



Survey on the Impact of Road Transportation Companies on Travel Motivations in Nigeria's Geo-Political Zones

Echeta Sydney ONUCHUKWU^{a*}

^aDepartment of Tourism and Hospitality Management, Faculty of Management Sciences, Federal University Otuoke, PMB 126, Yenagoa, Bayelsa State, Nigeria.

*Corresponding author: sydneycheta@gmail.com

Abstract

This research survey on the impact of Road Transport Companies on travel Motivations in Nigeria Geo-political zones. Transport by road is the physical process of transporting cargo or people by road using motor vehicles or other means such as bicycles motorcycles etc, Travel motivations are the inner state of a person or certain needs and wants of the tourists or people that can be considered as one of the most important psychological influences of behavior. However, a lot of Researchers have confirmed that many people are motivated to travel due to the existing road transport Companies and road transport Companies don't know much about their existence in terms of motivations. The specific objectives examined the effect of Road transport companies on Tourist social interactions, cultural traveling, and traveling for pleasure. A lot of people will also benefit from this research including Future researchers, travelers, and transport companies. The method of data collection used in this research study was primary data which was achieved through questionnaires, Finding shows that there is a strong relationship between Road transport companies and tourists traveling for social interactions, cultural purposes, and pleasure. The researcher concludes that road transport companies play a positive role in motivating tourists to travel and recommends that the government of the day should provide good roads for these transport Companies Since tourist sites are more in the rural communities and Road transport companies should train more to the drivers and customer attendants.

Keywords: Transportation, travel, Motivation, Tourist travel Motivation.

Acknowledgments: Thanks to all parties who have supported the implementation of this research. I hope this research can be useful.

For citation:

ONUCHUKWU, E., S. (2023) Survey on the Impact of Road Transportation Companies on Travel Motivations in Nigeria Geo-Political Zones. *Radinka Journal of Science and Systematic Literature Review*, 1(3), 178-183.

Introduction

Adeleke (2015) defined Transportation as the movement of humans, animals, and goods from one location to another. In other words, the action of transport is defined as a particular movement of an organism or thing from point A (a place in space) to a point B. Page and Lumsdon (2004) further positive that transport include air, land (rail and road), water, cable, pipeline, and space. The field can be divided into infrastructure, vehicles, and operations. Transport enables trade between people, which is essential for the development of tourism. Transaction companies means any organization which provides its own or leased vehicles for transportation or which provides freight forwarding or air express services. Transportation Company means any Government body, a corporate, or organization, firm or person carrying or providing for the transit of passengers, whether by vessel, aircraft, railway, highway or otherwise, and includes any 2 or more such transporting companies co-operating in the business of carrying passengers.

Tourist is a person who is travelling or visiting a place for pleasure. Travel motivation is viewed as an internal force that arouses and pushes an individual from choosing a particular destination with the intention of getting the desired benefits and satisfaction. According to Adeleke (2005) who conducted a Research Posits that road transport companies plays allot of roles in inducing people to travel. Ibimilua (2009) further said that without transport companies operation that Many traveller's will find it difficult reaching There destinations. He further State that the success of tourism Depend heavily on road transport companies. Many tourists are discouraged dueto travel due to bad states of transport companies operating within our country. Some people are imagining the risks of traveling on bad roads with bad and unassured transport companies, coupled with the after-effect of it, on after such trips feel discouraged.

Due to this, investors, tourist with different motives are discouraged from visiting tourist sites. In addition, poor management of our transport system contributes to the problem of people not traveling via roads to participate in tourism. Also, problem of inconsistent transport fares; it is a known fact that there is no agency that controls the rate of transport fare. As a result of this, transport companies fix fares indiscriminately, whether in the face of fuel scarcity or not. All these culminate does not motivate tourist to travel and have negative effect on tourist discouraging them on travelling to accomplish their travel motive while some preferred other modes of transportation rather than road. This and many more cnstitutes the problem of the study and to investigate it in Lagos with focus on two functional road transport companies. The General objective of this study examined the effect of road transport companies on tourist travel motivation in Lagos state. But specificall this research focused onn the following: Effect of Road transport companies on tourist traveling for social interaction; Effect of Road transport companies on tourist travelling for cultural purpose; Effect of Road transport companies on tourist travelling for pleasure.

Methodology

Survey design was adopted for this study. Much emphasis was laid on the effect of road transport companies on tourist travel motivation. The research design involved collection of data from respondents, through the use of structured questionnaire across the two companies branches nations wide. The size is the actual total numbers of study. The Researcher purposively selected 190 respondent's ranging from Tourist, drivers and staff of God is good motors and The Young shall grow motors and tourists. Questionnaire was designed to provide general information of respondent as well to the study area. The study population includes staffs of the road transport companies in God is good motors and The Young shall grow motors and tourists/ traveller's found at the time of visit. The reason for choosing them was because they are among the popular road transport companies existing in Nigeria and they are also doing well presently and have a larger

customer's, it is also the belief of the Researcher that information on the effect of road transport companies on travel motivations will be solved by the end of the research work which was also accomplished herein.

The survey method was adopted in this study. Data was obtained using structured questionnaire as the main source, published and unpublished materials, and the use of internet as a secondary source was used where necessary. The researcher directly distributed the questionnaires with the assistance of some research assistant. The instrument that was used in the study was structured questionnaire. The questionnaires were made brief and simple with the aim of generating the required and relevant information from the respondents concerned. The questionnaires will be designed to allow respondents the opportunity to provide useful and varied information of importance to the study. The questionnaires were randomly distributed to the respondents at the selected road transport companies as well as tourist or travellers found within the premises of those companies at the time of visit with the help of research assistant where 200 questionnaires were distributed but only 190 questionnaires were fully completed and returned and determined the number which was used. Data collected was analyzed descriptively and later adopted Chi-square statistical techniques in test of hypotheses. Frequency distribution tables and simple percentage was used for data presentation. The table of the study was analyzed according to the order of the research questions drawn up from the respondents in the structured questionnaire.

Results

Data Analysis and Hypotheses Testing

Test of Hypotheses

H_0 : There is no positive significant relationship between road transport companies and tourist travelling for social interaction

Research Question

What is the level of relationship between road transport companies and tourist travelling for social interaction?

Table 1. Contingency table for Hypothesis one

Response	Frequency	Percentage (%)
Agreed	70	36.8
Disagreed	5	2.6
Undecided	20	10.5
Strongly Agreed	80	42.1
Strongly Disagreed	15	16.6
Total	190	100

Table 2. Hypothesis One

Options	Responses (Oij)	EF Eij	Deviation Oij - Eij	Deviation Squared (Oij - Eij) ²	$\frac{(Oij - Eij)^2}{Eij}$
A	70	38	32	1024	26.94
B	5	38	-33	-1089	-28.65
C	20	38	-18	-324	-8.52
D	80	38	42	1764	46.42
E	15	38	-23	-529	-13.92
N=5	190	38			22.27

Let $\alpha = 0.05$

The degree of freedom (df) = $n-1$

= $5-1 = 4$ df

$$\chi^2 = \frac{(O_{ij} - E_{ij})^2}{E_{ij}}$$

The decision rule is as follows – If the chi-square value calculated (χ^2_c) is greater than the chi-square tabulated (χ^2_t) at a 5% level of significance, we shall reject the null hypothesis, otherwise we accept it. i.e. if $\chi^2_c > \chi^2_t$ we reject our H_0 and accept H_1 but if $\chi^2_c < \chi^2_t$ we accept our H_0 and reject H_1 . Therefore, testing the hypothesis H_0 using 5% level of significance $5/100 = 0.05$ gives 22.27, df = $5 - 1 = 4$, $\chi^2_c = 7.48$. Since this is greater than χ^2_t we reject our H_0 at 5% level of significance. The results is therefore statistically significant. This research however, rejected the null hypothesis which says that there is no positive significant relationship between road transport companies and tourist travelling for social interactions. The researcher concludes that there is a significant positive relationship between road transport companies and tourist travelling for social interaction.

Hypothesis Two

H_0 : There is no significant positive effect of road transport companies and tourist traveling on cultural motive.

Research Question

What are the effects of road transport companies on tourist for cultural motive?

Table 3. Contingency table for hypothesis two

Responses	Frequency	Percentage (%)
Agreed	50	26.3
Disagreed	9	4.7
Undecided	20	10.5
Strongly Agreed	101	53.1
Strongly Disagree	10	5.2
Total	190	100

Table 4. Test of Hypothesis Two

Option	Response O_{ij}	E_{ij}	$O_{ij} - E_{ij}$	$(O_{ij} - E_{ij})^2$	$\frac{(O_{ij} - E_{ij})^2}{E_{ij}}$
A	50	38	12	144	3.78
B	9	38	-29	-841	-22.13
C	20	38	-18	-324	-8.52
D	101	38	63	3967	104.39
E	10	38	-28	-784	-20.63
N=5	190	38			56.89

Decision Rule is stated below:

If the chi-square value (χ^2_c) is greater than the χ^2_t

In testing the hypothesis two above using 5% level of significance $5/100 = 0.05$ Table 9.4f

With df = $5 - 1 = 4$

$0.05 < 9.48$

We however reject the Null hypothesis which says that there no significance positive effect of road transport companies and tourist travelling for cultural motive.

Hypothesis Three

H_0 : There is no significant positive effect between road transport companies and tourist travelling for pleasure.

Research Question

What is the level of effect road transport companies have in tourist travelling for pleasure?

Table 5. Contingency table for hypothesis three

Responses	Frequency	Percentage (%)
High effect	109	57.3
Low effect	21	11.05
No effect	10	5.2
Medium effect	30	15.7
Undecided	20	10.5
Total	190	100

Table 6. Test of Hypothesis Three

Option	Response oij	Eij	Oij-Eij	(Oij-Eij) ²	$\frac{(Oij-Eij)^2}{Eij}$
A	109	38	71	5041	132.65
B	21	38	-17	-289	-7.60
C	10	38	-28	-784	-20.63
D	30	38	-8	-64	-1.68
E	20	38	-18	-324	-8.52
N=5	190	38			94.22

In testing the hypothesis three let $\alpha = 0.05$.

The degree of freedom (df) is $= n-1$

$\therefore 5 - 1 = 4$ (df)

$$X^2 = \frac{(oij - Eij)^2}{Eij}$$

Decision Rule

If the chi-square value (X^2C) is greater than the chi-square (X^2t) at a 5% level 80g. We shall reject the Null hypothesis otherwise we accept it. Therefore, testing the hypothesis H_0 using 5% level of sig. $5/200 = 0.05$. gives 94.22, $df = 5-1 = 4$, $X^2C = 11.433$. Therefore, since this is greater than (X^2C) we reject our Null H_0 at 5% level of sig. The results, is therefore statistically significance. This research rejected the H_0 which says that there no positive significant positive effect between road transport companies and tourist travelling for pleasure. The significant positive effect between road transport companies and tourist travfelling for pleasure.

Discussion

After generation of data through survey research and further test of hypotheses it was discovered that on bio-data of respondent's that majority of the respondent are male, on Age limit

majority are between the age of 16-25, majority are also single, it was also found that all the respondents are Nigerian, however majority were Christian while majority were holders of WAEC/NECO. In the same vein hypothesis one revealed that there is a significant positive relationship between travelling for social interaction, while hypothesis two revealed that there is also a strong positive relationship between road transport companies and tourist travelling for cultural motive and the last and third hypothesis also revealed that there is a positive significant effect between road transport companies and tourist travelling for pleasure and without road transport companies operations or existence most of the tourists will find it difficult travelling for social interaction cultural travel and pleasure motives.

Conclusion

This present research has showcased that the effect of road transport companies can't be over emphasized as most people prefer travelling with or through the use of road transport companies meaning that without road transport companies a lot of people wouldn't have been travelling for social interaction, cultural motive etc this is because that is the only means of transporting to rural areas where other means find it impossible of reaching.

Conflict of Interest

No conflict of interest

References

- Brodie, R.J., Hollebeek, L.D., Juric, B. & Ilic, A. (2011). Customer engagement conceptual domain, fundamental propositions, and implications for research, *Journal of Service Research*,
- Filimonau, V., Dickinson, J. & Robbins, D. (2014). The carbon impact of short-haul tourism: A case study of UK travel to Southern France using life cycle analysis, *Journal of Cleaner Production*,
- Gössling, S., Hall, C.M., Peeters, P. & Scott, D. (2010). 'The future of tourism: can tourism growth and climate policy be reconciled? A mitigation perspective', *Tourism Recreation Research*,
- Ibimilua, A.F. (2009). Tourism Participation: Attractions, Influences and Key Trends in Ekiti State, Nigeria, *African Research Review*,
- Nicolaides, A. (2015). Tourism Stakeholder Theory in practice: instrumental business grounds, fundamental normative demands or a descriptive application? *African Journal of Hospitality, Tourism and Leisure*, *African Journal of Hospitality, Tourism and Leisure*.
- Organisation for Economic Cooperation Development (2015). The role of transport in sustainable tourism growth, *International Transport Forum Annual Summit* held May 27, 2015.
- Page, S. J. & Lumsdon, L. (Eds.) (2004). *Tourism and Transport: Issues and Agenda for the New Millennium*, Oxford, Elsevier.
- Turnbull, K. F. & Griffin, G.P. (2012). *Transportation and Tourism*. Final Report submitted to Texas Transportation Unit, University Transportation Center for Mobility, Texas A&M Transportation Institute. 11-45-79 August 2012. Texas.
- United Nations World Tourism Organization (2011). *UNWTO Tourism Highlights*.