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Assessing the Organic Image of Potential Tourists towards North-Eastern Nigeria as a Tourism Destination

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Abstract:
Many tourism destination areas in North-Eastern Nigeria are decaying due to poor tourism activities because of individual's perceived positive, negative or impersonal image about the region, based on information obtained from other sources, and coupled with their mindsets. The region is specially blessed with ample of natural, human-made and cultural resources above others. Despite such availability, the attractions are yet under-utilized. This study focusses on assessing the organic image of potential tourists to North-Eastern Region of Nigeria, as a tourism destination. Quantitative method was adopted by the study to explore related and useful data from 242 questionnaires obtained from respondents outside the region under investigation, covering five other geopolitical regions of the country. Data was analyzed with Statistical Package for Social Sciences (SPSS) software for in-depth analysis. To examine whether or not there is a major difference in potential tourists' perception based on regions towards visit to the North-Eastern Nigeria; correlation was used to compare the level of perceptions among the regions. Findings revealed that regions with predominantly common culture and religious background have fewer negative views on the North-East and tend to visit certain areas of the region for tourism, while regions with different sociocultural and religious background hold little or no intention to visit the region; potential tourists have diverse perceptions of which if combined would significantly improve the tourism destination and attract more visitors. Promotion of the tourism destination areas must be realistic aiming at building confidence in the minds of potential tourists who might eventually visit the North-Eastern Nigeria for tourism consumption.

Keywords: Destination, tourism resources, perception, image, potential tourist

1. Introduction

Image has for long been an important topic and has been seen in different perspectives, for example, Etchner and Ritchie (1991) found that an image of a destination includes its potentials, features, all-inclusive, useful, emotional, common and unique segment. It means that destination image involves certain physical appearances on existing and potential attractions; and portrays the impression of a prospective visitor about a particular tourism destination. So, convincing massages play vital roles in enlightening potential tourists about a destination's outlook. While, Croy and Wheeler (2010) refers to destination image as an image of a place; different studies see it is a vital issue in present day tourism (for example, Crompton, 1979; Gartner, 1993; Oppermann and Chon, 1997; Sommezand Sirakaya, 2002; Taski and Gatner, 2007). Though, destination image gauges country's 'brand index' which principally specifies country's image (Kuric, 2016:1). Many studies have explored destination image (Etchner and Richie, 1991; Baloglu and McCleary, 1999; Croy and Wheel, 2010 & McCabe, 2012).

However, the North-Eastern Nigeria has rich history and cultural heritage, such as Sukur cultural heritage (UNESCO heritage site);game reserves, e.g., Yankari game reserve, which is a premier wildlife reserve in Africa (owing to its unique features); monuments, e.g., Tomb of the First Nigeria's prime minister, the first mining beacon in Nigeria; attractive sceneries, rocks and hills; wonderful stone heaps; birds sanctuaries (a protected area); Dufuna canoe, which is the oldest in Africa and third oldest on earth, aged approximately 8000 years (6000 BC);beautiful arts and crafts, such as leather works, blacksmithing, local mat weaving, calabash carving, tie and dye, etc., varieties of good cuisines; and is endowed with a lot of human and natural resources, etc. The region's unique tourism resources made it to become the liking of many from far and near.

It is against this background that the study attempts toidentify organic image of potential tourists towards North-Eastern Nigeria as a tourism destination and assess the concern of potential tourist towards the region.

S/N	Research Objectives	S/N	Research Questions
1	To Identify organic image of potential tourists towards North-Eastern Nigeria as a tourism destination.	1	What is the organic image of potential tourists towards North-Eastern Nigeria as a tourism destination?
2	Assess the concern of potential tourists towards North Eastern Nigeria as a tourism destination.	2	What is the concern of potential tourists towards North Eastern Nigeria as a tourism destination?

Table 1: Research Objectives and Questions

2. Literature Review

2.1. Regional Image Perception of North-Eastern Nigeria as a Tourism Destination

Similar to country's image, regional image is perceived based on how the area presents itself especially for tourism consumption. In present day life, destinations compete based on their perceived image comparative to competitors (Chapuis, LeFalher and Gonzalez, 2015). An image of a place comes from the mind of a person and is related to physical outlook. The idea of image gives the photographic description that a person visualizes about products and places and can be expressed as the series of beliefs, individual thoughts and feelings (Gibson, Qi, and Zhang, 2008).

Fundamentally, socio-cultural factors have greatinfluence on the way we understand image. Therefore, people from same area view features in similar way. This means that people from same location have common understanding of destination images of an area due to similarity in culture.

2.2. Creation of Image in the Context of Tourism Destination

Images are from three sources, comprising of personal, organic., destination generated, induced. and experience, real image. Sources of organic images include movies, newspaper reports, the internet, television, magazines and personal sources such as friends and family. While sources of induced images include travel and tourism advertising, brochures, the internet, television, magazines, newspaper reports and travel agents, while real images are those formed through experience of the destination (Croy and Wheeler, 2010: 2).

The two sets of sources seem to overlap, but clearly, induced images are tourism specific and usually denoted by an active search for information regarding a possible destination; for example, travel and tourism advertisement, brochures and travel agents, other target tourism consumers. The former is formed from everyday life not specific to tourism and shaped through personal impression. To a certain degree, each image modifies destination image, though they have distinct level of reliability in the modification procedure. Actual (authentic) image and experience of the place have highest consistency. The. organic images are the next most credible, followed by the induced images. – the least as discovered in (Croy and Wheeler, 2010: 2).Yet, on its creation, Russell and Pratt (1980),Gartner (1993), Pike and Ryan (2004) all agreed that tourists form destination images via ladder of components, beginning from cognitive, through affective to conative While cognitive element comprises of the sum of views and understanding regarding destination, largely concentrating on tangible physical characteristics (Lin, Dauarte, Kerstetter and Hou,2007; Pike and Ryan 2004), the affective elements are the incentives for the tourist's preference for destination choice. This represents the feelings regarding a destination by assuming a picture of an affective quality characteristic to location (Lin *et al.*2007; Russell and Pratt 1980). The conative element is an action element to express the image (Gartner 1993).

However, different researchers view destination image as coming from the mind picture, or mind interpretation understood by individuals based on personal feeling and orientation. (for example, Crompton 1979 & Sonmez and Sirakaya 2002). Similarly, (Tasci and Gartner 2007) view it as interpretations, thoughts, and notions that an individual has towards a destination. Correspondingly, destination image also comprises both realistic and physical features; also, forming an image of a place deals with awareness, understanding and difficulty. (Croy and Wheeler, 2010:1).

With the above noted, people become informed about places they intent to visit from others who have earlier visited such areas, through daily interactions with events and via other similar sources. Therefore, the image formation process is slightly harder, particularly when thinking of supplier these images, the part performed by the images and what the images have in our overall image of place and the role of our modified thought in travel behaviour (Croy and Wheeler, 2010).

However, the study's aim was not to repeat what has already been discovered but to explore potential tourists' impression about North-Eastern Nigeria as a tourism destination and how that could eventually influence visit to the region blessed with enormous tourism resources capable of attracting potential visitors and investors. Even though the region is devastated by insecurity and insurgency yet abundant tourism resources are still in place. It has been identified that destinations with positive images presumably flourish while those with less favourable images may certainly not achieve their richest tourism potential (Fakeye and Crompton 199). Accordingly, it indicates that image stages have to do with enlightening the potential tourists through convincing messages for the purpose of promotion of tourism products regularly. There is an interconnection of different pictures that people link with stories from others to get clear understanding. Gunn (1988) describes seven steps of destination image creation from the tourist's travel experience, comprising:
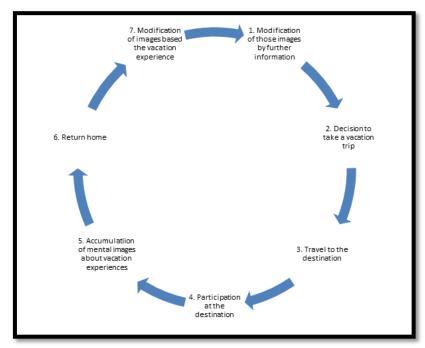
Figure 1: Steps of Image Formation
Source: Adopted from Gunn, 1988

In the above steps, apart from the stages in which tourist needs to engage in destination, first and second steps are built on secondary images. However, Pookaiyaudom (2012: 102) identifies that, Gunn's (1972) dimorphic theory proposes that the first step is categorised as 'organic images'; that is, tourists grasp pictures of the destination image thru 'non-touristic and non-commercial sources'.

Furthermore, such sources are not coordinated by destination marketers (Tasci and Gartner 2007); indirectly, they are neutral and might comprise the media such as news reports, magazines, books, movies; education such as school courses e.g., history and geography books; and the views of family/friends (Echtner and Ritchie 2003). Accordingly, more contacts with extra commercial sources of information, may improve tourist's organic images. Consequently, these two steps are referred to as organic images, and may be influenced by outside source, referred to as 'induced images'. Equally, at second step, the tourist takes on more commercial sources of information, such as travel agents, flyers/leaflets and travel guidebooks; collectively promotional images derived from marketing and promotional material.

However, Gunn's model highlights step seven as key to image formation. Echtner and Ritchie (2003) further discover that at this step, destination image is considered as immediate experience; or the primary image that is shaped by real destination experience. Additionally, they identified that the final stage is, certainly, the most significant, because at this step the destination images appear to be more genuine, complicated and distinguished. Though, it is important to observe that the real experiences will persuade the perceived images subject to the number of visits and their duration of stay including the extent of participation in activities in the place during the stay.

Consequently, in the background of this study, the perceived organic and induce images, as secondary sources, can be seen as the pull factors motivating visitors 'choices to visit North East. However, tourists also got real experiential images when they engaged with the destination, and these have possible influence on perceived images at diverse levels subject on the duration of time used in North East and on their level of interaction with the destination. Generally, as real experiential images can show more realistic images, not only will this research seek to identify pull factors that brought tourists to North East, but also to examine those primary images and whether they can be linked to the perceived images of the region. This will help to better understand the current perceptions from prospective tourists. Simultaneously, through different sources or from experiences tourists may obtain information (Kim and Richardson, 2003; Govers *et al*. 2007); this may via drawings, literature, or popular culture in the form of motion pictures, TV shows, or music.

2.3. Influence of Image on Tourism Destination Choice

Destination image and particular destination features have been discovered to persuade consumer behaviour variables connected to before, during and after destination visitation (Tasci and Gartner 2007). So, an understanding of destination image creation is important, especially in tourism. Also, Oppermann and Chon (1997) identify that destination image impacts prospective tourists' decision to visit a particular place. Therefore, viewing the images will tend to attract and persuade a prospective tourist's mind to travel to the destination, particularly where the imageries are convincing as it adds knowledge to what has been thought about the destination and further ideas. Baloglu and McCleary (1999) recognize image as a significant idea in understanding the course of destination choice by visitors. This shows that combinations of destination characteristics comprise the destination image which the tourism suppliers portray to consumers in the tourist market with the aim of persuading them to a specific destination. Coy and Kearsley (2002) model organic image acts as influence to travel as discovered.

Destination image has long been recognized as an important issue when selecting a trip. Prospective touristsget information from sources reliable to them on which they will act and choose a destination This information and similar sources are eased by the media, collected works and usual culture and will gradually shape the tourist's image of a destination (Cohen-Hattab and Kerber 2004).Additionally, destination image not only directly influences demand-side features, or tourist behaviour and decision making (Tasci and Gartner 2007) but, vital to supply-side, marketing-related activities, such as product positioning and promotion (Tasci and Gartner 2007; Since prospective tourists are the main target of this research, and who could take parting the trip, therefore, understanding the tourists' perceptions and destination image of North East as a tourism destination is vital in order to make useful tourism plans for the region. Furthermore, it is argued that a clear understanding of tourists' images of a destination is significant to creating successful marketing and positioning plans.

It has been further maintained that tourists from the West share the common feature, embedded in the Protestant and roman civilizations, of an interest in travelling to developing countries which are interesting and genuine in nature and culture. It has been shown that although individuals behave according to their own native cultures, people from across national boundaries and states share a common culture. For example, majority people from Europe, North America and Australasia sharing similar a culture. The perception of these nations consequently moved away from negative to a positive viewpoint as the inherent way of life became understood as interesting, joint with the opinions of real, unpolluted and safe which were absent from Western culture. However, even in the same state people may have varied views regarding tourism depending on their cultural background. So, individuals relate destinations, activities and tourism resources at the destination areas with those that are found in their localities. Accordingly, different scholars (d'Astous and Boujbel, 2007; Zeugner-Roth and Zabkar, 2015) found that self-congruence theory discovers people prefer objects (destinations) whose psychological characters are corresponding with their own psychological characters.

2.4. Destination Image and Promotion

Destinations become popular through promotion using various media to attract audience. As a marketing tool, promotions in tourism successfully persuade targeted consumers when it implores appropriate means. Promotion is essentially the process of communicating with selected target markets; thus, the need to select suitable approaches and tools, which will be decided by the target markets and budget. McCabe (2012:48) identifies that in marketing communications environment; marketing role engages not only promoting the product, destination or service to increase selling but also understands consumer's value from the current services in order to improve marketing mix. suitably. It shows that destination's available offer and its cost, means of distribution and public relations are vital in persuading tourism consumers once their interests are identified. However, prospective consumer might wish to pick tourism destination for a visit due to persuading information as presented during promotion activities, e.g., display of photos, videos, television programs, personal selling, etc. Kuric (2016) observes that it is hard to promote well-liked destination continuously, although it is even harder to promote unpopular destinations, particularly those with negative image in order to attract prospective tourists.

Therefore, it reveals that it is tasking to promote even destinations with beautiful outlook, functional facilities and services due to various programs, activities and money involved during the campaign. McDowell and Choi (2010) argued that a strong, unique image will make the tourism destination be prominent from others. Consequently, it is crucial for a destination to build and maintain a positive image. The development of an image involves creativity and consistency of advertisement efforts and must be earned over time. Therefore, if a destination has a negative image, the prospective tourist will probably choose another destination which has a more positive image. The pictures and printed words used in adverts must be reliable with the potential tourist's real understanding. Creating a reliable image and providing understandings in harmony with that image will strengthen that image in the minds of prospective tourists. They will then communicate this positive image to others.

Information regarding a tourism destination will be inadequate without proper knowledge of destination image by a prospective tourist. It is such knowledge that supports travel decision and information is about tourism destinations is obtain through various promotion media which helps in creating awareness about tourism and facilitates its development too. Knowledge of tourism destinations, facilities and services rests on availability and timing of information gathered and reliability of its sources (formal and informal) regarding tourism products (Wall and Mathieson, 2006). While formal sources include publications, travel leaflets, advertisements on radio and television, and conversations with travel intermediaries; informal sources refer to remarks obtained from families, relatives, friends or others. It has been noted that travel information received from families and friends are was more informative Nolan (1976), in (Wall and Mathieson, 2006). Similarly, Crotts (2000) recognizes that prospective tourists use both internal and external information sources to make decision. Basically, internal information is gotten from past experience with a destination or travel arrangement. Furthermore, it is expected that prospective tourist will access external sources of information which are related to the formal sources acknowledge above. Therefore, creation of cognitive images of destination and tourism products are attributable by the joint sets of psychological variables such as needs and motivations; and external factors (or non-psychological variables) such as destination qualities and perceived costs of travel products (Pookaiyaudom, 2012).Destination image has been identified to be significant to the success of tourism growth and destination promotion (Tasci and Gartner, 2007).Well-presented destination imageries give clearer picture and better understanding of a place. Arguably, prospective tourists may be motivated to travel but unless they are informed of the available opportunities, they may be unaware of the means of meeting their requirements (Wall and Mathieson, 2006). With the global marketplaces, individuals come to know nations by being exposed to and buying products/services of numerous national origins.

Prospective tourists formed relatively organized mental representations of destinations, as they do with other physical stuffs in their location e.g., persons, brands, stocks, others (Chapuis, *et al.* 2015).

2.5. Potential Tourists' Impression towards North-Eastern Nigeria as a Tourism Destination

Image perception of potential tourists towards a tourism destination comes in different ways depending on individual's thought about a place based on daily encounter with events. Therefore, perceived image towards an area could be better understood through understanding of people and their situation in relation to tourism. In this situation, physical outlook matters concerning people's thoughts regarding a destination and how they associate issues with things around them. More recently, however, organic image in relation to image perception is recognized as those mind pictures that are formed through individual's overall lifetime engagements that are not related to tourism (Croy and Wheeler, 2010). Given the above, therefore, an image can easily persuade or disappoint prospective tourist, particularly, regarding what it is meant for towards tourism destination.

As people acquire knowledge on places they intend to visit, so do destination areas possess certain attributes to portray in order to attract tourists. The region, North-Eastern Nigeria has been widely publicized in the media, particularly in the recent years due to insurgency affecting certain areas which seem to have negative effect on its tourism. Since information is interpreted differently based on people's knowledge about events in the area, some look at it as a place to go while others see it otherwise.

As earlier mentioned, organic images are those that are formed through usual life experiences, not particular to tourism. These are identified to have come from different sources for example newsprints, periodicals, TV set, internet; and personal sources for instance families and friends, while induced images are tourism specific and normally represented by active search for information concerning a potential destination (Croy and Wheeler, 2010).Similarly, other study discovers that as people are exposed to organic agents through everyday life activities comprising of history, arts, traditional stories, and information obtained from print and electronic media are key agents of destination image (Gartner, 1993).

2.6. Potential Tourists' Concern towards the North-Eastern Nigeria as a Tourism Destination

People's hope to visit the North-Eastern region may not be unconnected to how they see the situation in and around the area. Therefore, certain induced means developed from surrounding area play vital role in influencing travel to particular area or region, such as images portrayed by electronic and print media which spots the procedure of image making and its influence on tourism industry. Though, previous works identified the need to recognize how image is shaped because it is essential in decision-making and destination choice. (Croy and Wheeler, 2010:1).

Tourism towards 2030 reveals that the number of international tourist arrivals worldwide is expected to increase by 3.3% a year on average from 2010 to 2030 (UNWTO Global Report on Aviation, 2011). This represents 43 million international tourist arrivals every year, reaching a total of 1.8 billion arrivals by 2030. Therefore, tourism has a brighter future.

Bonn, Joseph and Dai (2005) found that, although technological development and the universal influence are vital in image assessment, difference in cultural backgrounds still lead to different image perceptions. Furthermore, international tourists might possess higher service image expectations and standards, and they consider environmental factors more important than domestic tourists do.

For the purpose of this study, which is designed to take into account the views of both domestic and international potential tourists in line with their cultures which form the conduct of the tourists in a specific destination. Domestic tourists who visit tourism destinations in their nation-states may feel their travelling as offering the possibility to fulfil their wish or need for authentic experiences, similarly, the to the Western tourists seek authenticity in 'other' places the same way. This suggests that the knowledge of exploring for authenticity that explains the motive of Western prospective tourists also has certain influence on domestic tourism.

2.7. Summary of Literature Review

Review of literature shows that similar to country's image, an examination of regional image is possible; also, regional image is assessed based upon how the area presents itself especially to tourism consumers who normally search for information regarding destination prior to destination selection, possible decision to visit and the visit itself. Different scholars investigated destination imageries and their influence towards attracting visitors to the destination. Destinations with positive image thrive and those with negative image stand at the disadvantaged position. However, such imageries have to do with physical appearance and attributes of the place, attitudes of staff in service provision at the destinations contributes significantly in image creation. Through, in promotional programs, prospective tourist's decision may be directed in support of specific destinations. As shown from their sources, there is increasing overlap between organic and induced images.

3. Methodology

As the title indicates, this study assesses the organic image of potential tourists to North-Eastern Nigeria as a tourism destination.

3.1. Research Method

To achieve the objective, the study adopts quantitative research technique. Veal (2011) suggests that inherently there is no best or bad method in research but appropriateness to the study is considered significant. The main advantage

of quantitative research technique has an advantage of obtaining huge data. Respondents were purposely selected from outside the region to get their views on Northeast as a tourism destination. John et al. (2011) pointed the need for some affiliation between focus of the study and the identifiable group being researched, therefore, it is appropriate for a researcher to think of particular people.

The major segment of the analysis in the study is formed by the questionnaire. The semi-structured questionnaire serves to examine the perceived image of prospective tourists towards the North-Eastern Nigeria.

A total of 242 valid questionnaires were obtained from the respondents on which analysis was made.

Nationality of Respondent					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Domestic	202	83.5	83.5	83.5
	International	40	16.5	16.5	100.0
	Total	242	100.0	100.0	

Table 2: Respondents' Nationality
Source: Field survey, 2016

The table above shows that 242 valid questionnaires were retrieved from the respondents comprising of 202 domestic and 40 international prospective tourists.

Respondent Region					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	South-East	37	15.3	15.3	15.3
	South-West	35	14.5	14.5	29.8
	South-South	32	13.2	13.2	43.0
	North-West	50	20.7	20.7	63.6
	North-Central	48	19.8	19.8	83.5
	International	40	16.5	16.5	100.0
	Total	242	100.0	100.0	

Table 3: Respondents' Region
Source: Field Survey 2016

The table above shows the distribution of questionnaires obtained. South-East 37 (15.3%), South-West 35 (14.5%), South-South 32 (13.2%), North-West 50 (20.7%), North-Central 48 (19.8%) - all domestic totaling to (83.5%) and potential international tourists at Murtala Mohammed International Airport in Lagos, boarder post 40 (16.5%).

4. Findings and Analysis

4.1. Identification of Organic Image

	Mean	Std. Deviation	Mean Rank	N
My view is a visit towards a place to relax	3.26	1.373	8	242
Explore natural habitat	3.74	1.286	2	242
See cultural activities	3.58	1.147	6	242
Visiting ethnic groups	3.42	1.273	7	242
Interact with tourists/residents	3.69	1.134	4	242
See new things	3.80	1.210	1	242
Place for recreation	3.68	1.266	5	242
Visiting the insurgency region	3.18	1.374	10	242
Wildlife destination area	3.72	1.289	3	242
Place for holiday	3.23	1.402	9	242

Table 4: Organic Image of Potential Tourists towards the North-Eastern Nigeria
Field Survey Result, 2016

The study revealed that the first three key tourist components from organic image that were highly rated by the prospective tourists are seeing new things (Mean = 3.80, SD = 1.210), followed by exploring natural habitat (Mean=3.74, SD=1.286) and visit to wildlife destination area (Mean=3.72, SD=1.289). However, the least component is visiting the insurgency region (Mean = 3.18, SD = 1.374). Seeing new things is noted to have high potential as a leading tourist attraction, especially in North-Eastern Nigeria which consists of unique attractions like the Yankari Games Reserve, Bauchi state; Kanawa Plantation, Gombe state; Sukur Cultural Heritage site, Adamawa state; Gashaka-Gumti National Park, Taraba state; Doganabirds' sanctuary, Nguru, Yobe state; and Sambisa Game Reserve, Bornostate among others. These are endowed with essential factor conditions such as natural resources, climate, geographical location and attractions;

however, they require investments in the sector. Furthermore, these findings are supported by WEF (2013) reports which revealed good performance in terms of human, cultural, and natural resources where they emerged.

4.2. Potential Tourists' Concern

	Mean	Std. Deviation	Mean Rank	N
I am concerned about peacefulness of the destination	3.92	1.160	5.5	242
I am concerned about the means of communication	3.49	1.243	10	242
I am concerned about the tourist's interaction with host	3.81	1.081	7	242
I am concerned about the culture of destination	3.95	.982	2	242
I am concerned about the environment	3.93	.944	4	242
I am concerned about the general security of the destination	4.05	1.057	1	242
I am concerned about access to destination	3.78	1.084	8	242
I am concerned about the mobility to, within and around the destination	3.74	1.052	9	242
I am concerned about the availability of social amenities	3.92	1.055	5.5	242
I am concerned about the attractiveness of the destination	3.94	1.101	3	242

Table 5: Potential Tourists' Concerntowards the North-Eastern Nigeria
Source: Field Survey Results, 2016

The study also revealed that the major three components of visitor's concern that were highly rated by the respondents are general security of the destination (Mean = 4.05, SD = 1.057), followed by culture of the destination (Mean = 3.95, SD = 0.982), attractiveness of the destination (Mean = 3.94, SD = 1.101) and the environment (Mean = 3.93, SD = .944). Safety and security are among the aspects which are highly considered by the prospective tourists when choosing a tourism destination. However, in this study, prospective tourists generally indicated that they were neither satisfied nor dissatisfied with North-East's safety and security. However, on the contrary, Mansfeld and Pizam (2006) argued that so far, the literature dealing with these interrelations have identified four major types of security incidents that triggered certain forms of negative impact on tourists. In this context, the four types comprise of crime-related events, terrorism, conflict, civil or political disorder.

4.3. Regression: Organic Image

Model Summary					
Model	R	R square	Adjusted R Square	Std. Error of the Estimate	
1	0.862	0.743	0.741	1.072	
ANOVA					
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	31.535	10	3.153	2.745	0.003
	Residual	265.407	231	1.149		
	Total	296.942	241			

Table 6: Influence of Respondents' Perceptions
Source: Own Result - SPSS output

The coefficient of multiple correlation shows that there is strong relationship among the organic image variables i.e., respondents' perceptions towards the tourism destination, with (R = 0.862). R -square, the coefficient of multiple determination is 0.743. This shows that 74.3% of the total variation is explained by the changes in the independent variables. That is to say, organic image explained respondents' perceptions about the tourism destinations with 74.3%. A simultaneous multiple regression analysis was carried out to assess the combine influence of these variables and tourists' perceptions. Result shows that there is positive influence of these variables and the organic image of the prospective tourists. This is confirmed by the result in ANOVA as the 'P' – value is less than level of significant (P = 0.003 < 0.05). This implies that when these variables were combined, tourism activities will get enhanced significantly.

Combined Results of Variables Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.709	.317		8.557	.000
	My view is a visit towards a place to relax	.073	.069	-.009	-.101	.020
	Explore natural habitat	.098	.079	-.114	1.252	.000
	See cultural activities	.101	.080	.104	1.264	.000
	Visiting ethnic groups	-.123	.071	-.141	-1.718	.007
	Interact with tourists/residents	-.032	.086	-.032	-.368	.013
	See new things	.531	.073	.057	.717	.000
	Place for recreation	-.429	.079	-.005	-.050	.006
	Visiting the insurgency region	.021	.056	.273	3.933	.000
	Wildlife destination area	.625	.067	.029	.379	.005
	Place for holiday	-.078	.070	-.099	-1.125	.122

Table 7: Simultaneous Regression Analysis Showing Combined Results of Variables
Source: Own Results - SPSS Output

The simultaneous regression analysis was carried out to ascertain the combine result of these variables. All the predictors yielded significant beta weights with $\beta_1 = 0.073$, $\beta_2 = -0.098$, $\beta_3 = 0.101$, $\beta_4 = 0.123$, $\beta_5 = 0.32$, $\beta_6 = 0.531$, $\beta_7 = 0.429$, $\beta_8 = 0.021$ and $\beta_9 = 0.625$ respectively (in absolute) with their varied t – values which are all statistically significant as all their P- values are less than 0.05 (P < 0.05) in each case with the exception of the last variable (place for holiday) which is insignificant as its 'P' value is greater than 0.05, i.e., P = 0.122 > 0.05, hence insignificant. That is to say place for holiday is not a good predictor. This implies that there is significant effect of these variables on the respondents' perceptions.

4.3.1. Regression: Potential Tourists' Concern

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.914	.835	.833	.481
ANOVA					
Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	6.298	10	.630	2.719	.004
Residual	53.504	231	.232		
Total	59.802	241			

Table 8: Coefficient of Multiple Correlations
Source: Own Results – SPSS Output

The coefficient of multiple correlation shows that there is very strong relationship among the visitors' concern variables i.e., respondents' perceptions towards the tourism destination, with (R = 0.914). In R – square, the coefficient of multiple determinations is 0.835. This shows that 83.5% of the total variation is explained by the changes in the independent variables. That is to say, visitors' concern explained respondents' perceptions towards tourism destinations with 83.5%.

A simultaneous multiple regression analysis was carried out to assess the combine influence of these variables and tourists' perceptions. Result reveals that there is positive influence of these variables and the concern of the prospective tourists. This is confirmed by the result in ANOVA as the 'P' – value is less than the level of significant (P = 0.004 < 0.05). It shows that when these variables were combined, tourism activities will get enhanced significantly in the North – East Nigeria.

Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.399	.190		7.353	.000
I am concerned about peacefulness of the destination	.014	.030	.033	.472	.007
I am concerned about the means of communication	.080	.027	-.199	2.904	.004
I am concerned about the tourist's interaction with host	.072	.037	-.156	1.917	.000
I am concerned about the culture of destination	.127	.039	.250	3.249	.001
I am concerned about the environment	.046	.039	.088	1.188	.003
I am concerned about the general security of the destination	.062	.035	-.131	1.744	.000
I am concerned about access to destination	-.063	.038	-.137	-1.647	.000
I am concerned about the mobility to, within and around the destination	.051	.037	.108	1.364	.000
I am concerned about the availability of social amenities	.066	.033	-.013	.178	.009
I am concerned about the attractiveness of the destination	.073	.035	.161	2.077	.003

Table 9: Simultaneous Regression Showing Combined Outcome of Variables
Source: Own Results - SPSS Output

The simultaneous regression analysis was carried out to ascertain the combined outcome of these variables. All the predictors yielded significant beta weights with $\beta_1 = 0.014$, $\beta_2 = 0.08$, $\beta_3 = 0.072$, $\beta_4 = 0.127$, $\beta_5 = 0.046$, $\beta_6 = 0.062$, $\beta_7 = -0.063$, $\beta_8 = 0.051$, $\beta_9 = 0.66$ and $\beta_{10} = 0.073$ respectively, with their varied t – values (in absolute) which are all statistically significant as all their P- values are less than 0.05 (P < 0.05) in each case. This implies that there is significant influence of these variables on the respondents' perceptions.

4.3.2. Regression: Marketing Practice

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.795	.632	.631	.105

ANOVA					
Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	16.373	11	1.488	1.116	.000
Residual	306.817	230	1.334		
Total	323.190	241			

Table 10: Coefficient of Multiple Correlations
Source: Own Results – SPSS Output

The coefficient of multiple correlation shows that there is strong relationship among the marketing practice variables i.e., respondents' perceptions towards the tourism destination with (R = 0.795). R – square, the coefficient of multiple determination is 0.632. This showed that 63.2% of the total variation is explained by the changes in the independent variables. That is to say, marketing practices explained respondents' perceptions about tourism destinations with 63.2%.

A simultaneous multiple regression analysis was carried out to assess the combined influence of these variables and tourists' perceptions. Result shows that there is positive influence of these variables and the marketing practices of the prospective tourists. This is confirmed by the result in ANOVA as the 'P' – value is less than the level of significant (P = 0.000 < 0.05). This shows that when these variables were combined, tourism activities would get enhanced significantly in the North – East Nigeria.

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	1.636	.383		4.266	.000
Information about the tourism destinations come through friends and relatives	.178	.075	-.194	-2.370	.019
Information about the tourism destinations come through travel agents/Tour operator	-.024	.083	-.024	-.292	.009
Information about the tourism destinations come through travel magazines	.024	.093	.025	.258	.031
Information about the tourism destinations come from visitors' review	.051	.088	.051	.581	.002
Information about the tourism destinations come through newspapers	.025	.095	.026	.265	.000
Information about the tourism destinations come through radio	.037	.100	.033	.371	.001
Information about the tourism destinations come through local channels	.027	.076	.028	.357	.000
Information about the tourism destinations come via satellite channels	-.090	.082	-.102	-1.093	.275
Information about the tourism destinations come internet	.012	.073	.013	.167	.008
Information about the tourism destinations come through social media (Facebook, twitter, WhatsApp, LinkedIn, Instagram, snapchat, tumbler etc)	.099	.079	.096	1.258	.015
Information about the tourism destinations come through work place	.127	.077	.137	1.643	.000

Table 11: Simultaneous Regression Showing Combined Effect of Variables
Coefficients
Source: Own Results – SPSS Output

The simultaneous regression analysis was carried out to ascertain the combined effect of these variables. All the predictors yielded significant beta weights with $\beta_1 = 0.178$, $\beta_2 = -0.024$, $\beta_3 = 0.024$, $\beta_4 = 0.051$, $\beta_5 = 0.025$, $\beta_6 = 0.037$, $\beta_7 = 0.027$, $\beta_8 = -0.09$, $\beta_9 = 0.012$, $\beta_{10} = 0.099$ and $\beta_{11} = 0.127$ respectively with their varied t – values (in absolute) which are all statistically significant as all their P- values are less than 0.05 ($P < 0.05$) in each case with the exception of variable number 8 which is insignificant as its 'P' is greater than 0.05 (i.e., 0.275 > 0.05), hence insignificant. That is to say information about the tourism destination come from satellite channels is not a good predictor. This implies that there is significant effect of these variables on the respondents' perceptions on tourism destination towards the North – Eastern Nigeria as a tourism destination.

Group Statistics					
	Nationality of respondent	N	Mean	Std. Deviation	Std. Error Mean
Respondent region	Domestic	202	3.18	1.442	.101
	International	40	7.00	.000	.000

Independent Samples Test									
		Levene's Test for Equality of Variances		t-test for Equality of Means					
		F	Sig.	t	Df	Sig.	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Respondent region	Equal variances assumed	137.702	.000	-16.707	240	.000	-3.817	.228	-4.267	-3.367
	Equal variances not assumed			-37.607	201	.000	-3.817	.101	-4.017	-3.617

Table 12: Respondents' Perceptions Based on Nationality T-Test
Source: Own results– SPSS output

4.4. Hypothesis
- H_0: There is no significant difference between domestic and international potential tourists' perception towards the North – Eastern Nigeria as a tourism destination.
- H_1: There is a significant difference between domestic and international potential tourists' perception towards the North – Eastern Nigeria as a tourism destination.

At 10% level of significance, $\alpha = 0.10, \frac{\alpha}{2} = \frac{0.10}{2} = 0.05$, therefore $t_{\alpha/2,v} = t_{0.05,240} = 1.645$.

As noted above, since the calculated value, 16.707 (in absolute) is greater than the tabulated value 1.645, we reject the null hypothesis and conclude that there is significant difference between domestic and international prospective tourists' perception towards the North-Eastern Nigeria as a tourism destination. Result shows that international potential tourists have higher perceptions than that of their domestic potential tourists' opinions towards the North-Eastern Nigeria as a tourism destination. This agrees with findingsof d'Astous and Boujbel, (2007) & Zeugner-Roth and Zabkar (2015) that individuals desire destinations which its psychological features are related with their own psychological appeals.

5. Summary
- Safety and security of the destination, as these issues could cause crime-related events; terrorism and conflict among neighbouring communities close to destination areas; civil or political disorder, etc.
- Destination cultures, its attractiveness and the environment respectively formed the key components of potential tourist's concern when choosing a tourism destination.
- All factors involving organic image, tourists' concern have significant influence on potential tourists' perceptions and satisfaction towards the North-Eastern region as a tourism destination.
- Result shows that the respondents, i.e., potential tourists have diverse perceptions of which if combined

- would significantly improve the tourism destination.
- Seeing new things, exploring natural habitat and visit to wildlife destination area are factors that received highest rate of perception while the least component is (seeing the visit to the region as) visiting the insurgency region.
- There is significant difference between domestic and international potential tourists' perceptionsthan their domestic counterpart towards the North-Eastern Nigeria as a tourism destination, with international potential tourists having higher perceptions towards the North-Eastern Nigeria as a tourism destination.

6. Conclusion

To summarize, in view of the needs to address issues regarding general impression of prospective tourists towards a region in order to explore their perceived images with tendency to influence continuous visitation to the destination area. This research has exposed expressly that ….an image of a region which is better conceived based on reality. For instance, noncommercial sources such as words of mouth, narrations of experience from previous visits to destination offer more reliable information. The reason is safety, security and other destination attributes could be better understood. Although, security issues might seem to be a big challenge but that has little effect on prospective tourists' intention to visit compared to other issues such as, seeing new things, exploring natural habitat and visit for recreation purpose, while it is remarkable to discover that the least component is visiting the insurgency region.

Given the personal nature of prospective tourists' experience based upon everyday life, it is evident that prospective visitors require new knowledge even at gloomy circumstances to involve in tourism. Therefore, this study expressly established reasons why prospective tourists should be familiar with external surroundings through tourism involvement. However, since tourism encompasses entire aspects of life, it cannot be disconnected from happenings around us. So, the information generated from this research is beneficial to tourism operators, prospective tourists and other stake holders. Considering the insufficient research on destination image in Nigeria, this study will help to stimulate debates and research on concerns of organic and induced images in Nigerian tourism sector.

Based on the results obtained, it is evident that there is strong relationship among the organic image variables i.e., respondents' perceptions towards the tourism destination, because organic image has explained the respondents' perceptions as revealed by the positive influence of the variables and the organic image itself.

Significantly, all factors involving organic image, visitors' concern, marketing practices and authenticity of tourism attractions in various destinations have influence on prospective tourists' perceptions and their satisfaction towards the North-Eastern region as a tourism destination. As many issues are considered when choosing a destination to visit, source and reliability of information are equally influential. Also, information regarding the region as a destination comes from radio and the social media such as Facebook, WhatsApp, and others. Furthermore, security, culture, attractions and environment prove to be the major concern to prospective tourists regarding the region as a tourism destination. Consequently, what individuals think about tourism destination cannot ordinarily be predicted based on happens in other places.

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