culture that does not harm the environment but contributes for sustainable development (Honey, M. 2008). It is a rapidly growing industry that has become a significant contributor to the global economy (Saatsakis (2017). In Nigeria, tourism has gained prominence as a driver of economic growth and development. The Jos Museum and Zoological Garden, situated in the heart of Plateau State in Nigeria, is a significant cultural and recreational attraction, drawing both local and international tourists. It holds a wealth of historical

artefacts, artworks, and relics dating back to pre-colonial times (Tambiyi and Anuye 2019) it stands as a testament to the rich cultural heritage of Plateau State and Nigeria as a whole.

Despite the significance of cultural and recreational sites like the Jos Museum and Zoological Garden, there has been limited analysis on how marketing and promotional efforts influence their growth. To address this gap, this study will examine the specific marketing and promotional strategies employed by the Jos Museum and Zoological Garden and assess their impact on the overall tourism development in the region.

## Statement of the Problem

The Jos Museum and Zoological Garden, renowned for its cultural heritage and recreational offerings, faces a critical challenge in maximizing its tourism potential amidst evolving global, regional, national, and local dynamics (Ijeomah and Ayodele, 2009). While there have been some studies on the role of cultural heritage in tourism development in Nigeria, limited research specifically investigates the marketing and promotional aspects of museums like the Jos Museum and Zoo. Therefore, the research problem revolves around the pressing need to assess the effectiveness of the current marketing and promotional strategies employed by the Jos Museum and Zoological Garden in attracting tourists. #

This study seeks to uncover the primary factors limiting the Jos Museum and Zoological Garden's ability to fully leverage its cultural significance and natural beauty. It will also offer strategic recommendations that align with broader tourism goals. Gaining insight into how effective marketing and promotional strategies can boost tourism at cultural institutions, which will be vital for promoting sustainable tourism development in Plateau State and across Nigeria.

## Objectives

The aim of the study is to investigate the impact of marketing and promotion on tourism development of the Jos Museum and Zoological Garden. Other specific objectives of the study are to:

1. Assess the present marketing and promotional strategies

employed by Jos Museum and Zoological Garden.

2. Examine the influence of these strategies on the tourism growth of Jos Museum and Zoological Garden.
3. Identify the key factors affecting the effectiveness of marketing and promotion in attracting tourists to the Jos Museum and Zoological Garden.

## Literature Review

The United Nations refer to ecotourism as forms of tourism which has all nature-based forms of tourism in which the main motivation of the tourists is the observation and appreciation of nature as well as the traditional cultures prevailing in natural areas (UNWTO, 2015). A study by Mohammed, Ibrahim and Abubakar (2022), appraised ecotourism potential in Jos-Plateau, Nigeria. The researchers identified major areas of ecotourism attractions on the Plateau which include Jos Museum and Zoological garden. The findings revealed that Plateau State is an attractive ecotourism destination and proposed that the conservation of natural resources such as wildlife, scenic areas, cultural sites and monuments should receive serious attention

Kinanti, L. A. B., Irawan, B., & Puspitasari, N. (2020) discusses the need for an effective marketing strategy to increase visitor numbers to the museum and other historical tourism sites. Ijeomah and Ayodele (2011) focuses on the management ethics and strategies implemented at Jos Wildlife Park in Nigeria. The study highlights the park's efforts to harmonize income generation, conservation, visitor experience, and ecological impact.

On the key factors affecting the effectiveness of marketing, Ijeomah and Ayodele (2009) Assessment of Revenue Generation Avenues in Ecotourism Destinations of Plateau State, Nigeria, identified poverty as a factor militating against revenue generation in all tourism sites. Crises and fear affects revenue generation in Jos National Museum and Zoo (JNMZ) in particular (being tourism sites in Jos North Local Government. Other factors are poor funding, low patronage and lack of awareness.

**M**arketing and promotion efforts play a significant role in attracting visitors to museums. Using discriminant analysis Hashimu and Emmanuel (2016) finds out that; physical product, programs of event and, employees' attitude are good predictors of intention to revisit. However, attitude of local community was not found to be a good predictor of intention to revisit. It was discovered that; high intention to revisit is mainly the opinion of domestic tourists residing in Jos. the insignificant proportion of national and international tourists implies that the tourism destinations in Jos were not attractive to tourists outside Jos. If ecotourism destinations in Plateau are to be appealing to the international and national tourist;

#### **P**ublic-Private-Partnership,

Destination Management Organization or the Community-Based Tourism be adopted based on the peculiarity of the destination is the way forward.

Yim, B, Lyberger, M, & Song, D. (2021) found out that a positive perceived image of a sports museum was a significant predictor of visit intention, and monetary and non-monetary promotions mediated the relationship between constraints and visit intention. Berridge G, & Kim, C. (2020) highlighted the importance of

understanding visitor motivation and behaviour patterns for strategic positioning of museums in urban tourism marketing.

Gani,A, Khairudin, A., Kadir, M., & Farmy, S. (2021) emphasized the positive relationship between promotional tools and tourists' intention to visit a niche attraction, such as the National Prison Museum. High visitor satisfaction with various aspects of museum experiences, indicates the importance of meeting visitor needs and wants in marketing plans (Yucelt 2000). Effective marketing and promotion efforts can positively influence the number of visitors to museums.

**M**anagement ethics and strategies implemented to balance income generation, conservation, and visitor experience was opined by Ijeomah , Alarape,& Ogogo (2007) as viable strategies to optimize tourism development. Carson (2004) on the other hand highlights the need for holistic marketing in tourism, emphasizing the importance of sustainable maintenance of natural tourist sites Hermina (2019) explores marketing strategies, including the marketing mix, promotions, and pricing, to increase tourist visits to Mempawah Mangrove Park. These papers collectively emphasize the importance of sustainable management, visitor satisfaction, and effective marketing techniques in optimizing tourism development in these destinations.

### **Conceptual Framework** **Concept of Tourism Development**

**T**he concept of tourism was first formulated in the period between the two world wars and since then many definitions have been put down forward

(Verma, Warriar, Bolia, & Mehta, 2022) in the book “Tourism- past, present and future defined tourism thus; “Tourism denotes the temporary short term movement of people to destinations outside the place where they live and work, and their activities during the stay at this destination”. Much of this movement is international in character and much of it is leisure activities. To further look at the nature of this movement, it is worthwhile to review the definition given by Kraft and Hanilie 2024 which was subsequently adopted by the international Association of scientific experts in tourism (AIEST); “Tourism is the sum of the phenomena and relationship arising from the travel and stay of non-residents in so far as they do not lead to permanent residence and are not connected with any earning activity”.

The concept has been broadened to include various forms of business and vacation travel, where they do not lead to permanent residence or to employment remunerated from within the destination visited, it has also been difficult to distinguish shortly between vocational and other travel in practice. To this end, (Burkart and Medlik 2001) identified five characteristics of tourism as follows:

- a. Tourism arises from movement of people to and from their stay in various destinations.
- b. There are two elements in all tourism, the journey to the destination and the stay, including activities in the destination.
- c. The journey and stay takes place outside the normal place of residence and work, so that tourism gives rise to activities which are distinct from those of the working residents and working populations of the places through which tourist and stay.

- d. The movement to destination is of temporary short-term character with the intention return within a few days, weeks or months.
- e. Destinations are residence or employment remunerated within the place visited. Tourism development refers to the process by which destinations and attractions evolve to attract and cater to tourists effectively. This development encompasses infrastructure, marketing, management, and sustainability. Successful tourism development contributes to the economic, social, and cultural well-being of a region.

## Methodology

### Study Area

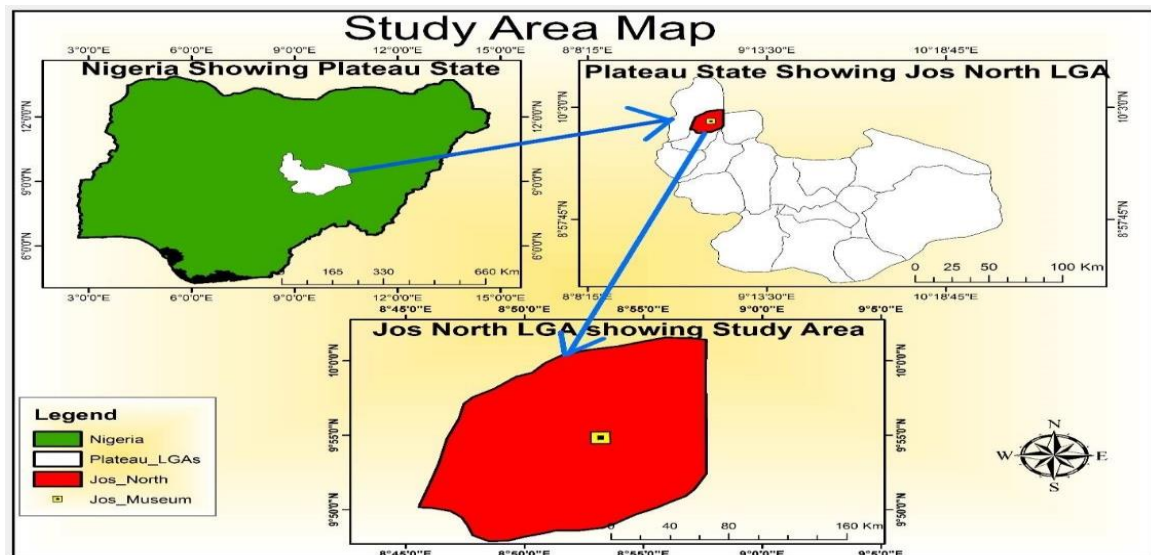
Jos, the Plateau State capital is a city in North central region of Nigeria created in 1976 from Benue -plateau and covers an area of about 29 square kilometers; it is situated on latitude 95°N and longitude 85°E with a height of 1,219 meters above sea level and one of the coolest climates in Nigeria. Average monthly temperatures range from 21–25 °C (70–77 °F), and from mid-November to late January, night-time temperatures drop as low as 7 °C (45 °F). Hail sometimes falls during the rainy season because of the cooler temperatures at high altitudes. Jos receives about 1,400 millimetres (55 inches) of rainfall annually, the precipitation arising from both convectional and orographic sources, owing to the location of the city on the Jos Plateau with a scenic plateau location and because of its colonial importance has become a popular tourist destination.

Jos has a population of 900,000 residents and is divided into two local



government areas of Jos North and Jos South. The city proper lies between Jos North and parts of Jos South headquartered in Bukuru. Jos has over the years occupied the status of the major mining town in Nigeria and a major exporter of tin and columbite, with over 40 ethnic groups with Hausa and Berom as its major indigenous languages. Jos Plateau is noted for its tourism and

recreational attractions, like the Jos wild life and the Jos museum amongst others, some of the mining ponds offer recreational sailing and fishing. Other tourist sites include the Museum for traditional Nigerian Architecture, the Jos wild life Garden and the zoological garden. Jos Museum and Zoological Garden (*Anthropology Today*. 1988).



**Figure 1:** Location Map Showing Study Area

### Research Design

This study adopts a mixed-methods approach. The adoption of a mixed-methods approach facilitates a comprehensive understanding of the complexities surrounding the marketing and promotional strategies at the Jos Museum and Zoological Garden. This approach incorporates both qualitative and quantitative methods, allowing for an interesting exploration of the experiences and perspectives of various stakeholders involved in the tourism system.

By integrating surveys, interviews, and data analysis, the research capture a holistic view of the current strategies and their impact on tourism development. The study's population

$$n = N/1+N(e)^2$$

Where:

consist of the visitors patronizing the Jos museum and Zoo products and services, the management of the museum and zoo as well as local community residents

### Sample and Sampling Techniques

To draw sample from the diverse target population, this study adopted stratified random sampling, which ensures that each subgroup within the target populations is represented in the sample. All responses from each categories that can access the quality and content of the subject matter as stated earlier. Thus, Yaro Yamami's sample size method will be used to derive the sample size:

n = desired sample size

N = Total population

E = Error estimation

We have a total population of 400 persons, thus sample size will be computed thus:

$$N = \frac{400}{1 + 400(0.05)^2}$$

$$N = \frac{400}{1 + 400(0.0025)}$$

$$N = \frac{400}{1 + 2}$$

$$N = 200$$

### Instrument for Data Collection

This research utilizes primary and secondary method of data collection. Primary data collection is conducted through carefully structured surveys administered to tourists, the management team, and other relevant stakeholders such as local businesses and community representatives. These surveys are designed to gather detailed insights into the tourists' preferences, experiences, and perceptions of the marketing and promotional strategies. A close ended questionnaire is designed to source information from the respondents. Section A of the questionnaire includes the socio-economic and demographic characteristics of the respondents.

While Section B constitutes Likert scale statements rated from 1-5 as

strongly agree to strongly disagree measuring perception of respondents in regards to the research objectives. In parallel, in-depth interviews is conducted with key management personnel and stakeholders to understand their perspectives, challenges, and recommendations for improving the current strategies. Additionally, secondary data were sourced from academic journals, industry reports, and government publications to provide a comprehensive context for the analysis.

### Method of Data Analysis

In analyzing the data, descriptive statistics (e.g. Percentages, Frequencies, mean and standard deviation) were used to answer some of the research objectives in order to draw conclusion from the research findings. An acceptable mean score of 3.25 was set as minimum acceptable mean score for this study.

By employing these analytical methods, the research is to generate a comprehensive and robust understanding of the complexities surrounding the marketing and promotional dynamics at the Jos Museum and Zoological Garden, providing a solid foundation for drawing meaningful conclusions and recommendations.

**Presentation of Data and Results****Table 4.1. To assess the present marketing and promotional strategies employed by Jos Museum and Zoological Garden**

Statements	N	Mean	Std. Deviation	Decision
1. The marketing materials of Jos Museum and Zoological garden are informative and appealing	200	2.59	1.245	Rejected
2. The Jos Museum's and Zoological Garden online presence (website, social media) effectively promotes its offerings	200	2.34	1.188	Rejected
3. The promotional efforts of Jos Museum and Zoological garden align with my interests as a visitor	200	2.67	1.109	Rejected
4. I find the Jos museum and Zoological garden advertisements and promotions to be engaging	200	2.42	1.312	Rejected
5. The marketing strategies of Jos Museum and Zoological garden influence my decision to consider visiting.	200	3.13	1.121	Rejected
6. The Jos museum and Zoological garden effectively communicates its unique offerings and experiences	200	3.40	1.211	Accepted
7. The marketing efforts of Jos Museum and Zoological garden make me feel excited about the prospect of visiting.	200	2.78	1.401	Rejected

**Source:** Researchers Fieldwork, 2024.

From table 4.1 above the results depict similarity of opinion by respondents. Regarding informative and appealing materials; the mean score of 2.59 with a standard deviation of 1.245 indicates a relatively neutral perception, but slightly leaning towards rejection. It suggests that respondents don't find the marketing materials of the museum and zoo sufficiently informative or appealing. Online presence effectiveness with a mean score of 2.34 and a standard deviation of 1.188, shows that respondents are even less convinced about the effectiveness of the museum and zoo's online presence in promoting its offerings. This indicates that the online platforms (website, social media) might not be engaging or impactful enough. Also, statement regarding alignment with

visitor interests shows the mean score of 2.67 suggests a slight rejection, indicating that the promotional efforts of the museum and zoo might not align well with the interests of the visitors.

More so, engaging advertisements with a mean score of 2.42 and a relatively high standard deviation of 1.312 indicates that respondents find the advertisements and promotions of the museum and zoo less engaging. There is inconsistency in how engaging respondents perceive these materials. Statement regarding influence on decision to visit received the highest mean score of 3.13, suggesting that the marketing strategies do have some influence on visitors' decisions to consider visiting. However, the relatively low standard deviation of 1.121 indicates that this influence might not be uniform across respondents.

Conversely, statements regarding communication of unique offerings, with a mean score of 3.40 and a standard deviation of 1.211, this statement is the only one accepted by respondents. It indicates that the museum and zoo effectively communicate what makes them unique and worth visiting. Excitement about visiting with the mean score of 2.78 with a high standard deviation of 1.401 suggests that while some respondents might feel excited about visiting due to the

marketing efforts, many others do not. Finally, based on the result on table 4.1 above, the mean scores for the items under Objective 1 suggest that, overall, respondents did not find the marketing and promotional strategies employed by Jos Museum to be particularly effective.

**Table 4.2: Examine the influence of these strategies on the tourism growth of Jos Museum and Zoological Garden**

Statements on objectives 2	N	Mean	Std. Deviation	Decision
1. The marketing and promotional efforts of Jos Museum and Zoological Garden have increased my interest in visiting the attraction.	200	2.19	.998	Rejected
2. I have visited Jos Museum and Zoological Garden as a result of seeing their marketing materials or advertisements.	200	2.87	1.045	Rejected
3. The number of visitors to Jos Museum and Zoological Garden has increased over time due to effective marketing and promotion.	200	3.43	1.054	Accepted
4. The marketing and promotional strategies of Jos Museum and Zoological Garden have positively impacted the local economy through increased tourism.	200	2.81	1.383	Rejected
5. I believe that the marketing and promotional efforts of Jos Museum and Zoological Garden have contributed to its popularity among tourists.	200	2.56	1.279	Rejected
6. The word-of-mouth referrals from friends or family about Jos Museum and Zoological Garden have influenced my decision to visit.	200	2.75	1.156	Rejected
7. Overall, I believe that the marketing and promotional strategies of Jos Museum and Zoological Garden have been successful in driving tourism growth.	200	3.05	1.099	Rejected

**Source:** Researchers Fieldwork, 2024

The results in Table 4.2 above indicates different opinion of respondents. The statement "The marketing and promotional efforts of Jos Museum and

Zoological Garden have increased my interest in visiting the attraction" received a mean score of 2.19, indicating that respondents disagreed with this statement.



This suggests that the marketing and promotional efforts may not have effectively piqued the interest of potential visitors. Similarly, "I have visited Jos Museum and Zoological Garden as a result of seeing their marketing materials or advertisements" received a mean score of 2.87, indicating a tendency towards disagreement. This implies that while some individuals may have visited due to marketing efforts, the overall impact might be limited.

However, "The number of visitors to Jos Museum and Zoological Garden has increased over time due to effective marketing and promotion" received a mean score of 3.43, suggesting agreement.

This indicates that despite individual perceptions, there is evidence to support an overall increase in visitors due to marketing efforts. Statements regarding the local economy and the attraction's popularity among tourists did not receive strong agreement from respondents. Conclusively, the statement "Overall, I believe that the marketing and promotional strategies of Jos Museum and Zoological Garden have been successful in driving tourism growth" received a mean score of 3.05, indicating a tendency towards disagreement. This suggests that while there might be an increase in visitors, respondents are not entirely convinced of the success of the strategies.

**Table 4.3: Identify the key factors affecting the effectiveness of marketing and promotion in attracting tourists to the Jos Museum and Zoological Garden**

Statements on objectives 3	N	Mean	Std. Deviation	Decision
1. The accessibility of information about Jos Museum and Zoological Garden (e.g., location, opening hours) influences my decision to visit.	200	3.19	.988	Rejected
2. The variety of marketing channels used by Jos Museum and Zoological Garden (e.g., social media, print ads) affects my awareness of the attraction.	200	2.87	1.045	Rejected
3. The clarity of the marketing messages (e.g., what to expect, special events) impacts my interest in visiting Jos Museum and Zoological Garden.	200	3.05	1.099	Rejected
4. The reputation of Jos Museum and Zoological Garden in terms of visitor experiences influences my decision to visit.	200	2.81	1.383	Rejected
5. The affordability of visiting Jos Museum and Zoological Garden (e.g., ticket prices, special offers) affects my likelihood of visiting.	200	3.83	1.028	Accepted
6. The effectiveness of customer service at Jos Museum and Zoological Garden impacts my overall experience as a visitor.	200	2.75	1.156	Rejected
7. Overall, I believe that improving these key factors would enhance the effectiveness of marketing and promotion at Jos Museum and Zoological Garden.	200	3.95	.936	Accepted

**Source:** Researchers Fieldwork, 2024.

### Objective 3: Identify the key factors affecting the effectiveness of marketing and promotion

Table 4.3 above shows results regarding opinion of respondents on statements representing objective 3. The results shows that majority of respondents disagreed that the accessibility of information about the attraction influenced their decision to visit. Similarly, factors such as the variety of marketing channels, clarity of marketing messages, and the reputation of the attraction did not receive strong agreement from respondents. Whereas “The affordability of visiting Jos Museum and Zoological Garden (e.g., ticket prices, special offers) affects my likelihood of visiting” received a mean score of 3.83, suggesting agreement.

This indicates that despite individual perceptions, there is evidence to support an overall increase in visitors due to marketing efforts of affordable pricing. More so, “I believe that improving these key factors would enhance the effectiveness of marketing and promotion at Jos Museum and Zoological Garden” received a mean score of 3.95, indicating agreement. This suggests that respondents acknowledge the importance of improving these key factors to enhance the effectiveness of marketing and promotion efforts.

### Discussion

The results from Objective 1 indicates that respondents generally perceive the marketing and promotional strategies employed by Jos Museum to be ineffective. This is supported by the mean scores for all items, which are below the acceptable score of 3.25. Specifically, respondents find the marketing materials

to be lacking in informativeness and appeal, and they do not feel that the museum's online presence effectively promotes its offerings. This findings is divergent with the suggestions that the museum effectively conveys information about its offerings, which is crucial for attracting visitors (Dolnicar & Leisch, 2008). However, there is an exception with item 6, where respondents agree that the museum and park effectively communicates its unique offerings and experiences.

In contrast, Objective 2 reveals a more positive perception among respondents regarding factors affecting tourism development at Jos Museum. The mean scores for all items are above the acceptable score of 3.25, suggesting that respondents generally find these factors to be favorable for tourism development. Notably, respondents perceive accessibility, safety, and community involvement as positive aspects contributing to tourism development at the museum. Positive perception of security measures, which is essential for building trust and confidence among visitors (Hall, Timothy, & Duval, 2004). Perceived safety influences destination choices and visitor behaviour. Also, the belief in the positive impact of tourism development on the local community aligns with the notion of tourism as a driver of socioeconomic benefits, including job creation and infrastructure development (Dredge & Jenkins, 2003). Positive community outcomes are vital for sustainable tourism development. Objective 3 explores the relationship between marketing and promotion efforts and the number of visitors to Jos Museum. However, the results indicate that respondents did not

perceive a strong relationship between these factors. The mean scores for all items are below the acceptable score of 3.25, suggesting a rejection of the effectiveness of marketing efforts in influencing visitor numbers. Respondents did not report being influenced by online advertisements, specific marketing campaigns, or the museum's social media presence during their most recent visit. This findings is in contrast with the critical role of effective marketing strategies in driving visitor numbers and achieving tourism objectives as suggested by Pike, (2008).

Overall, while factors related to tourism development at Jos Museum are perceived positively by respondents, there seems to be a disconnect between the museum's marketing efforts and their effectiveness in driving visitation. This suggests that the museum may need to reevaluate and potentially revamp its marketing strategies to better align with visitor preferences and effectively attract visitors. Additionally, leveraging the positive factors identified in Objective 2, such as accessibility and community involvement, could further enhance the museum's tourism development efforts.

In summary, the study highlights the need for the Jos Museum to reassess its marketing strategies and capitalize on positive factors to drive visitor engagement and enhance tourism development effectively.

## Conclusion

Based on the findings of the study, it is evident that while the marketing and promotional efforts of Jos Museum and Zoological Garden have shown some impact on tourism growth, there are

significant areas for improvement. Objective examination reveals a mixed response from respondents regarding the influence of marketing strategies on visitor interest and attraction popularity. Despite indications of an overall increase in visitor numbers over time, perceptions regarding the direct influence of marketing materials or advertisements on visitation remain somewhat inconclusive.

Furthermore, key factors affecting the effectiveness of marketing and promotion, such as information accessibility, clarity of messaging, and reputation management, require considerable attention to align with visitor expectations and enhance the overall visitor experience.

In conclusion, this study underscores the importance of continuous evaluation and refinement of marketing and promotion strategies to drive sustainable tourism growth at Jos Museum and Zoological Garden. Addressing the identified gaps, including improving information dissemination, clarifying messaging, and enhancing visitor experiences, is essential to maximize the impact of marketing efforts and cultivate a positive reputation among potential visitors. By implementing targeted improvements based on these findings, Jos Museum and Zoological Garden can position itself as a premier tourist destination, attracting a diverse range of visitors and contributing significantly to local tourism development.

## Recommendations

1. Invest in creating more informative, appealing, and engaging marketing materials. Improve the museum's online presence by optimizing its website and leveraging social media

platforms to effectively showcase its offerings and attract potential visitors.

2. Enhance Marketing Strategies by reviewing and improving current marketing materials and campaigns to better engage potential visitors. Invest in market research to understand target audience preferences and interests for more effective targeting.

3. Improve Information Accessibility: Ensure information about the attraction is readily available and easily accessible across various platforms. As well as clarify marketing messages by focusing on creating clear and concise marketing messages that effectively communicate the attraction's offerings.

These recommendations address the specific findings related to each objective, aiming to improve the effectiveness of marketing and promotion efforts and ultimately drive tourism growth at Jos Museum and Zoological Garden.

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