

ASSESSMENT OF THE IMPLICATION OF TOURISM ON HOST COMMUNITY OF ELEGUSHI BEACH, LAGOS STATE

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Abstract

This study evaluated the influence of tourism on the socio-economic development of lives of people in the host communities of Elegushi Beach, Lagos State, Nigeria. Socio-economic impact of tourism are basically the consequences of either the development of the tourism industry or the presence of tourists in the destination. These impacts occur as a result of interaction between the host and the tourists. This study identified the various attractions in the destination, evaluated the ways the destination affected the social lives of the host communities and determined how the impact affected the sustainability of local social lives of the host communities. Data for this research was generated using qualitative and quantitative techniques. Simple frequency percentages, tables, charts, graphs were used for the study. The findings of the analysis proved that tourism development had significant effect on the social lives of the host communities and the sustainability of the socio-economic lives of the host communities. The study recommended public-private participation in tourism development to ensure the sustainability of tourism in the community.

Keywords: Cultural Values, Tourism, Sustainability, Socio-Economic, Elegushi, Lagos State.

Introduction

The desire to develop the Nigerian tourism sector to a regionally competitive level by the Federal and other similarly persuaded states, like Lagos, has been a major policy towards which steps are being taken, with differing degrees of commitment and directional clarity. The passion towards the realization of tourism advancement in this respect is premised upon the anticipated benefits of the sector to Nigeria; two of which are clearly evident. First, tourism promises to widen the utilitarian value as well as enhance the effective demand made on the abundant natural and cultural assets that are presently underutilized, given the expansion in the streams of tourists that would be attracted by them. Second, tourism being a labour-intensive sector offers a great potential to address much of Nigeria's present and future employment challenges, given the size of her population and expected future growth.

It is in this context, that the Nigerian government commissioned its Tourism Master Plan for the development of Tourism in Nigeria in 2006. Among others, that Tourism Master Plan (TMP) observed a number of critical challenges facing tourism development that must be addressed with varying degrees of urgency. One of such problems was the poor level of domestic propensity for local destination patronage, as well as the marginal knowledge of the worth of the Nigerian tourism market internationally. Since the publicity of this Master Plan, governments have taken a

number of steps to address its recommendations. The nature of responses and the degree of their intensity have varied. Essentially, responses on infrastructural provision and overhaul, as well as on national image-rebranding and marketing overseas have received much attention. In spite of all the efforts so far, the need as well as the strategy to influence the population towards a tourism-oriented leisure consumption habit locally, is yet to be seriously addressed which is why this study is undertaken.

Tourism is vital for many countries, due to the large intake of money for businesses with their goods and services and the opportunity for employment in the service industries associated with tourism. These service industries include transportation services such as cruise ships and taxis, accommodation such as hotels and entertainment venues, and other hospitality industry services such as resorts.

Elegushi in Lagos has a wide range of tourist activities to offer. It is a coastal location and the main attraction for the tourists is the long beaches and the marine activities. Apart from this, the other attractions are the historical monuments, exciting trips to the tropical forests, exploring the wildlife, art and culture and the lifestyle of the community. The traditions and culture of the people of Elegushi represent the simplicity in the lifestyle of the dwellers. The handicrafts and sculptures; the hotels and other accommodation facilities represent the warm hospitality as well as the calm and peaceful environment which enhances the beauty of the Elegushi community.

In a developing economy, people are able to experience tourism when they have discretionary income (i.e. money to spend on non-essentials) time off from work or other responsibilities; leisure time, tourism infrastructure, such as transport and accommodation.

The socio-economic benefits of tourism site to the host community cannot be underestimated. This can be seen in the establishment of community based conservation and participation whereby the money generated from the site is used to develop the local community. Also, the boundary between the tourism industry and the host community is now bridged making it possible for tourism to fit into the community and share in its benefits. The management and ownership of most tourism services is now being given to the host to pave way for active participation and sense of belonging of everybody around the community (Ritchie & Inkari, 2006; Ofuani, 2012).

Literature Review and Theoretical Framework

As Wag et al (2008) said tourism takes place in an environment which is made up of both human and natural features. The human environment comprises economic, social and cultural factors and processes; while the natural environment is made up of plants and animals in their habitat. It is possible to make a distinction between the human environment and the natural environment and this is particularly useful when discussing the impacts of tourism. However, it is important to note that in a real setting, the human and the natural environments are interwoven and human activity is both affected by and have effects on the natural environment. Wag and Pfister (2008) also explained tourism as a significant form of human activity, which can have major impacts. These impacts are very visible in the destination areas where tourists interact with the local economy, culture and society. Hence, this study consider the impact of tourism with regards to its socio-economic impacts on the host-community.

Additionally, William et al. (2001) and Adejumo (2002) argued that tourism may provide a vehicle or conduit for translating the values that others hold for a natural area into benefits for those who live in or near to it. They cautioned, however, that tourism itself imposes problems and costs of its own to the natural resources and the host society to an extent which may outweigh potential

development benefits. Also, as Adefuye, et al (1987) explained, tourism is a complex socio-economic phenomenon based on the growing needs of modern society for recreation and leisure. It also offers opportunities for education and a course of sweeping changes in modern societies with far reaching consequences for both developed and developing economies. Again, uncontrolled tourism development may lead to the degradation of cultural and natural heritage and ultimately eroding the potential for sustaining tourism. There are variations of tourist attraction sites and these tourism destinations have an impact directly or indirectly on the people. As Brunt & Courtney (1999) postulated that the most striking tourist attraction are natural resources, historical antiquities, and the varied cultural inheritance of a people is a latent potential attraction. Culture in this sense includes their music, dance, drama, literature, traditional customs on marriage, death, naming, circumcision, inheritance, sports, handicrafts, etc.

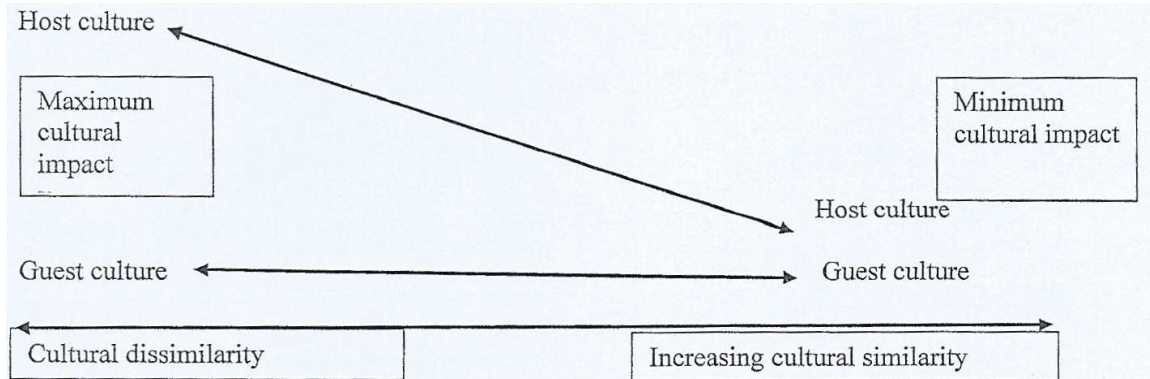
Tourism is the most sensitive industry which among a miscellany of factors is most sensitive to political, economic, social and environmental situations. Some have short lived impacts while other impacts have long term trends be it negative and positive. Dieke (2008) indicated that the impacts of tourism are multidimensional, economic, social, environmental, direct and indirect, positive or negative. According to Ludwig (2016), Mathieson & Wall, A. (2018), Lee et al (2017), tourism may affect demographic characteristics, social structures and relation to economic activities and social values and attitudes, cultures and life styles, as well as land use, environmental resources, natural ecosystems and cultural heritage. Tourism is one of the fastest growing economies which have led to expansion and development in various parts of the world such as Dubai, Rio de Janeiro, China (Sharpley, & Akis, 2019, Wall, 2006, Lankford, & Crompton, 2014, Jimoh, 2011).

This research seeks to understand the problems and prospects in order to fill the gap in knowledge associated with growth and development in Elegushi Beach community as a result of tourism and it will also place a significant emphasis on the socio-economic impacts tourism has fostered. Also, gaining proper insights into whether the host community will support or discard further tourism expansions. Indeed, Wall, (2006), Fredline, Decry and Jao. (2002) argued that the importance of identifying socio-economic impacts caused by tourism development is crucial for the industry, government tourism department and agencies to understand how individuals within a host community overall perceive the benefits and disadvantages of tourism. As many previous researchers, have noted (Fakiyesi, 2008, Gjerald, 2015, Faulkner, & Tideswell 2019), the influence of tourism has often been neglected in developing world context and it is therefore imperative to gain further insights into these processes.

One will agree that tourism whether on a large scale or low scale, in no small measure affects the host community. This is particularly evident during the period of the events and sometimes afterwards (Sharpley & Akis (2019). Mathieson & Wall (2018) and Ludwig (2016) concluded that tourism is an economic sector which is able to offer a significant contribution to the economic growth of a region and to the labor market and create occupation opportunities directly and indirectly through the supply of goods and necessary services for tourist activities. Moreover, Lankford & Crompton (2014, Gjerald (2015) posited that tourism produces social benefits to the region (i.e. small and medium-sized enterprises' development, creation of new jobs, improvement of infrastructure etc.).

However, variables which contribute to host perception of tourism can be grouped as; extrinsic and intrinsic. Extrinsic factors describe factors that affect the community at a broader level such as the pace of tourism development, type of tourism, cultural differences between host and guest and the tourist-host ratio. Intrinsic factors relate and describes more specifically to the people

such as their demographic structure, employment in the tourism industry and proximity of residence to tourism areas. Wall (2006) declares that cultural similarity or dissimilarity is one of the major factors in shaping socio-cultural impacts. Impacts tend to be greater where the host and guest relationship is both culturally and geographically distant. Where the tourist and the host are culturally similar, the socio-cultural impacts will be limited (see Fig. 1).



Source: Mathieson & Wall (2006)

Fig. 1: Host-Guest Relationship

This theory propounds that a quality relationship between the host and guest which is characterized by high level of trust and commitment is the major determinant of guest loyalty and host acceptance. Therefore, the relationship between host and guest establishes a sense of ambivalent hostility and friendship which gives room for spatial interactions in peace and harmony. The relationship between the host and guest should be symbiotic and mutual.

The major reason why tourists continue to return to a given destination is that they have established a relationship with the locals, and friendship has developed. Increasingly, they become integrated with the local community even if for a short time. It might be said that they are part of but not from the host community.

Economic impact studies have tended to emphasize the benefits that accrue to a destination area and to disregard the costs (Fredline et al., 2002; Sharpley & Akis 2019; Faulkner & Tideswell 2019). There are two main reasons for this. First, many of the benefits, such as increased income and employment, are tangible and comparatively easy to measure, while many of the costs, such as noise, congestion, and pollution, are relatively intangible and difficult to measure in economic terms. Second, economic impact studies are frequently commissioned by tourism advocates to engender support for tourism. Dieke (2008), Jimoh (2011), Sharpley & Akis (2019) and Ofuani (2012) cautioned, however, that although many such studies are conducted with enthusiasm to make the economic case as strong as possible, they are methodologically flawed. Given their invariably positive results, economic impact studies tend to generate optimism regarding the potential of tourism among decision-makers and community residents.

Study Area

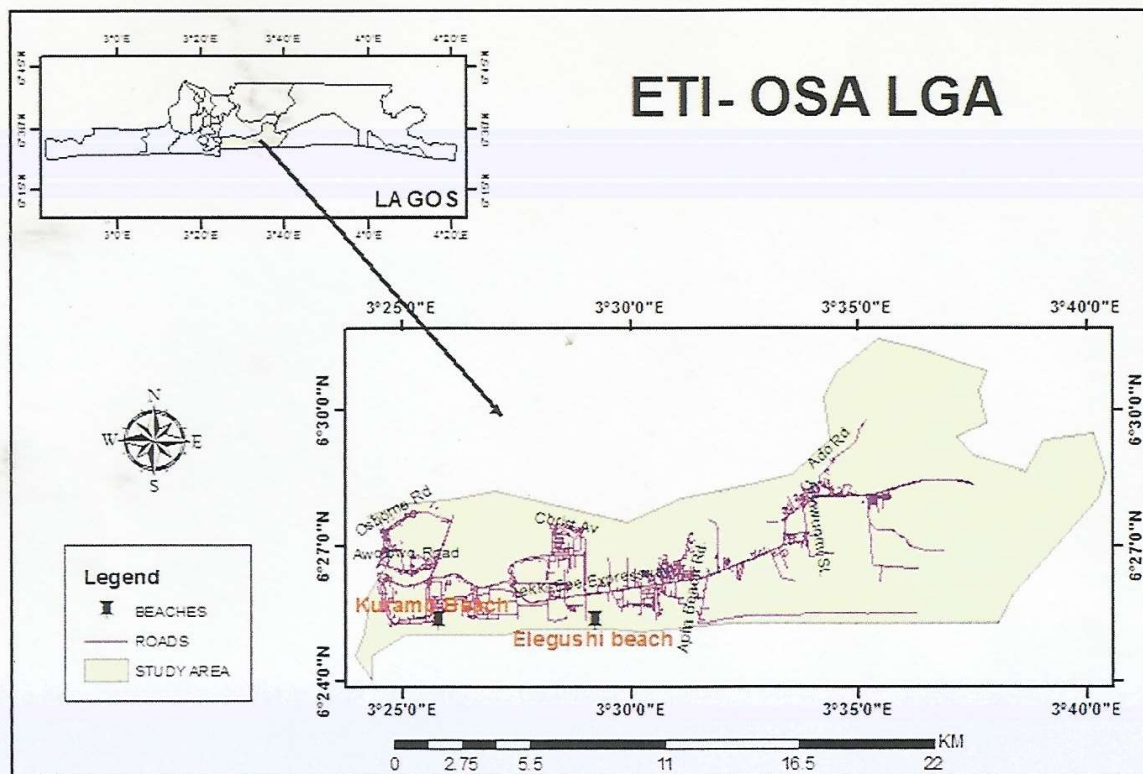
Lagos, the former capital of Nigeria, lies in south western Nigeria, on the Atlantic coast in the Gulf of Guinea (Figure 1). The history of Lagos is rich and eventful. The Yoruba indigenes occupied a site known as 'Eko' which encompasses present day Lagos. This was later identified as Lagos in 1472, by the Portuguese explorer called Rui de Sequeira (Adefuye et al, 1987). Today, both names are used interchangeably, which is indicative of its kaleidoscopic nature, its resilience and spirit of the city.

The city's history can be traced through the centuries from a colonial trading outpost, to the first capital of an amalgamated Nigeria, to its status today as the commercial and financial nerve centre of the nation.

The city's metamorphosis into a megalopolis brought with its new challenges and opportunities that make present day Lagos one of the most unique and fastest urban conurbations in the world (Wag, 2008).

Lagos State in its rich multifaceted history, socio-economic, socio-cultural differentials houses the Ikate kingdom. The Ikate kingdom houses Elegushi beach and is sandwiched between the middle part of the Lagos lagoon and the shore of the Atlantic Ocean. Ikate kingdom forms a rectangle of about ten square kilometers of the sand pit interspersed with mangrove swamps which characterized the area. This fact made land communication very difficult in the area until a long stretch of road was constructed to carry land vehicular traffic from across the five-cowrie creek bridge through to Epe. Hence, footpaths and cycle tracks were the only means of communication until 1983 when the Maroko-Eti-Osa-Epe express-way was constructed (Adefuye, et al (1987).

The villages are Badore, Lamgbasa, Ado, Ajah, Ikota, Ajiran, Ikate and Moba. Jimoh (2011) posited that the physical difficulties and inaccessibility of communication with the area apparently drove many of the indigenes to settle on Lagos Island proper, leaving behind scanty population to engage in rural and agricultural pursuits to serve the larger economy of Lagos.



Source: <https://en.m.wikipedia.org>, 2022.

Fig. 1: Study Area

Figure 1 shows Elegushi as a part of the islands in Eti-Osa Local Government Area of Lagos State, Nigeria. The Elegushi Beach is a private beach owned by the Elegushi Royal family, located at Lekki,

Lagos State, south west of Nigeria. The traditional economic activities in the area is mainly fishing. However, the younger generation of indigenes and non-indigenes are involved in creating hospitality environment for tourists who are in need. There are playgrounds, restaurants, bars, video hubs, street-foods shacks, regular live music, high-end nightclubs, as well as nearby Lekki Conservation Centre made up of a vast preserve home to birdlife and nature trails available to the tourists.

Adefuye et al (1987) asserted that the people of Ikate area of Lagos originally were involved in fishing, palm oil processing, and also engaged in a little farming; producing cassava, palm kernels and garri, which were sold at daily markets in Lagos in exchange for tobacco, pipe, twine, thread, gin, rum and provisions.

Research Methods

Primary sources of data for the study included interviews with elderly indigenes for historical eyewitness account, results from check-list, pieces of creative writing and the information received from questionnaire. Questionnaire was made up of a five-point Likert rating scale namely: Strongly agree (SA), Agree (A), Undecided (UN), Disagree (D), Strongly disagree (SD). This gave room for the raw data to be systematically scrutinized for validity and reliability in order to eliminate or at least minimize errors, omissions, as well as other discrepancies that may be capable of compromising sound judgment. The basic rationale for choosing residents of Elegushi is that it is one of those communities that have different social norms and economic values accompanied with regular visitations by tourists and fun seekers. The residents are in a position to determine the social impacts of tourists' exploration, and interactions in their everyday life.

The researcher adopted stratified random sampling procedure where samples were picked from both the males and females in the study area through the use of table of random numbers on the register of the beach operators to ensure high reliability of sample, high degree of representativeness and for generalization of research findings. The questionnaire were self-administered to all the residents met at their respective households at Elegushi beach community. Also, some respondents were interviewed at their various work places and shops within the study area for ten days. The researcher designed and produced a total of 250 questionnaire which were distributed. However, 223 (89.2%) were completely filled and retrieved from the respondents. For the purposes of this study, the secondary data that the researcher relied on included various literature on the topic under research, research reports, journals, periodicals and other publications with relevant information for this study. The entire data set are presented in tables and simple percentages and are used to elucidate the implication of tourism on host community.

Results and Discussion

Table 1: Combined Distribution of Important Tourists' Sites at Elegushi Beach

Tourists' Interest	Frequency	Percent
Beach	43	19.3
Beach, fishing market, recreational activities, outdoor games	11	4.9
Beach, hotels, outdoor games	8	3.6
Beach, hotels, palace, fish marketing	10	4.5
Beach, hotels, palace, outdoor games	8	3.6
Beach, hotels, palace, recreational activities, outdoor games	15	6.7
Beach, hotels, palace, restaurants	9	4.0
Beach, hotels, palace, restaurants, fish markets, hair dressing saloon	6	2.7
Beach, hotels, palace, restaurants, fishing -markets, recreational activities, outdoor games	8	3.6
Beach, hotels, palace, restaurants, recreational activities	8	3.6
Beach, hotels, recreational activities	9	4.0
Beach, hotels, restaurants	4	1.8
Beach, hotels, restaurants, fishing market	15	6.7
Beach, hotels, restaurants, fishing markets, recreational activities	6	2.7
Beach, hotels, restaurants, outdoor games	10	4.5
Beach, hotels, restaurants ,recreational activities	11	4.9
Beach, hotels, restaurants, recreational activities ,outdoor games	10	4.5
Beach, outdoor games, craft making	9	4.0
Beach, palace, furniture houses	7	3.1
Beach, palace, fishing markets, recreational activities	8	3.6
Beach, palace, fish markets, recreational activities, outdoor games	8	3.6
Total	223	100

Source: Fieldwork, 2022.

As expected, the study showed that the most prominent tourists' interest was the "beach" with 19.3% (Table 1). The implication is that other tourism (leisure), social and economic activities were thereafter attracted to Elegushi community.

The restaurants and bars with 6.7%, were relaxation points for tourists or visitors. Drinks and foods were sold there for tourists' consumption. These places also serve as places for clubbing/partying, hangouts and get together. Tourists which range from students, working class and elderly most times organize all kinds of parties, shows, concerts, carnivals and other activities

as shown in Plates 1, 2 and 3 . Some of the restaurants and bars identified included: Dan&Ben Bar and Lounge, 100% premium bar, Atlantic white bar, The Deck, Voodoo Lounge, Eleven Seventy-one, Vertigo Bar and Lounge, Dc Ark, Eden bar.



Plate1: 100% Premium Bar at Elégushi beach

Source: Fieldwork, 2022



Plate 2: Horse Riding at the Elegushi Beach

Source: Fieldwork, 2022



Plate 3: Tourism activities at Elegushi Beach

Source: Fieldwork, 2022

Conclusion and Recommendations

The study has shown that the major tourist attraction is the beach which is serving as a socio-economic caliphate for growth and development in the host community, as well as restaurants, bars, recreational and outdoor activities such as horse riding (Plate 2), and having 3.6%. Attempt should therefore be made to provide more horse riding facilities in the beach.

The human environment comprises economic, social and cultural phenomena and processes. Tourism in Elegushi community is a significant form of human activities with 6.7%, 4.9% and 4.5% for restaurants, fishing market, hotels and palace respectively that have major socio-economic impacts. These impacts are visible in Elegushi area where tourists interact with the host environment, leaving off socio-economic landmarks which could be positive or negative.

The study reveals that the presence of the beach (19.3%) has contributed to the social lives of the host community; some of which are positive impact such as creating more employment opportunities, improved general infrastructure, and improved quality of life. On the other hand, the negative impact can be seen in their social lives as cultural aesthetics are degrading. Also, some people engage in prostitution and other crime related activities. These negative impacts are capable of threatening the survival of tourism destination to Elegushi Beach. The study recommends the provision of law enforcement agencies to curb such social ills. The study also discovered that as a result of spatial interactions between tourists and host community, there has been some level of social and economic transformation to the immediate host community.

From these findings, it is very evident that Elegushi Beach Resort stands as a gateway to growth and development. Also, acting as a strategic backbone for various kinds of development to the local community.

Tourism stakeholders should create awareness programmes on the social and economic impacts of tourism in Elegushi. This will help host community in the protection of traditional values and prevent the erosion of their cultural heritage.

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