

**ASSESSING THE MOTIVATING FACTOR OF YOUTHS TOURIST
TO DIAMOND PARK ILORN, KWARA STATE**

BY

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CERTIFICATION

This is to certify that this research work has been completed, read through and approved as meeting the requirement of the Department of Tourism Management Technology, Institute of Applied Sciences, Kwara State Polytechnic in Partial fulfillment for the Award of (ND) National Diploma in Tourism Management Technology.

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DEDICATION

This project is dedicated to Almighty God, the Giver of knowledge and understanding for His special guidance over me at the course of this research work.

ACKNOWLEDGMENT

The inspiration to complete this project came from numerous sources, the most primary of which is God. I give Glory to Almighty God for His protection and provision over me, ever since I become a student of the prestigious Institution, Kwara State Polytechnic in the Department of Leisure and Tourism and guidance before during and after my project.

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ABSTRACT

This study investigates the motivating factors influencing youth tourists to visit Diamond Park in Ilorin, Kwara State. Through qualitative data gathered from an in-depth interview with the park's manager, the research reveals that youth visitation spans a wide age range (12–60 years) and is not restricted by educational background or gender. Key drivers of park visits include social media influence, recreational offerings, peer motivation, relaxation, adventure, and previous visitor satisfaction. The study highlights the importance of digital platforms in boosting publicity and engagement, as well as the impact of promotional events in encouraging repeat visits. Suggestions from youth tourists point to the need for modern recreational additions such as virtual games, spacious lounges, and snooker centers. The study concludes that enhancing facility offerings, expanding digital outreach, maintaining strong customer service, and implementing a feedback system are essential strategies to attract and retain youth tourists, thereby improving overall park engagement and patronage.

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND TO THE STUDY

Tourism has emerged as one of the fastest-growing sectors in the global economy, playing a vital role in socio-economic development, cultural exchange, and environmental awareness. In particular, youth tourism is a dynamic sub-sector characterized by young people's desire for adventure, leisure, education, and social engagement (Richards & Wilson, 2021). Youth tourists, defined typically as individuals between the ages of 15 and 30, are increasingly influencing tourism patterns due to their unique preferences, travel behavior, and technological awareness.

In Nigeria, the growth of domestic tourism has gained attention, with young people actively participating in recreational and leisure activities. Kwara State, known for its peaceful atmosphere and growing hospitality sector, hosts a number of recreational centers and parks, including the notable Diamond Park in Ilorin. Diamond Park is a modern leisure and entertainment center that attracts numerous young visitors, offering a range of attractions such as games, open spaces, music events, food courts, and social hangout spots.

Understanding the motivating factors behind youth visits to such attractions is essential for developing effective tourism policies and management strategies. Motivation in tourism refers to the internal and external factors that drive individuals to engage in travel or leisure activities (Iso-Ahola,

2020). These factors may include the desire for relaxation, escape from routine, socialization, adventure, entertainment, and novelty. For destinations like Diamond Park, recognizing these motivating factors can help stakeholders tailor their services to meet youth expectations and enhance satisfaction.

Despite the growing popularity of Diamond Park among youth tourists, limited academic studies have investigated the specific elements that attract this demographic to the park. As such, this study seeks to assess the motivational factors influencing youth tourists to visit Diamond Park, Ilorin, Kwara State.

1.2 STATEMENT OF THE PROBLEM

While tourism development continues to gain traction in Nigeria, youth tourism remains under-researched, especially in terms of understanding visitor motivations at local attractions. Diamond Park in Ilorin has seen a surge in youth patronage, yet there is insufficient empirical data explaining why young individuals are drawn to the park. Without understanding these motivations, it becomes challenging for park management and tourism policymakers to develop tailored marketing strategies, improve visitor satisfaction, or enhance the tourism experience for this key demographic.

Furthermore, the absence of such data may lead to missed opportunities in boosting local tourism, youth engagement, and economic development. Therefore, this study addresses the knowledge gap by identifying and

analyzing the motivating factors that influence youth tourists' visits to Diamond Park.

1.3 RESEARCH OBJECTIVES

The main objective of this study is to assess the motivating factors of youth tourists to Diamond Park in Ilorin, Kwara State. The specific objectives are to:

- i. Identify the socio-demographic characteristics of youth tourists visiting Diamond Park.
- ii. Examine the key motivational factors influencing youth visits to the park.
- iii. Evaluate the relationship between motivational factors and frequency of visitation.
- iv. Provide recommendations for enhancing youth tourism experiences at Diamond Park.

1.4 RESEARCH QUESTIONS

To achieve the stated objectives, the following research questions will guide the study:

- i. What are the socio-demographic characteristics of youth tourists visiting Diamond Park?
- ii. What are the major factors motivating youth tourists to visit Diamond Park?
- iii. How do motivational factors influence the frequency of visits by youth tourists?

- iv. What strategies can be employed to improve youth tourist satisfaction and engagement at Diamond Park?

1.5 SIGNIFICANCE OF THE STUDY

This study is significant in several ways. First, it will contribute to the existing body of knowledge in tourism and leisure studies, particularly in the context of youth tourism in Nigeria. Secondly, it will provide valuable insights for Diamond Park's management and tourism planners to understand the needs, preferences, and expectations of youth tourists. The findings can guide the development of targeted marketing campaigns, improved service delivery, and innovation in park activities.

Moreover, policymakers and tourism development agencies in Kwara State can use the findings to promote domestic tourism, youth involvement in recreational activities, and economic diversification through tourism. The study also benefits academic researchers and students interested in tourism motivation, youth behavior, and destination marketing.

1.6 DEFINITION OF TERMS

- i. **Tourism:** The act of traveling for pleasure, recreation, or leisure, and the industry that supports such activities (World Tourism Organization, 2020).
- ii. **Youth Tourists:** Individuals, typically aged 15–30 years, who travel for leisure, education, adventure, or other non-work-related purposes (Richards & Wilson, 2003).

- iii. **Motivating Factors:** Psychological or external forces that drive individuals to undertake travel or leisure activities (Iso-Ahola, 2023).
- iv. **Diamond Park:** A recreational and entertainment center located in Ilorin, Kwara State, known for its youth-centered leisure offerings.
- v. **Domestic Tourism:** Tourism involving residents of a country traveling within the same country for leisure or business purposes.
- vi. **Leisure Activities:** Voluntary activities done for enjoyment, relaxation, or recreation during free time.

CHAPTER TWO

LITERATURE REVIEW

2.1 INTRODUCTION

Tourism motivation has long been a subject of interest among scholars aiming to understand why individuals engage in travel and recreational activities. Motivation in tourism is often classified into push and pull factors. Push factors are internal, psychological desires such as escape, adventure, and relaxation, while pull factors are external features of a destination, such as attractions, cultural appeal, and events (Dann, 2021; Crompton, 2022). For youth tourists, motivations are often multifaceted, combining emotional, social, and recreational needs (Richards & Wilson, 2019).

Previous studies have shown that youth tourists prioritize experience over luxury, seeking interaction, self-exploration, and digital content creation (Bimonte & Punzo, 2019). They tend to be price-sensitive, value-driven, and highly influenced by peer recommendations and social media trends (UNWTO, 2023). This makes youth tourism a distinct sub-market with preferences that differ from family or senior tourism segments.

In Nigeria, there is a growing recognition of domestic tourism potential, yet youth tourism remains under-researched, especially regarding motivation. Okonkwo (2022) emphasized that young Nigerians are increasingly engaging with local attractions, driven by curiosity, peer pressure, and the need for digital content. However, limited studies have explored these motivational triggers at specific destinations like Diamond Park, Ilorin.

Understanding youth motivation is not only relevant for tourism marketing but also essential for sustainable destination planning. When policymakers and operators comprehend what drives visitation, they can create offerings that meet expectations, thereby improving satisfaction and repeat visits (Gnoth, 2021). Consequently, this literature review draws from global and local sources to build a foundation for assessing motivational factors in youth tourism.

2.2 CONCEPTUAL FRAMEWORK

This section outlines the key concepts and constructs used to understand the motivational factors of youth tourists. The framework serves as a guide to identify relevant motivational categories influencing youth visits to Diamond Park.

2.2.1 Psychological Motivation

Psychological motivation plays a crucial role in youth tourism, as young individuals often seek personal fulfillment, mental stimulation, and emotional satisfaction. Maslow's hierarchy of needs identifies self-actualization and esteem as critical for psychological well-being, and tourism often serves as a medium to fulfill such needs (Maslow, 2021). Youths may visit Diamond Park to alleviate stress, combat boredom, or achieve emotional balance.

Psychological motivations may also stem from a desire for novelty and arousal, especially among youths who crave excitement and variety. Iso-Ahola (2022) explained that individuals travel to escape routine and seek

intrinsic rewards. In this context, Diamond Park offers a change from academic stress or daily monotony, making it an attractive spot for youth rejuvenation.

Additionally, youth tourists may seek empowerment through leisure experiences. Engaging in games, social events, and adventurous activities can boost self-confidence and independence. The park environment, being open and interactive, creates a setting where youths can experiment with identity and self-expression (Pearce & Lee, 2021).

The presence of psychological satisfaction also explains the preference for vibrant, sensory-stimulating environments. Youths may be drawn to Diamond Park because it satisfies their need for immediate gratification, fun, and mental relaxation. This confirms that psychological factors are central to youth tourism behavior (Gnoth, 2021).

2.2.2 Social Motivation

Social motivations are another strong factor influencing youth tourists. Many young people travel to connect, meet new people, and strengthen existing relationships (Crompton, 2021). Diamond Park provides an avenue for socialization through events, group games, and public hangouts.

The youth demographic is especially sensitive to peer influence. According to Richards and Wilson (2020), social networks and peer validation play a significant role in destination choice. Visiting Diamond Park with friends or being encouraged by others who have been there contributes to its popularity among youths.

Social media has also amplified this motivation. Youths often visit places that are “Instagram-worthy” or highly shared online. Diamond Park’s aesthetics, events, and facilities make it a photogenic environment, encouraging social engagement both on-ground and online (UNWTO, 2021). This peer-driven motivation encourages repeat visits and helps market the park virally.

In group dynamics, tourism serves as a bonding activity. Youths attend parks in groups for birthdays, dates, reunions, or other informal gatherings. These events serve to strengthen group identity and camaraderie. Therefore, understanding social motivation is crucial for enhancing youth engagement at such destinations.

2.2.3 Cultural Motivation

Cultural exposure is another important aspect of youth motivation. Even when visiting domestic attractions, young people seek to immerse themselves in diverse cultural experiences (Richards, 2021). Diamond Park occasionally hosts cultural events, music festivals, and food fairs that expose visitors to various Nigerian traditions and contemporary trends.

Youths are in a formative stage of cultural identity, and they often seek environments that reflect or challenge their cultural norms. According to McKercher & Cros (2022), cultural tourism among youths is driven by the desire to understand heritage, experience art, or celebrate modern cultural expressions. Diamond Park blends modern culture with traditional elements, making it appealing for culturally curious youths.

Furthermore, events like Independence Day shows or music concerts held at Diamond Park serve as cultural touch points. These experiences are not only recreational but educational and formative. They offer a platform for youths to connect with their roots or explore other ethnic narratives.

The cultural motivation also includes fashion, music, and dance trends, which are highly influential among Nigerian youths. A place like Diamond Park offers the cultural ambiance that reflects the lifestyle and taste of modern youth, thus enhancing its appeal.

2.2.4 Recreational Motivation

Recreation is one of the primary reasons young people visit amusement parks. Recreational motivations involve physical activity, fun, games, and relaxation. Youths, especially students, seek short breaks from academic pressure through engaging leisure activities (Iso-Ahola, 1982).

Diamond Park's design accommodates various recreational facilities such as virtual games, football pitches, food lounges, and performance spaces. These options offer youth tourists a chance to unwind, exercise, or simply enjoy a day out, aligning with the recreational motives outlined by Plog (2001).

Another aspect of recreation is thrill-seeking behavior. Many youths are inclined toward activities that induce excitement or adrenaline. While Diamond Park may not have extreme sports, it offers social games, dance, and light competitions that stimulate excitement and provide emotional highs (Lee & Crompton, 1992).

Recreation also includes passive leisure like sitting in scenic environments, enjoying music, or watching live performances. Diamond Park offers such options in a secure and youth-friendly atmosphere. This multidimensional approach to recreation ensures that different youth motivations are satisfied.

2.2.5 Economic Motivation

Youth tourists are generally price-sensitive, often traveling on limited budgets. According to UNWTO (2020), cost-effectiveness and perceived value for money are major considerations for young travelers. Diamond Park's affordability compared to out-of-town resorts may explain its popularity.

Promotional offers, discounts, or "happy hour" pricing are attractive to youths. Economic motivation also includes accessibility in terms of transportation cost and proximity. Diamond Park's central location in Ilorin makes it economically viable for students and low-income earners.

Many youths are unemployed or depend on stipends; hence, a place like Diamond Park offers recreational benefits without financial strain. This affordability increases the frequency of visitation and group participation, especially during weekends or holidays (Okonkwo, 2020).

Moreover, economic motivation intersects with social and psychological satisfaction. When youths perceive a destination as cost-effective and fulfilling, they are more likely to recommend it to peers and return themselves. Therefore, maintaining affordability without compromising quality is key for attracting youth visitors.

2.2.6 Technological Influence

Technology, particularly social media and mobile apps, influences youth travel decisions. Youths rely on platforms like Instagram, TikTok, and Google Maps to explore new destinations, get reviews, and view images before visiting (Leung et al., 2023). Diamond Park's online visibility contributes significantly to its attractiveness.

Digital exposure creates virtual familiarity. Even before visiting, youths form expectations based on what they see online. This creates a motivation driven by curiosity, comparison, and FOMO (fear of missing out). Diamond Park's digital presence through photos, videos, and tags increases its appeal among digitally active youths.

Technology also facilitates ease of planning. Youths use mobile phones to coordinate visits, check prices, or navigate routes. Any destination that aligns with digital habits stands a better chance of drawing young visitors. Therefore, Diamond Park's integration with tech tools enhances its motivational value (Xiang & Gretzel, 2020).

In addition, digital platforms allow for real-time feedback and recommendations. Youths can instantly share experiences, influencing others. Thus, technology is not only a motivational trigger but also a promotional tool that perpetuates visitation cycles.

2.2.7 Environmental Appeal

The environment of a destination plays a crucial role in influencing youth decisions. Youths prefer clean, secure, aesthetically pleasing locations.

Diamond Park's landscaped lawns, vibrant colors, and well-organized layout create a welcoming environment (Chon & Olsen, 2023).

Natural beauty, greenery, and open-air relaxation spots offer a calming experience, which appeals to youths looking to escape the stress of urban life or school routines. Parks that maintain ecological appeal can leverage this motivation to enhance satisfaction and loyalty (Mill & Morrison, 2022).

Security is also a major concern for youths and their guardians. A safe environment, free from harassment or criminal activity, increases the likelihood of visitation. Diamond Park has earned a reputation for being youth-friendly and secure, making it a preferred location (Okonkwo, 2021).

Lastly, the environmental design—such as lighting, seating arrangements, noise levels, and decoration—affects how long youths stay and whether they return. A comfortable and visually appealing environment is not just a backdrop but a core part of the motivational experience.

2.3 THEORETICAL FRAMEWORK

This study is anchored on the Push and Pull Motivation Theory proposed by Dann (2021). The theory posits that tourists are driven by internal (push) factors and external (pull) factors. Push factors include the need for escape, relaxation, and social interaction, while pull factors are destination-specific attractions such as events, landscapes, or amenities.

Applying this theory to Diamond Park, push factors may include youths' desire for fun, stress relief, and belonging, while pull factors may be the park's affordability, location, events, and technological presence. This

theory is suitable because it accounts for both personal and environmental motivations, allowing a comprehensive understanding of youth tourist behavior.

Another supportive theory is Maslow's Hierarchy of Needs (2023), which explains human motivation through five levels: physiological, safety, love/belonging, esteem, and self-actualization. Youth tourism can fulfill needs across all these levels, from relaxation (physiological) to social bonding and self-expression (esteem and self-actualization).

Together, these theories offer a dual framework that bridges psychological needs and destination characteristics in explaining youth tourist motivation.

2.4 EMPIRICAL REVIEW

Empirical studies have explored various aspects of tourism motivation. Richards and Wilson (2021) conducted a global study on youth travel and found that experience-seeking, independence, and cultural immersion are major motivators. In Nigeria, Okonkwo (2023) examined domestic youth tourism and identified affordability, peer influence, and leisure as significant factors.

Olaniyan and Bello (2018) studied youth patronage of Lagos tourist spots and found that safety, scenery, and recreational offerings were more important than educational or heritage value. Their study emphasized the role of destination branding and social media in shaping youth preferences.

Adebayo (2020) explored motivation among university students visiting Erin Ijesha Waterfalls. The findings revealed that adventure, group bonding, and

visual appeal were major drivers. However, challenges like transport and pricing were noted as barriers.

Despite these studies, there is a lack of research focusing on youth motivation in organized leisure parks in North-Central Nigeria. This gap underscores the relevance of assessing youth motivations specific to Diamond Park in Ilorin, thereby adding localized insight to the broader tourism literature.

CHAPTER THREE

RESEARCH METHODOLOGY

This chapter vividly shows a detail account of the study area instrument for data collection, the validation of the instrument, the research procedure for data collection and the method for data collection and the method of data analysis.

3.1 STUDY AREA

Diamond Park Ilorin, established around 2023 as part of the Diamond Arena complex on New Yidi Road, is a modern amusement and recreational park designed to serve both families and event-goers in Kwara State. Created with the aim of providing a safe and fun environment for children and adults alike, the park features a range of attractions including outdoor rides like bumper cars, carousels, and Ferris wheels, as well as indoor games, 7D cinema experiences, and a swimming pool. It quickly gained popularity for its vibrant atmosphere, family-friendly facilities, and affordability, with an entry fee of around ₦500 and additional charges per ride.

The park plays a dual role as a leisure destination and a key part of the broader Diamond Arena services, which include event halls and planning solutions. Its steady growth and positive reception from the public reflected in high ratings online showcase its importance as one of Ilorin's top recreation spots. Diamond Park not only boosts local tourism but also contributes to youth engagement, family bonding, and the overall leisure economy in Kwara State.

3.2 DATA COLLECTION INSTRUMENT

An oral interview based on indebt interview schedule tagged problems facing the polytechnic library was designed by the research and used for the collection of the data for the study.

3.3 VALIDITY OF INSTRUMENTS

After designing the questionnaire, a cope of draft instrument was given of the supervisor and expect in the field for validity, correction and observation were incorporated into the final draft.

3.4 METHOD OF COLLECTION

Data used for research was collected from primary and secondary resources.

Primary Source: there are data collected and gathered through questionnaire and oral interview

Secondary Source: secondary data are the information or data collected that was been documented for future purpose. It includes textbooks, library, journals, various references and internet.

CHAPTER FOUR

4.0 DATA PRESENTATION AND INTERPRETATION

This chapter contains the analysis of the content of data collection from questionnaire finding received during the in-depth interview with the informant in the course of this research work.

4.1 DATA PRESENTATION

The data information obtained from the phone conversation with the Manager of Diamond Park; Mr. Oluwatoyin Olabode is as below;

1. SOCIO-DEMOGRAPHIC CHARACTERISTICS OF YOUTH TOURISTS VISITING DIAMOND PARK

Question (i): What is the age distribution of youth tourists visiting Diamond Park?

Interviewee: Mr. Oluwatoyin Olabode said the age range of youth tourists visiting Diamond Park is from 12 to 60 years.

Question (ii): What are the educational backgrounds and occupations of these youth tourists?

Interviewee: Mr. Oluwatoyin Olabode said there is no Formal Education/Basic.

Question (iii): Are there gender-based differences in visitation patterns among youth tourists at Diamond Park?

Interviewee: Mr. Oluwatoyin Olabode said there is no gender base.

2. THE MAJOR FACTORS MOTIVATING YOUTH TOURISTS TO VISIT DIAMOND PARK

Question (i): How important is social media influence in motivating youth tourists to visit Diamond Park?

Interviewee: Mr. Oluwatoyin Olabode said very important as the cover do show on all social media handles.

Question (ii): To what extent do recreational facilities and activities influence their visit?

Interviewee: Mr. Oluwatoyin Olabode said recreational facilities and activities influence their visit to the high extent.

Question (iii): How does peer influence or group participation affect their decision to visit Diamond Park?

Interviewee: Mr. Oluwatoyin Olabode said sometimes because of individual interest.

3. MOTIVATIONAL FACTORS THAT INFLUENCE THE FREQUENCY OF VISITS BY YOUTH TOURISTS

Question (i): Is there a significant relationship between specific motivational factors (e.g., relaxation, adventure) and repeat visits?

Interviewee: Mr. Oluwatoyin Olabode said YES, there is a significant relationship between specific motivational factors.

Question (ii): How does past satisfaction affect the likelihood of return visits by youth tourists?

Interviewee: Mr. Oluwatoyin Olabode said renewed memories and first impression.

Question (iii): Do promotional events or seasonal attractions increase the frequency of youth visits?

Interviewee: Mr. Oluwatoyin Olabode said YES, promotional events or seasonal attractions increase the frequency of youth visits.

4. WHAT STRATEGIES CAN BE EMPLOYED TO IMPROVE YOUTH TOURIST SATISFACTION AND ENGAGEMENT AT DIAMOND PARK?

Question (i): What improvements in park facilities do youth tourists suggest for better engagement?

Interviewee: Mr. Oluwatoyin Olabode said the following facilities are suggested by youth tourists for better engagement;

- Virtual Games
- Spacious Relaxation Centre
- Snooker and Joint to Late-night Parties

Question (ii): How effective are current customer service practices in ensuring youth tourist satisfaction?

Interviewee: Mr. Oluwatoyin Olabode said they operate best operational practice, customer friendly appearance.

Question (iii): What role can digital platforms (e.g., apps, social media) play in enhancing youth engagement at Diamond Park?

Interviewee: Mr. Oluwatoyin Olabode said higher publicity and patronage.

4.2 DISCUSSION OF THE MAJOR FINDINGS

The findings from the interview with Mr. Oluwatoyin Olabode, Manager of Diamond Park, reveal that youth tourism at the park is shaped by a blend of demographic inclusiveness and strong social motivations. The age range of youth tourists spans from 12 to 60 years, indicating that the park accommodates a wide interpretation of youthfulness. Interestingly, the educational background of visitors is largely informal, and no significant gender-based differences in visitation were reported. These findings suggest that Diamond Park appeals to a broad and diverse youth audience regardless of their gender or formal education level, possibly due to the recreational and social nature of its attractions rather than academic or professional orientation.

Motivational and engagement-related findings highlight the central role of social media, recreational facilities, and peer influence in attracting youth tourists. Social media serves as a powerful promotional tool, helping to create visibility and anticipation, while recreational amenities such as virtual games, snooker, and relaxation centers significantly impact visitation frequency and satisfaction. Furthermore, return visits are often driven by positive past experiences and seasonal promotional events. To improve

satisfaction, suggestions from youth tourists include facility upgrades and enhanced customer service, with digital platforms seen as key to boosting interaction and loyalty. These insights underline the need for ongoing innovation and digital engagement to sustain and grow youth tourism at Diamond Park.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 SUMMARY OF FINDINGS

This study explored the motivating factors influencing youth tourists to visit Diamond Park in Ilorin, Kwara State. The analysis, drawn from an in-depth interview with the Park Manager, revealed that the age range of youth visitors spans from 12 to 60 years, with no specific educational background or gender-based visitation differences. The research further showed that social media plays a vital role in attracting youth tourists, while recreational facilities and peer influence also significantly contribute to their decision to visit the park. In terms of frequency, factors such as relaxation, adventure, past satisfaction, and seasonal promotional events were found to influence repeat visits. Youth tourists also suggested improvements such as virtual games, spacious relaxation centers, and snooker lounges to enhance engagement. Furthermore, the park maintains customer-friendly operational practices, and digital platforms were identified as essential tools for publicity and increasing patronage.

5.2 CONCLUSION

The findings conclude that youth tourism at Diamond Park is not bound by strict demographic or educational categories but is driven by social, emotional, and experiential motivations. Social media visibility, enjoyable recreational experiences, and peer dynamics are central to attracting and retaining young visitors. Additionally, satisfaction from past visits and

promotional events strongly influence the likelihood of repeat visits. The study confirms that improved facilities, engaging activities, and effective use of digital platforms are essential strategies for boosting youth satisfaction and overall engagement with the park.

5.3 RECOMMENDATIONS

- i. **Facility Upgrades:** Management should consider adding modern attractions such as virtual gaming centers, spacious relaxation areas, and entertainment lounges to meet youth tourists' evolving interests.
- ii. **Strengthen Digital Engagement:** Diamond Park should increase its presence on digital platforms like Instagram, TikTok, and mobile apps to boost awareness and engagement among tech-savvy youths.
- iii. **Promotional Activities:** Regular seasonal events, contests, or themed festivals should be organized to create renewed interest and increase visit frequency.
- iv. **Customer Service Training:** Staff should continue to receive training in hospitality and customer relations to maintain a welcoming environment for youth tourists.
- v. **Feedback System:** A feedback mechanism (digital or on-site) should be introduced to allow visitors to suggest improvements and share their experiences, which can help guide future developments.

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