An Assessment of Destination Image and Factors Responsible for Perceived Customer Value of Osun Osogbo Grove, World Heritage Site, Osun State, Nigeria

Bola Olusola Adeleke, Redeemer's University, Ede, Nigeria
Kayode Ogunsusi, Redeemer's University, Ede, Nigeria

Abstract

Tourist travel decisions and behavior are influenced by destination image and value of experience to tourists. Perceived value is one of the important tools for securing a competitive edge in tourism destinations. This study investigates destination image competitiveness, factors enhancing the destination image and perceived value for tourists' experience for the Osun Oshogbo Grove, Nigeria. Two hundred and forty respondents were sampled with the use of a structured questionnaire. Five factors comprising of 63 variables were used to determine the destination image competitiveness using principal component analysis, while multiple regressions were used to evaluate the perceived value for tourists at the grove. Results revealed that 11 out of the 12 variables determining the destination image competitiveness were significant in attracting tourists to the grove. The regression analysis result showed that all factors predicting tourists' value of experience are strong (R= 0.936). The variance of destination common service, entertainment and event satisfaction, travel environment satisfaction, and spiritual satisfaction all contributed strongly to the tourists' value of experience (87.70%) with significance (p < 0.05). Factors of heritage resources, destination environment, entertainment, and culture, as well as price and value with high alpha value contributed greatly to adding value to enhancing destination and tourists' experience. Eleven variables positively and significantly predicted tourist value. The recommendation therefore is that managers of the Osun World Heritage Site should maintain these variables as well as event experience, entertainment, and environment cleanliness as they are critical to adding values to tourists' experience.

Keywords: competitivenes, destination image, Osun-Osogbo sacred grove, cultural heritage, perceived value, tourists

Introduction

The series of impressions or perceptions of a tourist destination by visitors can be referred to as its image (Wang *et al.,* 2016). Destination is said to be the product visited by tourists and could be recommended to others to visit (Yoon and Uysal, 2005, as cited in Wang and Leou, 2015), while perceived value is defined as the overall evaluation made by consumers through weighing their giving and gaining with regard to the product's image, and also an important indication for the encouragement to repeat visits (Zeithaml, 1988, as cited in Wang and Leou, 2015; Jang and Feng, 2007 as cited in Wang and Leou, 2015; Stylos *et al.*, 2016 as cited in Wang *et al.*, 2017; Wang *et al.,* 2017). Controllable attributes which influence the value customers achieved from a visit to a destination are said to be price, destination product, promotion and place, while the uncontrollable ones are destination characteristics (Govers et al., 2007; Aliman et al., 2016), hence value has a very strong and significant effect on destination competitiveness (Cronin et al., 2000; Ulaga, 2001; McDougall and Leresque, 2000 as cited in Wang et al., 2017).

Tourist travel decisions and behavior are influenced by a destination's image which in turn is influenced by tourist experience and value realized by a visit (Jenkins, 1999; Tapachai and Waryszak, 2000; Naidoo *et al.*, 2010). Tourist satisfaction is a consequence of perceived value while perceived value influences the image of a destination (Milfener *et al.*, 2011; Woodruff, 1997). Destination image can be assessed in five dimensions which are quality of experience, touristic attractiveness, environment and infrastructure, entertainment/outdoor activities and cultural traditions (Qu et al., 2011 as cited in Artuger et al., 2013). Tapachai and Waryszak (2000)

> outlined and conceptualized the use of image characteristics of a destination that subsequently influence tourists' decision to visit particular vacation destinations under five value dimensions – functional, social, emotional, epistemic, and conditional – which are a part of consumption value theory.

Heritage sites have evolved to preserve culture and heritage, educate and entertain tourists (Donohoe, 2012). Their attributes have contributed immensely to global tourism as they attract a greater number of potential tourists, and here especially outsiders to meet their cultural desires and expectations (Akama, 2000; Patuelli et al., 2013). Patuelli et al. (2013) posited that

> culture represents a significant force of attraction for tourists (both domestic and international) as it allows destinations and regions to expand their customer base, diversify their offer, extend the stay of the tourist, and reduce seasonality.

In most African societies, cultural festivals such as the famous Osun festival in Osogbo are rooted in the early history of the communities that celebrate them. In particular, Osun goddess who was the founder, mother, protector, guard, and nurturer of Osogbo means everything to the Osogbo people. The Osun is also acclaimed as the goddess of fertility, prosperity and healing. The grove that houses the goddess also serves as a school for initiating and teaching priests and priestesses as well as devotees. On daily, weekly and monthly bases devotees come to the grove to pledge for fertility, for renewal, pledge redemption, or to consult the Osun goddess and other deities (Yusuf, 2016). The history of Osogbo, the Osun river and its goddess dated back to the 1670s.

A number of studies have already been conducted on the Osun Osogbo sacred grove (Plates 1, 2 and 3). Most of them have only centered on tourists' perception of the grove, the evaluation of the conservation status of the grove, maintenance of the grove, the evaluation of selected attractions in Osun state, and a micro analysis of tourists and other factors (Ogunfowokan et al., 2016; Olatunji, 2016; Yusuf, 2016). None of these have, however, addressed the issue of destination image of the Grove in relation to factors responsible for perceived customer value. This study therefore investigates the factors responsible for destination image competitiveness that attract tourists to the grove, assesses the factors enhancing the destination image of the grove and the perceived value realized by tourists from their experience there.

Plate 1: Entrance to Osun Sacred Grove, Osogbo

Plate 2: Inside Osun Sacred Grove

Plate 3: The statue of Iya Mapo in Osun Sacred Grove, Osogbo

Theoretical Framework

Tsai *et al* (2009) opined that a destination may be considered competitive if it can attract and satisfy potential tourists and also influence tourism-related businesses. That is also the case if, as in the view of Dwyer & Kim (2003), a destination is able to deliver goods and services that perform better than other destinations with regards to those aspects of experience considered as important by tourists. The model proposed by Ritchie & Crouch (2000, 2003) is the most well-known conceptual model of destination competitiveness in tourism literature. Their framework is based on the theoretical concepts of effective use of resources. Many researchers have used this model as the starting point for their own research on destination competitiveness. The model distinguishes 36 attributes of competitiveness classified into five key factors. Dwyer & Kim (2003) translated the model of Ritchie & Crouch (2000) into specific indicators which identified new key factors as demand condition (destination awareness; destination perception and; destination preferences) and situational conditions (competitive micro-environment; destination location; global micro-environment; price competitiveness; safety and security) that work together to determine destination competitiveness. Porter, (1990) and Enderwick (1990) considered a number of broad factors such as human resources, physical resources, knowledge resources, capital resources, infrastructure, and historical and cultural resources that all serve to determine destination competitiveness. They argued further that it is important to also understand the relationship and interplay between the factors that make determine competitiveness. However, none of these models deals directly with the issue of destination competitiveness in heritage tourism.

Many of the attributes used in measuring destination image such as attractions, accessibility, accommodation, amenities, local community, shopping options, natural landscapes, service equipment, recreational equipment, cultural attractions, natural environment, historical treasures, price or value, and variety of events and experiences and motivation have variously been exhausted by many researchers (Steinberg, 1996; Pearce 2005; Romera, 2005; Chen and

Tsai, 2007; Chi and Qu, 2008; Aziz, 2009; Prayag, 2009; Lee 2009; Majid et al. 2010; Eusebio and Vieira 2011; Prayag and Ryan 2011; Coban, 2012; Prayag and Ryan 2012; Vipat and Bharucha, 2014; Lo et al., 2014; Prada-Trigo et al., 2016; Salim and Mwaipopo 2016).

Variables that measured value of money spent by tourists at a heritage site also include their satisfaction with entertainment and events such as the experience of a new culture, romance with nature, escape, relaxation, relationship enhancement, self-actualization, festivals and cultural shows for entertainment, environment cleanliness, climate conduciveness, food and beverages, security and safety and spiritual attributes such as emotional healing and protection (Poria et al. 2004; Pearce 2005; Salim and Mwaipopo 2016; Chand 2013; Vipat and Bharucha 2014; Fisichelli et al., 2015; Cho et al., 2016; Alvarado-Sizzo et al., 2017). Destination image has a direct impact on satisfaction which consequently impacts on tourists' future behavior either to revisit the destination, speak positively about it or not (Lee 2009; Prayag 2009).

- This study extends the Ritchie and Crouch (2000) model, but, with different grouping of the determinants of destination competitiveness that are peculiar to heritage tourism. The model for this study identifies the following seven determinants of destination competitiveness as shown in Figure 1:
- Heritage core resources/attractions (traditional art, sculptures, Osun River, shrines, undisturbed forest canopy, rich and diverse flora and fauna)
- Destination common service (satisfaction with experiences such as - shopping experience, lodging, events, and tourism)
- Entertainment and event (satisfaction with experiences such as – new culture, nature, getting away from everyday life, relaxation and freedom, being together with nice people, being entertained)
- Travel Experience and (satisfaction with experiences such as - environment cleanliness, serenity of environment, climate conduciveness, friendly host community safe environment, food, and so on.)
- Spiritual Fulfillment (satisfaction with experiences such as – protection, water provision, fertility for women, blessing for adherents, healings for people, sources of life)
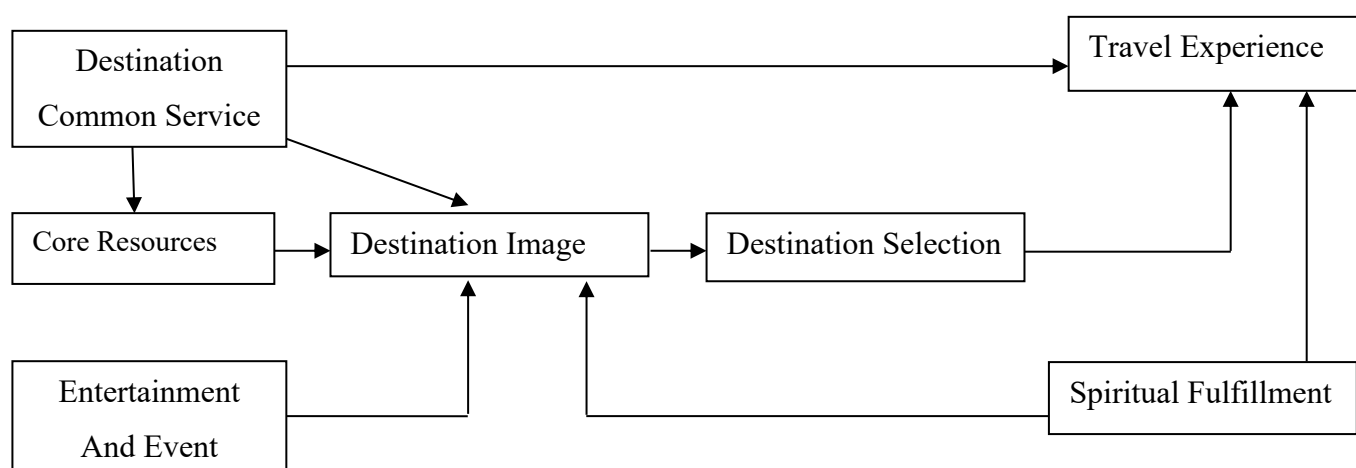

Figure 1: Model for evaluating destination competitiveness of Osun Osogbo Sacred grove

This theory assumes that apart from attractions already situated in the grove, satisfaction with destination common services and entertainment and events can all be used in creating a positive

image for attracting customers (destination selection) to visit the Osun Sacred Grove during and after annual celebrations. All these will impact positively on customers' travel experience of their spiritual fulfillment.

Research Hypotheses

Based on the important destination attributes considered for this study, the following research hypotheses were developed, whereby hypotheses are generally put in a null form:

H_1: Destination common services do not significantly add value to tourist experience
H_2: Entertainment and events do not significantly add value to tourist experience
H_3: Travel experience does not significantly add value to tourist experience
H_4: Spiritual fulfillment does not significantly add value to tourist experience

Methodology
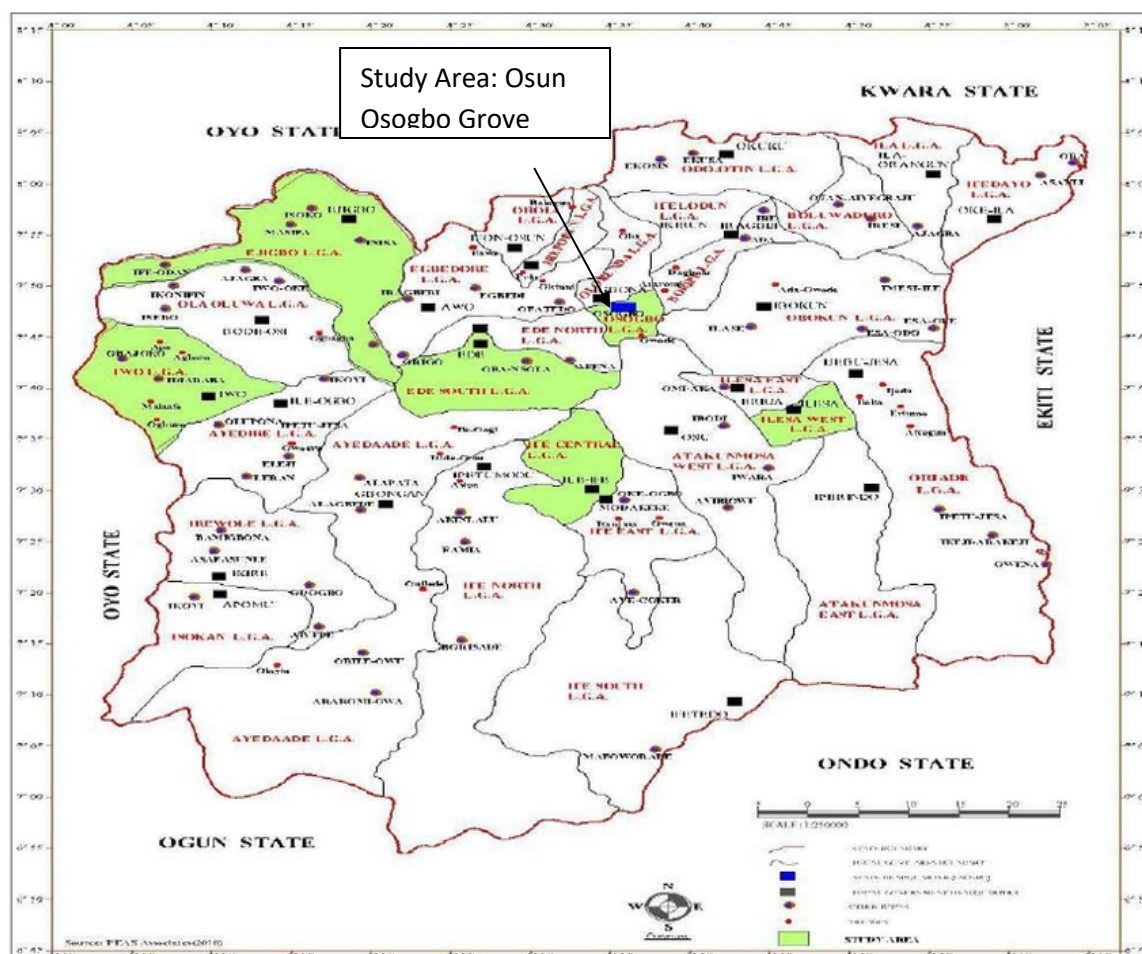

Figure 1.1: Map of Nigeria

Figure 2: Map of Osun state

The sacred grove is located in Osogbo, the capital of Osun State, Nigeria (Fig 1.1 and 2). The dense forest of Osun Osogbo grove on the outskirts of the city of Osogbo is one of the last remnants of primary high forest in Southern Nigeria. It is regarded as the abode of the goddess of fertility called Osun, a member of the pantheon of Yoruba gods (Yusuf, 2016). The landscape of the grove and its meandering river is dotted with sanctuaries, shrines, sculptures and art works in honor of Osun and other deities. Osun Osogbo has tropical a climate with an annual average temperature and precipitation of 26.1^0 C and 1,241mm respectively (Yusuf, 2016).

A complete enumeration of tourists who visited the grove within the months of March and April, 2017 (six weeks) was done as there was no sample frame for the population. Out of 380 tourists who visited the grove within this period, 240 respondents returned the questionnaire, which gave a return rate of about 63%. A staff member of the grove was trained and employed as Research Assistant to administer the questionnaire to tourists. The questionnaire contained close-ended questions on a five-point Likert scale, ranging from (1) strongly disagree to (5) strongly agree and was used to elicit responses on the dependent and predictor variables. Data was collected on factors that attracted visitors to Osun Sacred Grove, factors that enhanced the destination image of the Grove, and the perceived value of respondents' experience in relation to their expectations at the grove. The study also gathered data on destination culture, and predictor variables of satisfaction with destination common service, entertainment and event satisfaction, travel experience satisfaction, and spiritual satisfaction, all of which were

attributes that influenced the value customers attributed to their visit to the grove. Based on the unique characteristics of Osun Osogbo grove, five factors comprising 63 variables were used for principal component analysis in which 25 of these were used as predictor variables.

Data was analyzed using both descriptive and inferential statistics. Principal Component Analysis (PCA) compatible with SPSS was used to explore the variables that enhanced the destination image, and also measured perceived value of respondents' experience in relation to their expectations at the grove. This was used so as to get variables with the highest factor loading to be used in selecting the factor that has contributed the most to each factor (Harman, 1976; Yong and Pearce, 2013). Tukey's test was employed to measure additivity of the variables, while the internal consistency of the variables was determined by Cronbach's alpha. Multiple regressions were used to test hypotheses so as to measure the perceived values of tourists' experience. This tool was chosen because of its appropriateness in predicting Osun Sacred Grove's culture (dependent variable) by the value of the four predictor variables.

Results and Discussion

Factors Enhancing Destination Image of the Grove
The result of four factors that enhanced the image of the grove with the following underlying variables is as presented in Table 1: (1) Unique traditional art works (2) Sculptures (3) Osun river (4) Shrines (5) Religious sites (6) Palaces (7) Sacred places (8) Undisturbed forest (9) Rich and diverse flora and fauna (10) Herbal pharmacy/remedy (11) Clean environment (12) Agreeable climate (13) Safe environment (14) Friendly community (15) Colorful nightlife (16) Entertainment activity (17) Traditional exhibition (18) Festival (19) Distinct architecture (20) History of grove with people (21) Local traditional myths (22) Religions (23) Convenient transportation to the destination (24) Variety of accommodation (25) Shopping selection in the community (26) Accessibility of tourism information about resources (27) Adaptation to local community (28) Massage and spa (29) Varieties of souvenirs (30) Varieties of local crafts (31) Local cuisines offered (32) Reasonable commercial price (33) Reasonable transportation fare (34) Reasonable accommodation price (35) High price/performance ratio (36) Reasonable entry fees.

The results of Principal Component Analysis (PCA) which identified the Eigenvalue are presented in Tables 1 and 2. The result shows that Tukey's test of additivity was statistically significant (56.077, p=0.000). The Table also presents the reliability and internal consistency of each factor. Cronbach's alpha was 0.956 which gives the study a high internal consistency and reliability. For all the variables considered, alpha values were as follows: F1 = Heritage Resources/Attractions (α =0.801), F2 =Destination Image (α =0.912), F3 = Destination Common Service (α =0.609), F4 = Price and Value (α =0.860), F5 = Perceived Customer Value (α =0.890). All constructs with the exception of F3 have alpha scores of above 0.80, indicating that the items used in measuring the constructs were reliable and satisfactory (Aliman et al., 2016).

Factor loading for all items was also shown in Tables 1 and 2. Out of 63 items, the PCA revealed the presence of 9 variables with Eigenvalues greater than or equal to one. This exceeds the 60% threshold stipulated and used in the social sciences (Hair et al., 1998).

Factor 1 (Heritage Resources that attract/motivate Tourists) represented the resources within the grove that attracted tourists to the grove. This comprised ten variables, of which "Osun River", "undisturbed forest canopy", and "diverse flora and fauna" were selected as the most

contributing factors, because they each accounted for Eigenvalue of ≥1. For factor 2 (Destination environment, entertainment and culture), out of the 12 variables considered, only "abundant history associating Osun Sacred Grove with Osogbo people" accounted for as much variance as a single variable. For factor 3 (Destination common service) with 11 variables, only "wide variety of accommodation" was kept because of its high Eigenvalue. Factor 4 (Price and value) had "reasonable commercial price" as the only variable that explained the maximum amount of variability in the data.

This implies that the variables contributed the most in adding value to destination image of the heritage site as they were the factors in term of resources, and destination characteristics which have influenced the value that tourists were expecting to achieve by their visits. Previous studies have revealed that the above attributes (tourism attractions) of the heritage site were some of the expected consumption values that influenced tourists' decision to travel to heritage sites (Al-Ababneh, 2013; Coban, 2012; Eusebio and Vieira, 2011; Jenkins, 1999; Majid et al., 2010; Prayag and Ryan, 2011; Prayag and Ryan, 2012; Romera, 2005; Steinberg, 1996; Tapachai and Waryszak, 2000). The qualities of all these tourism products play important roles in tourism by increasing the level of tourists' satisfaction. Findings of many researchers have also revealed that other variables in any destination apart from those in its nucleus can be used in creating a positive image for that destination (Poria et al., 2004; Pearce 2005; Lee 2009; Prayag 2009; Chand 2013; Vipat and Bharucha 2014; Fisichelli et al., 2015; Cho et al., 2016; Salim and Mwaipopo 2016; Alvarado-Sizzo et al., 2017).

Table 1: Respondents' Perception of Destination Image Competitiveness of Osun Osogbo Grove

S/No			Total Variance Explained					
			Initial Eigenvalues			Extraction Sum of Square Loading		
	Initial	Factor Loading	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
Factor 1: Heritage Resources that attracts/motivates Tourists (α =0.801)								
1	1.000	0.930	24.264	38.514	38.514	24.264	38.514	38.514
2	1.000	0.985	8.107	12.868	51.383	8.107	12.868	51.383
3	1.000	1.000	6.652	10.559	61.941	6.652	10.559	61.941
4	1.000	0.989	5.915	9.389	71.330	5.915	9.389	71.330
5	1.000	0.999	4.183	6.640	77.970	4.183	6.640	77.970
6	1.000	0.946	3.377	5.360	83.330	3.377	5.360	83.330
7	1.000	0.998	3.062	4.861	88.191	3.062	4.861	88.191
8	1.000	1.000	2.961	4.700	92.892	2.961	4.700	92.892
9	1.000	1.000	2.113	3.353	96.245	2.113	3.353	96.245
10	1.000	0.993	1.403	2.227	98.472	1.403	2.227	98.472
Factor 2: Destination environment, entertainment, and culture **(α =0.912)**								
11	1.000	0.989	0.962	1.528	100.000			
12	1.000	0.993	3.633E-15	5.767E-15	100.000			
13	1.000	0.965	2.983E-15	4.735E-15	100.000			
14	1.000	0.979	2.826E-15	4.486E-15	100.000			

15	1.000	0.995	2.347E-15	3.726E-15	100.000
16	1.000	0.965	2.244E-15	3.562E-15	100.000
17	1.000	0.999	1.871E-15	2.969E-15	100.000
18	1.000	0.998	1.660E-15	2.636E-15	100.000
19	1.000	0.991	1.431E-15	2.271E-15	100.000
20	1.000	1.000	1.297E-15	2.059E-15	100.000
21	1.000	0.989	1.132E-15	1.797E-15	100.000
22	1.000	0.977	9.830E-16	1.560E-15	100.000
Factor 3: Destination Common Service(α =0.609)					
23	1.000	0.967	9.479E-16	1.505E-15	100.000
24	1.000	1.000	7.946E-16	1.261E-15	100.000
25	1.000	0.971	7.211E-16	1.145E-15	100.000
26	1.000	1.000	5.753E-16	9.131E-16	100.000
27	1.000	0.996	5.444E-16	8.642E-16	100.000
28	1.000	0.999	5.018E-16	7.965E-16	100.000
29	1.000	0.992	3.636E-16	5.771E-16	100.000
30	1.000	0.977	2.897E-16	4.599E-16	100.000
31	1.000	0.998	2.148E-16	3.409E-16	100.000
Factor 4: Price and Value(α =0.860)					
32	1.000	1.000	1.414E-16	2.245E-16	100.000
33	1.000	0.984	1.050E-16	1.666E-16	100.000
34	1.000	0.981	7.117E-17	1.130E-16	100.000
35	1.000	0.982	3.084E-17	4.895E-17	100.000
36	1.000	0.997	6.344E-18	1.007E-17	100.000

Perceived Customer Value of Osun Oshogbo Grove

The perceived value of products and services that customer experienced at the grove under four factors with the following 27 variables is presented in Table 2: (37) Shopping experience (38) Lodging experience (39) Events experience (40) Tourism experience (41) Experience of new culture (42) Romance and new experience with nature (43) Getting away from everyday life (44) Relaxation and freedom (45) Being together with nice people (46) Meeting new people (47) Being entertained (48) Environment cleanliness and neatness (49) Serenity of environment (50) Climate conduciveness satisfaction (51) Friendly host community satisfaction (52) Safe environment satisfaction (53) Food experience satisfaction (54) Staff always put guests first (55) Staff are friendly towards tourist (56) Willingness to revisit destination (57) Protection of Osogbo people (58) Provision of water for surrounding community (59) Fertility for indigent women (60) Fertility for non-indigent women (61) Blessings for adherents and others (62) Healings for people (63) Sources of life.

The experiences of tourists at the heritage site were presented in Table 2. Results show that for Destination common service (factor 5), Entertainment and event satisfaction (factor 6), and Travel experience satisfaction (factor 7), events experience, being entertained, and environment cleanliness respectively, each with Eigenvalue of 1 were the variables that contributed the most to customer satisfaction. Nonetheless, the other variables too in each of the factors had higher loadings and by implication are also significant and representative for the factors. However, for spiritual satisfaction (factor 8) none of the variables explained the maximum variability, yet all the variables had higher loadings which were more than 0.5 and are so significant. This implies that the visitors to the Grove perceived the Grove as a cultural haven for the protection of the Osogbo people. The same cultural perception also goes for the provision of water, fertility for both indigent and non-indigent women, blessings for adherents, healings for people, and the Grove being a source of life for people. These variables are what the people hold in high esteem as cultural beliefs as a result of their interaction with the Grove. These variables with highest Eigenvalues are most representative of the factors in assessing customer satisfaction with the experiences sought in the grove. Thus, "being properly entertained and getting satisfied with the event in the grove", "getting satisfied with their travel experience to the grove", and "cleanliness of the environment in the grove" have all contributed to the overall experience of visitors to the grove. The experience of the visitors could therefore be said to be worthwhile as some of their expectations were met. Previous findings have indicated that the value of money spent by tourist was measured by their experiences that met with their expectations with destination visited (Alvarado-Sizzo et al., 2017; Chand, 2013; Chi and Qu, 2008; Cho et al., 2016; Fisichelli et al., 2015; Pearce, 2005; Poria et al., 2004; Salim and Mwaipopo, 2016; Vipat and Bharucha, 2014).

Table 2: Customer Value/Satisfaction of Experience

	Factor 5: Perceived Customer Value (Experience)(α =0.890)							
S/No	Initial	Factor Loading	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
	Satisfaction with Destination Common Service (DCS)							
37	1.000	0.813	-6.970E-17	-1.106E-16	100.000			
38	1.000	0.999	-1.091E-16	-1.732E-16	100.000			

39	1.000	1.000	-1.569E-16	-2.490E-16	100.000
40	1.000	0.999	-2.672E-16	-4.241E-16	100.000
Entertainment and Event Satisfaction (EES)					
41	1.000	0.997	-2.761E-16	-4.383E-16	100.000
42	1.000	0.997	-3.321E-16	-5.272E-16	100.000
43	1.000	0.989	-3.530E-16	-5.603E-16	100.000
44	1.000	0.990	-3.980E-16	-6.317E-16	100.000
45	1.000	0.991	-5.496E-16	-8.724E-16	100.000
46	1.000	0.993	-5.762E-16	-9.146E-16	100.000
47	1.000	1.000	-6.956E-16	-1.104E-15	100.000
Travel Experience Satisfaction (TES)					
48	1.000	1.000	-8.078E-16	-1.282E-15	100.000
49	1.000	0.989	-9.540E-16	-1.514E-15	100.000
50	1.000	0.990	-1.100E-15	-1.747E-15	100.000
51	1.000	0.978	-1.171E-15	-1.858E-15	100.000
52	1.000	0.989	-1.171E-15	-1.978E-15	100.000
53	1.000	0.995	-1.246E-15	-2.193E-15	100.000
54	1.000	0.973	-1.405E-15	-2.231E-15	100.000
55	1.000	0.994	-1.546E-15	-2.454E-15	100.000
56	1.000	0.983	-1.649E-15	-2.617E-15	100.000
Spiritual Satisfaction (SS)					
57	1.000	0.988	-1.934E-15	-3.070E-15	100.000
58	1.000	0.999	-2.000E-15	-3.175E-15	100.000
59	1.000	0.998	-2.219E-15	-3.522E-15	100.000
60	1.000	0.992	-2.308E-15	-3.664E-15	100.000
61	1.000	0.997	-2.572E-15	-4.083E-15	100.000

62	1.000	0.911	-2.956E-15	-4.693E-15	100.000
63	1.000	0.972	-4.165E-15	-6.610E-15	100.000

Perceived Value of Respondents from Experience at the Grove

The results of multiple regressions used in testing hypotheses are presented in Table 3. When all 25 predictors of factors that added value to customer experience were regressed with the dependent variable which is destination culture (distinct architecture) at a tolerance limit of 0.000, the model was found to be fit (Table 3). The overall strength of the relationship was strong and acceptable (R = 0.936). The percentage variance of customer value was explained by 87.70% of the variance of destination common service, entertainment and event satisfaction, travel environment satisfaction and spiritual satisfaction (which is higher than 50%), with F-value being significant at 0.00, thus, making the model very fit. This implies that the F-test determines whether the proposed relationship between the response variable, i.e., culture and the set of predictors, is statistically reliable and can be useful in predicting factors that added value to customer experience.

Table 3 shows that 13 predictors have positive relationships with destination culture, while 12 have negative relationships. The negative sign indicated that the variables are inversely related. Since 23 results out of the 25 variables are less than the critical value of 0.05, then these 23 variables predicted and added value to customer experience, while 2 variables - shopping experience and fertility for non-indigent women - did not adequately predict customer value.

From the 13 predictors that have positive relationships with tourist' value, 11 of them predicted tourists' value significantly: romance and experience with nature, getting away from everyday life, relaxation and freedom, satisfaction with climate conduciveness, satisfaction with a friendly host community, food satisfaction, staff always putting guests first, willingness to revisit destination, fertility for indigent women, blessings for adherents, and healings for people.

In the same vein, from the 12 predictors that have negative relationships with tourist' value, 10 predicted tourists' value significantly: lodging experience, events experience, experience of a new culture, being together with nice people, being entertained, satisfaction with environment cleanliness and neatness, satisfaction with a safe environment, protection of Osogbo people, and provision of water for surrounding people, sources of life.

The model for this study fits the data well because the gaps between the observed value for prediction and each of the expected values for prediction are close. This implies that those 11 positive and 10 negative variables that were significant were good enough to predict tourists' value. The overall strength of the relationships in this study which was high is a good measure of the strength of relationships between the model of this study and the dependent variable. The very high value of R^2 in the regression model also indicates that the variables that were significant can predict the value of customer experience with high precision and validity. According to the findings of Ekinci and Hosany (2006), these variables provide evidence for the predictive validity of customer value by destination culture. These variables have proved their place in making the sacred grove a competitive place as they had contributed to making visitors comfortable during their visits, and by so doing significantly impacted on the overall destination image of the grove. They further contributed to the high level of customer satisfaction with the resources provided for the visitor experience there.

The 11 constructs that positively predicted tourists' value with significance and the 10 variables that negatively predicted tourists' value of experience with significance can thus be said to have significantly added value to the expectation and experience of tourists at the Osun Osogbo Grove. This implies that tourists perceived having gained value for their money spent while on visit to the grove. As a result, tourists may want to return to the grove again in the future. Furthermore, the variables used have been recognized by many researchers as measures of perceived value of service quality that appeared to be the best predictor of tourist satisfaction (Lee et al., 2007; Al-Ababneh, 2013; and Bajs, 2015). Willingness to revisit a destination was a measure of the level of tourists' satisfaction with a heritage site, and this is supported by the finding of Cho et al., (2016). Satisfaction can be measured by attributes such as efficiency, service quality, and perceived value (Gallarza and Saura, 2006).

Table 3: Perceived Value of Respondents Experience at the Grove

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	6.570	1.170		5.615	0.000
H₁ – Destination Common Service (DCS) did not significantly add value to tourists' experience					
Shopping experience satisfaction	0.058	0.224	0.047	0.259	0.796
Lodging experience satisfaction	-5.864	0.783	-4.845	-7.490	0.000
Events experience satisfaction	-0.596	0.162	-0.577	-3.684	0.000
Tourism experience satisfaction	-0.266	0.123	-0.264	-2.153	0.032
H₂ – Entertainment and Event Satisfaction (EES) did not significantly add value to tourists' experience					
Experience of new culture	-1.115	0.321	-0.904	-3.471	0.001
Romance and new experience with nature	6.884	1.200	5.438	5.737	0.000
Getting away from everyday life	3.503	0.276	3.479	12.708	0.000
Relaxation and freedom	9.051	1.015	7.041	8.919	0.000
Being together with nice people	-10.711	1.391	-7.735	-7.701	0.000
Being entertained	-9.221	1.442	-6.637	-6.394	0.000
H₃ – Travel Experience Satisfaction (TES) did not significantly add value to tourists' experience					
satisfaction with environment cleanliness and neatness	-0.801	0.256	-0.448	-3.126	0.002

Climate conduciveness satisfaction	6.114	0.896	4.830	6.822	0.000
Friendly host community satisfaction	5.430	0.770	3.802	7.052	0.000
Safe environment satisfaction	-8.258	1.014	-8.429	-8.142	0.000
Food experience satisfaction	3.373	0.731	2.389	4.615	0.000
Staff always put guest first	1.406	0.421	1.036	3.335	0.001
Staff are friendly towards tourist	-1.262	0.487	-1.255	-2.590	0.010
Willingness to revisit destination	4.866	0.604	3.722	8.055	0.000

H$_4$ – Spiritual Satisfaction (SS) did not significantly add value to tourists' experience

Protection of Oshogbo people	-9.915	1.565	-6.640	-6.337	0.000
Provision of water for surrounding community	-9.145	0.803	-5.265	-11.387	0.000
Fertility for indigent women	8.820	0.949	5.800	9.295	0.000
Fertility for non-indigent women	0.559	0.288	.381	1.945	0.053
Blessings for adherents and others	5.532	0.908	2.992	6.092	0.000
Healings for people	1.089	0.101	.817	10.828	0.000
Sources of life	-0.557	0.070	-.517	-7.973	0.000

R = 0.936 R^2 0.877,   R^2 Adjusted = 0.863   Standard Error of the Estimate = 0.469   F-Value = 60.977 F-sig = 0.000

Conclusion

The findings of this study demonstrate that cultural heritage resources that attracted tourists the most to Osun Osogbo Sacred Grove include the undisturbed forest canopy, and diverse flora and fauna. For the destination environment, entertainment and culture as a factor, abundant history associating Osun Sacred Grove with the Osogbo people was significant in enhancing the destination image. For factor 3 – Destination common service – a wide variety of accommodation was significant in enhancing destination image. While for factor 4 – Price and value – reasonable commercial prices were significant in enhancing destination image. The history of Osogbo in relation to the Sacred Grove and the culture of Osogbo people in protecting forest canopy surrounding the Grove with the diverse flora and fauna is an age-old tradition embedded in the culture of the Osogbo. The history and culture of protection has gone a long way in keeping the grove intact and safe from destruction, thus enhancing the destination image of the Grove. Complimentary tourism products such as a wide variety of available accommodation and services at reasonable commercial prices were significant in enhancing the destination image of the Grove.

Findings regarding customer satisfaction with their experience at Osun Sacred Grove have revealed that events experience, being entertained, and environment cleanliness were the variables that added the most value to the experience sought at the grove.

None of the variables on spiritual satisfaction had an Eigenvalue close to 1, but all of them had higher loadings and were significant as a pointer to the spiritual potency of the Grove. Visitors were satisfied with the Grove as being a cultural haven for protecting the Osogbo people, for the provision of water, for fertility especially for indigent women, blessings for adherents, healings for people, and the Grove being a source of life for people. The impact of the spiritual variables as cultural attributes on tourism can never be underestimated. These cultural variables can therefore be used to strengthen the attractiveness and competitiveness of the Osun Sacred Grove. This can be achieved if a cohesive relationship is established between tourism and culture (with emphasis on spirituality) in the Grove so as to make the place more attractive and also increase the Grove's competitiveness as a place to visit.

A high premium should be placed on the potentialities of the 21 variables that significantly predicted customer value as they could be harnessed to further enhance the competitiveness of Osun Osogbo Sacred Grove. While the two variables - shopping experience satisfaction and fertility promise for non-indigent women - that did not adequately predict customer value should be improved upon by relevant authorities and stakeholders. Fertility for non-indigent women is a variable being associated with the beliefs of non-indigene women regarding their infertility, i.e., the spiritual blessing of the womb. That the variable did not predict customer value is a pointer to the relative disbelief of the women about the Grove's ability to stimulate fertility. Government agencies as stakeholders can play a role of supporting cultural heritage and thereby strengthening a destination's tourism appeal. They might introduce policies especially in the areas of marketing and promotion that will be attractive to visitors and will also be beneficial for residents.

The findings of this study adds to the knowledge base of researchers on heritage tourism, particularly on the construction of variables that enhance destination image competitiveness and also serve as a good predictor of tourist value.

Managers of Osun World Heritage Site should therefore strive to maintain the factors which are critical in adding values to tourists' experience at the site. Also, managers of the heritage site should devise means of coordinating the activities of business people around the heritage site so as to improve the services they render in such a way that tourists to the site will gain value when shopping. Also, the spirituality of fertility should be highlighted and adequately extended to non-indigent women so as to further encourage women from outside Osogbo town and its environs to visit the grove for the supposed spiritual blessing of the womb.

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Corresponding author: Bola Olusola Adeleke
Contact email: adelekeb@run.edu.ng