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**THE ECONOMIC IMPORTANCE OF TOURISM IN DE-  
VELOPING COUNTRIES**

**Case study: Lagos, Nigeria.**

**Thesis**

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**ABSTRACT**

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<b>Supervisor</b> <b>Katarina Broman</b>  <p>Africa is blessed with natural resources, such as natural flowing water, beach and safari wild life which makes Africa a great continent. There are numerous countries in Africa with beautiful tourist attraction which can compete with what is achieved in rest part of the world.</p> <p>Nigeria has abundant tourism components that could make her the leading tourism provider in Africa. There are numerous attractions ranging from places of natural beauty to cultural and historical heritage.</p> <p>The aim of the research was to assess the importance of tourism in Nigeria and suggest solution to the development of tourism in Nigeria and developing countries.</p> <p>The objective of this work was to promote the development of tourism in Nigeria and identify the tourism potentials of developing countries and to suggest ways to improve the development of tourism in Nigeria.</p>		
<b>key words:</b> Africa, coastal area, developing countries, tourist attraction.		

## **ABSTRACT**

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## 1 INTRODUCTION

Tourism is a major force in any economy in the world; it is one sector of the economy that has a global importance. In this world of globalization where change is constant, tourism tends to improve the economy of the third world countries and also have an impact upon the host community. Tourism is the largest and fastest growing industry in the world. International organizations support tourism for its contribution to world peace, poverty alleviation and also intermingling of people and culture.

Africa, which is classified as a third world country, is blessed with great heritage and tourism potentials, ranging from different countries and their resources. Africa is truly blessed with nature and this can benefit the host country and improve the standard of living of the population. Tourism creates jobs and source of internal revenue for host communities through money generated from game reserves, and inflow of tourists from abroad.

African countries are surrounded by coastal line which makes them more attractive to tourist, such like the beaches in Lagos, Nigeria, the world's highest sand dunes in South Africa, the wild life experience in the safari in Tanzania. With these tourism potentials, it makes tourism very important in developing countries taking into consideration the untapped natural resources blessed within the shores of these African countries.

The empirical part of this thesis involved the use of qualitative research method, which includes interviews and observations. The findings of this study revealed that the coastal line of Lagos as a tourist attraction has a positive economic impact on the people of the area in terms of job creation, income generation, infrastructural development and other positive elements. Though, there seems to be problems within the region and for that reasons, few recommendations are put forward to give likely solutions and they are: Provision of infrastructural facilities to enhance development in the area.

The expansion of the coast line and to decongest the already existing ones can help to achieve the development plan of tourism. If these recommendations can be followed, the coastal line of Lagos will be an attractive tourist destination in years to come.

## **1. RESEARCH PROBLEM**

Despite that tourism is of great importance to developing countries, there are still some negative aspect, ranging from insecurity of tourist down to environmental hazards and fear of kidnapping.

Infrastructure decay in most developing nations also adds to the problem associated with research on the subject matter. Another major problem is political instability of developing countries ranging from civil unrest to economic crisis which leads to inflation and devalue of currency. But having said this, the governments with the help of international agencies such as the United Nation (UN), World Health Organization (WHO), have both been able to put in place programs to curtail the excesses of this problem. (Khoje 2013.) Apart from the problems associated with developing countries, the economic benefits are more compared to its problems, which will be discussed in the later chapters.

### **1.1 Aim of the thesis**

The main aim of this report is to assess the importance of tourism in Nigeria and suggest more ideals in the development of the tourism sector in Nigeria so as to make a significant contribution to the economy. The objective of this report is to promote tourism development in Nigeria, and to identify the tourism potentials of Nigeria.



## **1.2 Limitation of study**

It is possible to encounter problems in carrying out the research aimed for in this report, because this research is based on Nigeria which is a developing country and there is tendency of facing some problems which might affect the accuracy of the survey in achieving the desired result.

Another factor is the inability of respondent to give useful information about the research work, based on certain individual motives and also not cooperating with the interviewer tends to limit effectiveness of the research. Distance is also a limiting factor considering the fact that the research is carried out in Nigeria, while the researcher is schooling in Finland. Inability of the respondent to cooperate with the researcher during the interview: The respondent might decide not to give out some information that is relevant to the research thereby creating a vacuum of problems to the study. From past experience, the respondent might be afraid to dish out information due to the secrecy of his organization or he might think that the information will be used against them. This has been one of the greatest setbacks to research work.

The limitation mentioned above are quite measurable considering the fact that the research is carried out in Nigeria, taking Africa into consideration. However, measures will be put in place to get the researcher to his destination to carry out the research effectively and also making documents available to enable a good working environment for the cooperation of the host members in the community.

## 2. TOURISM DEVELOPMENT

Tourism is a product that is based upon simultaneous production and consumption. Before we look into tourism development, let us define the concept of tourism development. Tourism development refers to all the activities associated with providing facilities for tourists in a destination. It involves activities such as skills development, job and wealth creation, and marketing. Marketing of various tourist destinations through liaison, training and advice of local tourism businesses promotes tourism development. With the understanding of tourism development we can deduce the importance of tourism in developing countries and its economic impact on them. (Ateljevic & Page 2009.)

The tourist industry is growing at a respectable rate of 7.2% in Africa per year. This number has the potential to be much higher, but developing tourism requires an abundant amount of factors besides building a lovely lodge or having a wealth of beauty and wildlife on your doorstep. A successful tourism sector relies on good safety and security, health and hygiene, infrastructure, education and training. Developing tourism can help achieve some of these important goals. (Kolb 2006.)

Tourism development in developing countries is very vital in contribution to the economic growth of these countries. Countries which are classified as developing countries include nations in Asia, Africa and the Middle belt continent. Based on this report, Africa continent would be taken into consideration because of the natural resources that these countries have been blessed with.

As a matter of fact, tourism is developing at a faster rate globally and more countries are getting awareness about the need to develop tourism for economic advantages. According to the United Nation World Tourism Organization in 2006, tourism has grown in terms of destinations as there has been a widespread increase in the geographical expansion of tourism throughout the globe which has made it possible for many developing countries to develop tourism at their own pace for their economic advancement. However, it is a general phenomenon that tourism has a vital impact on the society, topography, environment and economic aspect of any

country. In the social terms, the immediate benefit of tourism industry is the ability to bring people out of the unemployment circle. In other words, it creates job opportunity and also caters for both skilled and unskilled employment and it is known to be a labour-intensive industry which provides job per unit of investment compared to any other industry. The industry gives room to partnership and entrepreneurship within the tourism business concept thereby creating an innovation and bringing about economic activity (Morrison, Rimmington and Williams 1999, 230).

## **2.1 Developing countries**

A developing country is a nation with a lower living standard, underdeveloped industrial base, and low Human Development Index (HDI) relative to other countries (Godfrey & Clarke 2000, 9.) Developing countries are faced with inadequate infrastructure and basic amenities, which makes the economy unhealthy. There is no universal, agreed-upon criterion for what makes a country developing versus developed and which countries fit these two categories, although there is general reference points such as a nation's GDP per capita compared to other nations. Also, the general term less-developed country should not be confused with the specific least developed country. With tourism as a major tool in development in any economy, tourism can act as a catalyst for rapid development for developing countries. With the inflow of tourist into these countries, the economy can benefit immensely from the foreign exchange and help the government in raising funds for upgrading facilities to promote tourist attraction and create job opportunity for its population. (Morrison, Rimmington&Williams1999, 230.)

## 2.2 Measure and concept of development

In measuring the development of a country certain statistical indexes are taken into consideration which includes income per capital, gross domestic product (GDP), life expectancy, and the rate of literacy.

Developing countries in general are countries that have not achieved a significant degree of industrialization relative to their populations, and have, in most cases, a medium to low standard of living. Developing countries are faced with low income and high population growth. In general, development entails a modern infrastructure (both institutional and physical) most importantly diverting from agriculture. Tourism as a sector can bring about the necessary development needed for rapid growth of the economy of these developing nations. (Godfrey and Clarke 2000,3.).

The development of a country is measured with statistical indexes such as income per capita (per person) (gross domestic product), life expectancy, the rate of literacy (ignoring reading addiction), et cetera. The UN has developed the Human Development Index (HDI), a compound indicator of the above statistics, to gauge the level of human development for countries where data is available. (Godfrey & Clarke. 2000, 9.) Developing countries are, in general, countries that have not achieved a significant degree of industrialization relative to their populations, and have, in most cases, a medium to low standard of living. There is a strong association between low income and high population growth. The terms utilized when discussing developing countries refer to the intent and to the constructs of those who utilize these terms. Other terms sometimes used are less developed countries (LDCs), least economically developed countries (LEDCs), "underdeveloped nations" or Third World nations, and "non-industrialized nations".

### **2.3 Tourism Development as a process**

The development of tourism is largely categorised by creation of basic infrastructures in the host community. Tourism development involves careful planning, administration and management. The ideal of developing tourism in a region is based on the infrastructures that are put in place. This facility brings about the development of tourism in the region. The presence of good facility helps to improve economic impact of tourism on the host community, having in mind that community is the major factor to modern tourism (Godfrey and Clarke 2000, 3.).

However, communities were the basic element in the supply of accommodation, transport facilities and services. As the trends goes on, the inflow of tourist will be on the increase, thereby creating avenue for hotel businesses and restaurants. As the process of development continues, the government and private investors would be encouraged to invest more in the tourism industry. The cooperation of the government and private investors would bring about the creation of games parks, amusement parks, and other facilities that can bring much improvement to the development of tourism.

As it was mentioned above, tourism is a fast growing industry in the world. It has become potentially important for some countries as their major source of income. Apart from being an economic backbone of some countries, it also helps in the social life of the host communities. In developed countries such as France and Spain, tourism has contributed immensely to the growth of the country. In the last decade, Tourism has played an increasingly major role in the economic development of many countries. The growth has been driven by an increase in demand and in the effort of the supply destinations. As such, demand for tourism is a fundamental element in the tourism system. The level of tourism demand has reached an unexpected level in the new millennium thereby providing the tourism industry and other tourism stakeholders a great challenge (Godfrey and Clarke, 2000, 38.)

### 3. TOURISM MARKETING

Tourism marketing is the method of applying the correct marketing concepts and ideology to planning a strategy to attract tourists to particular destinations which may come in form of resort, city, region or country. However, tourism and marketing go hand in hand. Marketing of tourism is very important because it is a process of planning and executing the conception, which includes pricing and promotion and distribution of ideals and goods and services. . (Cooper et al 2008, 31). Marketing is a process of identifying customer's satisfaction, design appropriate product and design a market to convey it to the final consumer (Pierre 2000). Tourism's economic benefits are touted by the industry for a variety of reasons. Claims of tourism's economic significance give the industry greater respect among the business community, public officials, and the public in general. This often translates into decisions or public policies that are favourable to tourism. Community support is important for tourism, as it is an activity that affects the entire community. Tourism businesses depend extensively on each other as well as on other businesses, government and residents of the local community.

Economic benefits and costs of tourism reach virtually everyone in the region in one way or another. Economic impact analyses provide tangible estimates of these economic interdependencies and a better understanding of the role and importance of tourism in a region's economy. Tourism activity also involves economic costs, including the direct costs incurred by tourism businesses, government costs for infrastructure to better serve tourists, as well as congestion and related costs borne by individuals in the community (Kolb 2006.)

The growth in tourism industry can also be attributed to the increase in tourism marketing. Tourism marketing is the method of applying the correct marketing concepts and ideology to planning a strategy to attract tourists to particular destinations which may come in form of resort, city, region or country. Marketing is a process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that will satisfy individual and organizational goals. Referring to the definition in the concept of tourism marketing, it revolves around planning for tourism from the demand and supply concept in order to satisfy both the host communities (suppliers of tourism) and the visitors (Godfrey and Clarke, 2000, 33.)

### **3.1 Tourism planning**

Tourism development cannot be discussed without taking into consideration the planning of tourism. Tourism planning has recently been acknowledged from three different levels, namely the national, local and personal attractions. The central government coordinates and manages the tourist regions in the whole country, possibly through policy development, national standard and institutions. Also, it involves the developing and planning of individual tourist attractions, services and facilities to serve the tourists' need. At the local level, it equally involved the planning and management of tourist destination area and these factors are equally important to that of the national level (Godfrey and Clarke 2000,3). They are the major point for the supply of tourism services such as accommodation, catering, tourist information, transportation and all other tourist services. These services are the reasons why national and local government focused attention on them in order to establish a maintainable tourism destination. Tourism planning has evolved from two related but distinct sets of planning philosophies and methods. On the one hand, tourism is one of many activities in an area that must be considered as part of physical, environmental, social, and economic planning. Therefore, it is common to find tourism addressed, at least partially, in a regional land use, transportation, recreation, economic development, or comprehensive plan. Tourism may also be viewed as a business in which a community or region chooses to engage. Individual tourism businesses conduct a variety of planning activities including feasibility, marketing, product development, promotion, forecasting, and strategic planning. (George, Mair and Reid 2009, 25)

### **3.2 Economic impacts of tourism**

Tourism economic benefits are touted by the industry for a variety of reasons. Tourism businesses depend extensively on each other as well as other businesses, government and residents of the local community. Economic benefits of tourism will reach virtually everyone in the region in one way or another. Tourism's economic impacts are therefore an im-

portant consideration in state, regional and community planning and economic development. Economic impacts are also important factors in marketing and management decisions. Communities therefore need to understand the relative importance of tourism to their region, including tourism's contribution to economic activity in the area. (URS, 2007.)

However, from the ecological point of view tourism is often more acceptable and preferable than any other industrial production, as it is environmentally friendlier. The problem is that it is not easy to change the traditional way of life of the local communities. It often creates pseudo conflicts. Undoubtedly in some regions or countries the alternative industries are even more harmful to the environment than tourism. Tourism has the power to affect cultural change. Successful development of a resource can lead to numerous negative impacts. Among these are overdevelopment, assimilation, conflict, and artificial reconstruction. While presenting a culture to tourists may help preserve the culture, it can also dilute or even destroy it. The point is to promote tourism in the region so that it would both give incomes and create respect for the local tradition and culture. . (URS, 2007.)

Economic impacts of tourism are therefore an important consideration in state, regional and community. The impacts of tourism are also important factors in marketing and management decisions. Communities therefore need to understand the relative importance of tourism to their region, including tourism's contribution to economic activity in the area. Furthermore, the activities of tourism involves economic cost which includes direct construction incurred by tourism businesses, government cost for infrastructure to serve the tourist, as well as congestion and related cost borne by the individual in the given region. (Ratze and Puczko, 2003.)



#### **4. AFRICA'S TOURISM POTENTIALS**

Tourism is increasingly attracting regional and international investment, and returns on investments in the sector remain among the highest in the world. Global hotel chains are expanding across Africa, recognising investment potential and committing millions of dollars in new projects over the next few years to meet increased demand from both international tourists and the continent's own fast-growing middle class.( Cooper,C. et al 2008, 31.) Africa is home to some of the fastest-growing economies, and revenues from tourism in Africa already represent more than double the amount of donor aid. Tremendous opportunities exist to further expand tourism across the African continent, yet challenges remain. The need for solid infrastructure, in the form of good roads and transportation corridors, for better airline connections, and fewer visas to cross African borders are just a few of the reasons Africa's tourism sector has not taken off.

According to Khuoje, in 2012, Africa attracted 33.8 million visitors, up from a low 6.7 million visitors in 1990, and its receipts from tourism for the same year amounted to over \$36 billion, or 2.8 per cent of the region's GDP. With these statistics it shows how Africa's tourism revenue is increasing and showing positive improvement in the sector. If the tourism sector is well developed and managed properly, tourism has the potential to accelerate Africa's economic growth and job creation. The economic potential of tourism is remarkable, with direct and indirect impact on employment. In Africa alone, travel and tourism generated 8.2 million direct jobs in 2012. Africa is home to the world's youngest population, with close to 70% of its population below the age of 25, and youth constituting about 37% of the labour force, but making up approximately 60% of unemployment. For this reason, government in various Africa countries aim to promote tourism through the development of cross-border infrastructure and regional transport corridors, which will facilitate the movement of people and goods on the continent. Africa's future looks bright given the huge growth in adventure and eco-tourism, coupled with the continent's rich cultural heritage and natural beauty (Khuoje 2013.)

#### **4.1 Tourist attractions in Nigeria**

Nigeria is a country situated in the western coastal region of the African continent. The country is rich in natural beauty like, long blue beaches, rivers and lakes, forests, breathtaking views of the waterfalls and soothing environment. The natural beauty is a main factor behind the up-gradation of Nigeria tourism. Nigeria is located in West Africa, with a population of over 150million people. (Lagos live, 2006.)

Nigeria is blessed with natural resources, for this research we would be taking a look at the Lagos beach resort, which is one of the popular tourist attractions in Africa, and also the first storey building in Nigeria. Nigeria has a wide range of tourist activities to offer. It is a coastal country 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 country. Traditions and culture of the country represents the simplicity in the lifestyle of the dwellers. The markets of Nigeria showcase the handicrafts and sculptures, the hotels and other accommodation facilities represent the warm hospitality and local customs and the calm and peaceful environment enhances into the beauty of the country. These factors make the memories of Nigeria tour everlasting. (Khuoje 2013.)

Lagos state which is a port and the most populous city in Nigeria It is the second fastest-growing city in Africa and the seventh in the world. The population of Lagos according to the Lagos State Government was 17.5 million. These figures are however disputed by the Nigerian Government and judged unreliable by the National Population Commission of Nigeria. The latest reports estimate the population at 21 million, making Lagos the largest city in Africa (Khuoje 2013.).

Nigeria's tourism potentials is directly associated with the quality of life as it offers visitors the privilege to take a break away from the difficulties and stresses of everyday life from their original environment as it provides the context for relaxation and opportunity to do something different and less stressful in Nigeria (Page 2009, 4). Below is an overview of some of the destinations in details.

#### 4.1.1 Lagos bar beach

Lagos Bar Beach, the most accessible and most visited beach in Lagos especially during festive periods, has somewhat lost most of its attractions due to the massive concrete works being done along the coastline. This is the main beach on Victoria Island, alongside Ahmadu Bello Way and one of the more popular beaches in the state. Bar Beach is the main (inner city) beach and runs from the Institute of Oceanography in the west to the Eko Hotel in the east. Bar Beach is named after the sand bars that characterized the coastline of Lagos. The following picture shows the nature of Lagos Bar beach. (Graph 1).



**Graph1. Lagos bar beach** (Lagos live, 2006.)

Lagos is a metropolitan area which originated on islands separated by creeks, such as Lagos Island, fringing the southwest mouth of Lagos Lagoon while protected from the Atlantic Ocean by long sand spits such as Bar Beach, which stretch up to 100 kilometres (62 miles) east and west of the mouth. From the beginning, Lagos has expanded on the mainland west of the lagoon and the conurbation, including Ikeja (which is the capital of Lagos) and Agege, now reaches more than 40 kilometres (25 miles) north-west of Lagos Island. Some suburbs include Ikorodu, Epe and Badagry, and more local councils have recently been created, bringing the total number of local governments in Lagos to 57. (Khuoje 2013

#### 4.1.2 First storey building in Nigeria

Founded in the early 15th century on a lagoon off the Gulf of Guinea, its protected harbour led to the town becoming a key port in the export of slaves to the Americas, which were mainly to Salvador, Bahia in Brazil. From the 1840s, following the suppression of the slave trade, Badagry declined significantly, but became a major site of Christian mission work. Badagry subsists largely on fishing and agriculture, and maintains a small museum of slavery. The town inhabits dwellers from all over the country doing different business in the town. Some trade in clothing, food items, used cars from overseas and other imported goods. The town is just few kilometres from Seme a border town to Republic of Benin and generates the highest Nigeria Customs duties income till date. . (Khuoje 2013.)

The building below is commonly called the first storey building in Nigeria, overlooking the Marina waterfront. It was built in 1842 by Rev Bernard Freeman and other missionaries. Although it was built thousands of years after the first story building was constructed in Nigeria, with many still standing multi-storey buildings, the name has stuck. (Khuoje 2013.) Below is the picture of the 1<sup>st</sup> storey building in Nigeria. Graph 2



**Graph 2. First storey building in Nigeria** (Lagos live, 2006.)

### **4.1.3 Badagry beach**

This ancient town of Badagry was founded around 1425 A.D. Before its existence, people lived along the Coast of Gberefu and this area later gave birth to the town of Badagry. It is the second largest commercial town in Lagos State, located an hour from Lagos and half-hour from the Republic of Benin. The town of Badagry is bordered on the south by the Gulf of Guinea and surrounded by creeks, islands and a lake. The ancient town served mainly the Oyo Empire, which was comprised of Yoruba and Ogu people. Today, the Aworis and Egun are mainly the people who reside in the town of Badagry as well as in Ogun State in Nigeria and in the neighbouring Republic of Benin. The name originated from the fact that the people of Badagry's means of livelihood are farming, fishing and salt making due to the availability of trees and presence of ocean water respectively. The natives believed that Badagry was founded by a famous farmer called Agbedeh who maintained a farm which became popular it was named after him. The word Greme meant farm in Ogu language and a visit to Agbedeh's farm brought about the word and Agbedegreme and its usage meaning Agbedeh's farm. It was then coined to Agbadagari by the Yoruba inhabitants and later corrupted to Badagry by the European slave merchants before the end of the seventeenth century. (Khuoje 2013.).

Badagry is majorly recognised for its slave trade by the foreigners. The trade began in 1440 with Prince Henry, the navigator of Portugal. By 1593, 12,000 slaves had been sold to labour markets in Italy and Spain. One horse was traded for 25-30 slaves in the 1440s and the value of African slaves rose from six to eight slaves per horse. By the 16th century, there were over 32,000 slaves in Portugal. (Lagos live, 2006.)

Below is a view of badagry beach in Lagos state Nigeria. (Graph 3.)



**Graph 3. Badagry beach** (Lagos live, 2006.)

Badagry beach is another beach in Lagos known as a Tourist Resort. It is a private-run beach located on the same axis as the rest of the beaches; Badagry beach is blessed with state-of-the-art facilities such as well modernized chalets and a large conference hall to suit the tourists' need. It also has a restaurant which serves both local and international menus. Apart from being a modernized beach, the security of lives and property is assured (Lagos live, 2006).

#### 4.1.4 Lekki beach

It is presently the most sought after tourist destination by visitors because of its hygiene and privacy. This is perhaps the best organized beach along Lekki-Epe expressway. The beach is situated around a friendly atmosphere and the security of lives and properties is 100% guaranteed. It's a beach with two different names. The two names of Lekki Beach and Maiyegun Beach are united in a single Beach, which has, in its relative short years of existence, proven to be a popular holiday resort and seaside retreat for individuals desirous of an escape and freedom from the chores of everyday living. (Lagos live, 2006.)

By maiyegun beach is implied that he beach is situated by the settlement of maiyegun, which is located at the beginning of the Lekki Peninsula. Hence the reference to the beach as Lekki Beach. It is a well-organized beach fitted with such amenities and conveniences as a parking lot, relaxing chairs and beach tents. It has hosted many musical concerts and jamborees, notably the Lekki sun splash musical concerts, which has in recent times turned out to be a yearly occurrence. Musical shows are also held during Christian and Muslim festival featuring local and foreign artistes. Also of note is that the seaside studio of a popular Lagos F.M Radio station Rhythm 93.7 is within its territory.

Below is a view of the prestigious lekki beach in Lagos. (Graph 4)



**Graph 4. Lekki beach** (Lagos live, 2006.)

#### 4.1.5 Kuramo beach

Kuramo Beach is a sandy beach in Lagos, Nigeria, located at the south side of Victoria Island. The same as the Lagos Bar beaches it derives its name from the Kuramo Lake that borders it. This beach has over the years become a hot spot. It is home to various relaxation outlets that offer various types of services to visitors. Various seaside bars, soup kitchens barbecue joints etc. There are also a variety of musical shows and jamborees staged at one time or the other. kuramo is a fertile place to unwind and relax. (Lagos live, 2006.) Below is a view of Kuramo beach in Lagos. (Graph 5).



**Graph 5 Kuramo beach** (Lagos live, 2006.)



## **4.2 Economic value of Lagos coastline**

Lagos coastline has numerous economic values, ranging from job opportunities and provision of food. The ecosystem provides economic value in such a way that it supports their livelihood through the provision of seafood's and materials. It also encourages skilled labour and artisans who tend to improve their standard of living. (URS, 2007.)

Apart from improving their standard of living, the lands around the coastal region always appreciate over time, thereby increasing the value of land in terms of monetary value. Hotels business are bound to boom on a daily basis due to the tourist attraction the coastline possesses (URS,2007.)

Tourist visit the coast annually based on the recreation benefit of the beaches around the coastline. The coast is a relaxation spot for both international and local tourist as well as the host community. International tourist regards the coastal region as a holiday resort for relaxation and fun spot.

## **4.3 Problem of Lagos coastline**

Nigeria is bordered to the North by the Republics of Niger and Chad, to the West by the Republic of Benin and Cameroon. Nigeria has a coastline of approximately 853km facing the Atlantic Ocean. This coastline lies between latitude 4o 10' to 6o 20'N and longitude 2o 45' to 8o 35' E. The terrestrial portion of this zone is about 28,000 km<sup>2</sup> in area, while the surface area of the continental shelf is 46,300km<sup>2</sup>. The Nigerian coastal zone experiences a tropical climate consisting of rainy season (April to November) and dry season (December to March). High temperatures and humidity as well as marked wet and dry seasons characterize the Nigerian climate. The coastal areas have an annual rainfall ranging between 1,500 and 4,000 mm. The Nigerian coastal area experiences mainly the south westerlies, which are onshore and confined generally to azimuths of 215o-266o with velocities of 2-5m/s. During the rainy season, wind speed increases to about 10m/s especially during heavy rainfalls and thunderstorms (Khuoje 2013.)

Lagos, the largest city in Nigeria and one of the most rapidly expanding megacities in the world, already faces flooding during major rain events several times a year due to an inadequate built environment. The current problem, caused by a lack of proper planning strategies, may be severely exacerbated by sea level rise, especially affecting approximately 3 million people who live in extremely low-lying areas adjacent to the water. The vast majority of these people are additionally vulnerable because of their illegal residential status in informal communities characterized by an extreme lack of infrastructure and inadequate housing. (Okusipe., Obafemi., & McArthur, 1999, 42.)

The Lagos lagoon is one of several lagoon systems in the West African sub region and most extensive. The lagoon is part of the barrier lagoon coasts of Nigeria. The water is shallow and covers an area of about 208km<sup>2</sup>. The lagoon is fed mainly by the rivers of Ogun, Shasha, Oshun, Agboyi and Majidun; the Ogudu creeks and waters of Epe and Lekki lagoons. The Lagoon empties into the Atlantic Ocean via Lagos harbour. The southern margin of the Lagos Lagoon is bounded by the Five Cowrie Creek, the eastern margin by the Palaver Islands and its northern border by Ikorodu. The lagoon is 40 – 64km long and has two arms; one connects the Lekki Lagoon while the other leads northward into the hinterland (Adora 2010, 16)

Nigeria is endowed with water resources, but these resources still pose problems in the region. Some of the problems of Nigeria's coastal areas are water pollution which includes water contamination, toxic substances, oil spills, air pollution and sewage pollution. Others are flooding which includes sea level rise, sand mining, land degradation. Oil spill incidents have occurred in various parts and at different times along our coast. (Adora 2010, 16).

## **5. RESEARCH METHODOLOGY AND ANALYSIS**

Having gone through a critical survey on the impact of tourism along the coastal line of Lagos state, it is important to suggest and recommend possible solutions for the improvement of tourism development in the study area in order to positively have an impact on the host community.

### **5.1 Method of Research**

Data for this research work is obtained through the qualitative research method which includes direct conversation, and personal research. The type of qualitative research method that is applied in this study includes interviews, observations, and information from tourism employees.

This research method includes data collection and analysis of quality information from the actual source rather than numerical data (veal 2006, 193.). The information gathered from both the people from the region and the views of the employee of tourism, combined with a few observations, will be regarded as the authentic base for the outcome of this research work.

The reliability and validity of this research work will be based on the qualitative research method applied. The reliability of this research work is an extent to which a questionnaire or interview produces the same result on repeated trials. (last,2001.) For this study, the research was carried out by one person with a reliable method of research which revealed the reliability of the work. However, considering the quality of this research topic, the use of semi-structured interview was put to use. The semi-structured interview happens to be the best method in this type of research work since it tends to be more descriptive. (Veal,2006. 194.) thus, qualitative research method involves interviews that are semi-structured in nature in which more areas will be explored through a number of questions (Stephen & Smith 2010, 25)

## **5.2 Qualitative research method**

Qualitative research is a method of inquiry employed in many different academic disciplines. Qualitative researchers aim to gather an in-depth understanding of human behaviour and the reasons that govern such behaviour. (Veal, 2006.) Qualitative research method can also be interpretive to its subject topic and it gives priority to what the data has contributed in the research or interview question.

## **5.3 Analysis**

The research interview was conducted with two tourism employee and five residents from the host community. The employees of the tourist board requested to be anonymous in the interview due to personal reasons. The average age of the interviewees was from 30-60years. However, most resident decline to give their age or names due to some reasons best known to them, but that did not stop the researcher from getting the information needed for this research work.

The tourism board employee and the residents are the two categories of people that would be most effective to reveal the actual economic impact of tourism in Lagos, Nigeria. While the employees gave an overview of the economic impact of tourism in Lagos, the residents were able to express themselves on the impact of tourism as its affects their lives.

### **5.3.1 Analysis of the employee's interview**

Theme 1 is about the development of tourism in Nigeria. This question was meant to ascertain the level of development in tourism in Nigeria. The vast majority of the interviewees shared their view of tourism development in Nigeria and referred to the past at as what is achieved today. Interviewee A made much emphasis of government assistance to the tourism sector in Nigeria. He was satisfied with the infrastructure that was put in place by the

past government. Interviewee B was of the view that government has not done enough investment in the tourism sector. He also lamented lack of maintenance of tourist attraction destination.

Theme 2 is about the advantages of the coastline of Lagos. This question tends to analyse the advantage of having a coastline. The employee's views were definite. They reasoned about the government contribution to develop the coastline. The allocation of beaches to Private owners was a positive action in creating job opportunities to host community. The acquisition of beaches by private owners was appraised by interviewee A.

Interviewee A explained that the private beaches would attract international tourist due to good business avenue associated to night life and entertainment. However, interview B was happy about the huge advantage of the coastline. He said Lagos was blessed with great natural beauty. He said having a coastline was a great gift of Mother Nature. Interviewee B view was different from the employees. He was of the opinion that maintenance is the key factor in development of tourism.

Since the allocation of beaches in Lagos by the state government to private owners, the area has been a tourist heaven, people from all over the world coming to enjoy the beauty of the beach, brings in foreign currency to our state. Interviewee A

Take a close look you would notice cleaners called highway managers; their work is to clean the roads along the coastline to ensure it is kept clean. This action makes the coastline beautiful and attractive to tourist. Interviewee B

While, interviewee A emphasized on the growing rate of hotel and restaurants in the coastline, interviewee B talked about security and lack of infrastructure as one of the problems along the coastline

Theme 3 is about the future of tourism in Nigeria. This question was directed to the employees of the tourism industry. The employees shared their view about the future of tourism in Nigeria. Interviewee A said that the hotels and restaurants is a major tool of attracting tourist to the coastline. He defended his argument with the privatisation of beaches.

Lagos is a mega city, flowing with milk and honey, with the numerous beaches along the coastline will surely be the next tourism destination in the nearest future. Interviewee A.

Interviewee B argued that investing in infrastructures will improve the potentials of tourism in Nigeria. He further argued that adequate information about inbound and outbound tourist should be updated. He explained that:

The world is a global village, and by that reason, Lagos as a tourism destination should be upgraded to international level if we want to achieve the desired result of turning Lagos to a mega city that will attract tourist all over the world.

Interviewee B suggested using of latest software's and computers would be of help in the updating of data's. Having accurate information is the key to development.

Theme 4 is about the economic benefit of tourism to the host community. This question is aimed at identifying the economic importance and benefit of tourism in Nigeria. Interviewee A argues that the development of tourism in the coastline has brought about job creation and satisfaction. While, interviewee B was of the opinion that the coastline not only created job opportunity but also created sources of livelihood for residents, through fishing and boat sailing.

Majority of residents are fishermen and derived their livelihood on seafood's, so generally majority are farmers and they all depend on the coastline for survival. Interviewee B

Interviewee A was on the motion that the coastline is a major source of internal revenue to the government. He said with the tax system put in place by the government helps to generate fund for maintaining the tourism sector. The coastline has a positive effect on host community in terms job opportunities and income.

Theme 5 is about the improvement of the tourism sector in Nigeria. This question was directed to make suggestion on how to improve tourism in Nigeria. The employees expressed their mind on the necessary ways to improve the development of tourism in Nigeria. Interviewee A argued that awareness is the key to development of tourism in Nigeria. He further explained that with advertisement and awareness the world would be attracted to Nigeria.

Advertisement and awareness campaigns are the major way to development of tourism in Nigeria, with adequate advert on the newspaper and on the television, I think Nigeria tourism sector would be a thing of joy and would bring rapid development. Interviewee A

Interviewee B argued that proper maintenance of infrastructures is the basis for tourism development. He explained that tourism resources should be properly being managed to meet international standard. He urge that the government to show more concern about the development of tourism in Nigeria.

Government should try as much as possible to assist the sector. We can use the tourism industry to attract foreign investors and also create a good image of Nigeria. The information giving out to the western world about Nigeria is false and embarrassing. The truth can only be known when people visit Nigeria, and realises that Nigeria is a nice country. Interviewee B

### **5.3.2 Analysis of the resident's interview**

Theme 1 discussed about the development of tourism in Nigeria. Interviewee C said the tourism sector needs more attention from the government. However, most of the residents agreed on the improve support from the government as compared to past years. Interviewee D argued that tourism is fast developing in Nigeria. He further said with such development in place, Nigeria can be among the best tourism states. Interviewee E was in support of the fact that government has been supporting tourism development in Nigeria, but he was not happy with the way resources are utilised. Interviewee F described the development of tourism as rapid growth to the economy. He said with the presence of hotels and restaurant along the coastline, will boost the internal revenue of the government, and also improve the life of residents.

Theme 2 discussed about the economic impact of tourism in Lagos state. The residents were optimistic about the economic impact of tourism to the community. Interviewee D had a positive feedback about the coastline. He argued that the coastline has been a major source of income for residents who depend on the coastline for their livelihood. Interviewee C explained that the beach is a relaxation spot. The beaches along the coastline attracts tourist and brings about significant inflow of foreign exchange to the economy.

Interviewee F said the coastline happens to be the centre of attraction. He however expresses the importance of the coastline to the economy.

Take a good look at hotels that are located along the coastline, you would see how international and local tourists check into the hotels at regular basis. This is due to the location and the scenery view it possesses. Interviewee F

Theme 3 discussed about the improvement of tourism development in Nigeria. The residents shared their views on various ways to improve the development of tourism in Nigeria. Interviewee C was of the opinion that transportation and communication should be taken into consideration in the development of tourism in Nigeria. He also talked about the beautification of the coastline and its environs. He further advocated for more private investors in hotel business and bars. Interviewee D was of the opinion of adequate security along the coastline. He said the security of tourist venue will make tourist feel secured and more relaxed. He assured that, with adequate security in place the coastline would be a safe ground to relax and have fun.

Tourism creates jobs for residents and also generates revenue for the government. If well managed and maintained, tourism would be the major source of income for the government. The way forward is for the government to partner the private sector in developing tourism in Nigeria. Interviewee C

The aim of the interview was is to acknowledge how tourism development has benefited the residents economically. Both categories of the interviewee's were of the opinion that the Tourism industry is developing in Nigeria. They both believe that the government has a lot of role to play for the rapid development of tourism.



## **5.4 Observations**

The purpose of carrying out an observation in this research work is to study the economic impact of tourism on the people without influencing their behaviour. Observation is one of the important elements in the qualitative research method. The observer is not in direct contact with the observed and still executes the observation successfully. (Veal, 2006.)

The basis of the observation is categorized in two ways: importance of tourism in Nigeria and its economic impact on the citizens.

### **5.4.1 The importance of tourism in Nigeria**

Tourism is a tool for economic growth and stability and also for job creation. Tourism is very important to Nigeria because it will help to improve her gross domestic product, by increasing production and creating a good environment for foreign investors. Tourism serves as a medium of culture exchange and mingling. Tourism can change the economy of Nigeria and making her a strong nation, by inflow of tourist and aids to the government in creating or putting into place all the necessary infrastructure required for a suitable economy. (Khuoje 2013.)

Another major benefit of tourism to Nigeria is its capacity to stimulate infrastructural development in the country. As a matter of fact, the authentic reason for most of the states in Nigeria to invest in tourism is the ability to benefit from the provision of infrastructural facilities

### **5.4.2 Economic impact**

The economic impact of tourism cannot be overlooked; the tourism sector contributes greatly to the economy globally. With tourism, the host community has a lot to gain by means of exhibiting their natural resources, it also adds value to the economy in terms of development and infrastructures, creates jobs and improves the lives of its citizens. Tourism and economics are interwoven, because tourism makes the host country sell its value to the rest of the world, in the process of attracting tourists and direct foreign investment.

The impact of tourism in any economy is visible, for example when the Olympics games have been organized, it has allowed the host country to showcase its tourist potential, creating an avenue for foreign investors to add value to the economy. (Shashi 2006.).

### **5.5 Findings**

The research carried out showed that most inhabitants of the coastline are fishermen or craft traders. The residents' source of income is derived from the output of the coastline. Their major source of livelihood includes fishing and farming.

The study critically analyzed the economic impact of tourism development in Nigeria. The cash crops realized from the farmers are sold in the open market and have significantly improved their income. The research also showed how the development of tourism in Nigeria has helped to bring unity among the different tribes living along the coastline. The research showed that during holidays the hotels and bars make excess profit from international tourists.

The research revealed that the coastline is easily accessible from all parts of the country. The mode of transportation is mainly by taxi or buses. The research also showed that the contribution of the government by construction of a dual carriage road along the coastline is a sign of government support to the development of tourism.

Finally, the research showed lack of security in the coastline area of Nigeria. Lack of security is the main problem of development of tourism in Nigeria. The government has a lot to do concerning the security of the coastline.

The above illustration are the summary of findings which were retrieved from the interviews and observation carried out in Lagos coastline, Nigeria. The development of tourism in Nigeria needs to be improved in the area of security and maintenance.

## 6. RELIABILITY AND VALIDITY

The importance of any research work is to know if the study is reliable and valid. The use of reliability and validity are common in a research work of a quantitative method. It is important to evaluate reliability and validity in a research work. Reliability is an element evaluation to an extent at which the findings of a particular research would be similar if the same research were to be conducted again. Reliability is the medium used in determining the quality of a quantitative research.

The interviews carried out in this research was non-biased and also in line with the subject matter. All interviewee's have a good knowledge about the subject matter. The reliability was progressive by personal observation and readymade information from the residents. However, two of the interviewees were employees of the state tourism board with over 20years of services. This significantly shows how accurate and reliable the information gathered from them was. Also, four out of the six other interviewees were residents of Lagos state who were directly affected by the economic impacts of tourism in their area. The information from this thesis work has great extent of reliability on the fact that the researcher was born in Lagos and has a good knowledge of the region.

However, the research seems to have a great extent of reliability, there are also certain weaknesses in the reliability. Considering the fact that Nigeria is a country with different ethnic group and languages, this may create a loop hole in the reliability of the research work. Furthermore, asking same question to people of different ethnic group may bring about different views on the subject matter. This is the reason why great caution was exercised in this thesis to ensure an accurate result. The observations carried out in this thesis were done in a natural and conducive setting without a direct contact with the observed. This shows the level of accuracy and degree of reliability in this research work.

Validity is the extent at which a particular test measures what it ought to measure. The issue of validity is appreciated in any research method applied in a study. Validity can be determined by the intention of research methods and projects. Validity should be measured in order to support the ideal of checks and balances in every research carried out.

Tourism research is faced with numerous challenges in measuring the actual validity because the empirical research is basically concerned with individual attitudes and behavior. For this thesis, the interview questions were drafted in accordance to the topic and the interviewees were selected on the basis of the research. Observation was also conducted to back up the interviews. The interpretation of the interviews and observation conform to the aim of the survey, making the validity of this research a good one.

## **7. RECOMMENDATION AND CONCLUSION**

Having taken into consideration the impact of tourism on developing nations and the importance to the economy, it is mandatory to suggest and recommend possible solution for the improvement of tourism development in developing countries.

### **7.1 Recommendation**

The government has a big role to play in developing tourism, by providing infrastructures and creating avenues for the security of tourists. The government should not allow only the private sector to invest in tourism but they should assist the private sector by granting soft loans and reduce the tax imposed on imported materials.

Inadequate security which is a major concern to tourists should be taken into consideration. With adequate security in check, potential tourist will be able to travel without fear of violence or stolen goods. Security is the key to success in any economy. The government can put in place security agents at every point of entry on the country and also mobilize the use of community policing to help in making the country more friendly and safe for tourist and the host residents.

The coastline should be expanded. To avoid over-congestion on the coastal line, more development should be encouraged to other virgin coastline. An observation in this research shows that there are some coastline areas along the same coastal zone of Lagos which remain untapped. The government should extend development to these areas to serve as a tourist destination. Extension of development to such areas will directly reduce over-congestion on the already existing beaches in Lagos. Apart from that, the development will bring about job opportunities to the residents of Lagos which signify an improvement in their socio-economic well-being.

Coastal zone management should be encouraged. The coastal area of Lagos should be properly managed and maintained by the government. The issue of pollution and solid

waste disposal should be properly organized. It is important to know that most of the beaches were shanties and dump areas for residents and visitors and if proper management is introduced, it will eradicate the irregularities and make the region a hygienic environment. It is advisable to introduce a community based environmental sanitation on a weekly basis to arrest environmental degradation and unwanted disposal of waste in the water.

The media is a communication tool, which can be used to attract tourists from all over the world. The media can create a good image for the country by advertising the natural resources and the benefits one can achieve by visiting the host country.

## **7.2 Conclusion**

The research shows how tourism is of great importance to the economy of developing countries and the benefits which is associated with it. Having said that, it is good to understand the benefits associated with tourism which includes economic development of host countries, and also source of internal revenue to the government.

Tourism needs to be marketed well enough to attract tourists from all over the world, by taken the necessary steps to solve the problem of insecurity and providing infrastructures. It is left for the government to help in making the tourism sector very vibrant in their country by making a policy that will improve the development of tourism, and compete with other countries. Based on the research findings, it is concluded that tourism is a valuable contributor to community sustainability and therefore, the government should assist the tourism industry through partnership with host communities as a backup options for more intensive community participation in line with tourism development.

Finally, the government should rise up to their obligations by giving all necessary support to tourism and ensure rapid development. These measures would help the economy of Nigeria and the residents in general

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## APPENDICES

**Appendix 1** interview theme for tourism employee's in Nigeria.

**Research:** The economic impact of tourism in developing countries: case study Lagos, Nigeria.

Type of interview: semi-structured interview

Theme 1: The development of tourism in Nigeria

Theme 2: The advantages of Lagos coastline.

Theme 3: The future of tourism in Nigeria.

Theme 4: The economic benefit of tourism to the host community.

Theme 5: The importance of tourism sector in Nigeria.

**Appendix 2** Interview themes for the residents of Lagos

**Research:** The economic impact of tourism in developing countries: case study Lagos, Nigeria.

Type of interview: semi-structured interview

Theme 1: The development of tourism

Theme 2: The economic impact of tourism

Theme 3: future of tourism in Nigeria.

**OBSERVATION**

1. Importance of tourism in Nigeria

2. Economic impact on the citizens