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## THE SOCIO-ECONOMIC ADVANTAGES OF COASTAL TOURISM: A CASE OF THE ELEGUSHI BEACH, LAGOS NIGERIA

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### Abstract

Beach provides the best chances for recreation, exercise, and enjoyment for people of all ages and all classes. Tourism is one of the well-known and rapidly expanding segments of the global tourism industry. This study uses Elegushi Beach as a case to explore the socio-economic advantages of coastal tourism in Lagos State. The survey research method was adopted to gather information for this study. Sixty respondents were chosen at random from the residents of the community of Elegushi Beach, Lekki, Lagos state, Southwest Nigeria. Questionnaires were used to gather data, the residents were asked to complete and return the surveys to the researcher. In order to examine and comprehend the data collected from the respondents, tabular frequency, graphs, and charts will be used. By using descriptive analysis, respondents' detailed accounts and data are investigated, clarified, or interpreted without using judgment. The analysis of the data reveals that the Elegushi Beach resort contributed positively to the socioeconomic well-being of the Lekki neighborhood and Lagos State as a whole. The findings suggest that the government should promote greater private involvement in the growth of tourism in rural areas.

**Keywords:** Beach tourism, multiplier effect, tourism development, tourism product, tourism promotion, tourism impact

### 1. Introduction

According to data from the Central Bank of Nigeria, tourism is one of the most dynamic industries in the world, particularly from an economic standpoint, with 828,906 tourists recorded in Nigeria alone in 2007 and an estimated 900 billion tourists arriving globally (Sulaiman, 2019). Nigeria has one of the friendliest and most enticing tourist surroundings, especially for visitors from around the globe. It offers one of the nicest temperatures, plenty of greenery, pure air, and a hospitable culture and populace (Sulaiman, 2019). Africa contributes significantly to the expanding global tourism industry in terms of both visitor arrivals and receipts (Sulaiman, 2019). The contribution of Nigeria's tourism industry to the nation's foreign exchange production is key. Nigeria is a 365,000 square mile country with spectacular scenery, a diverse flora, and is a great destination for travel, adventure, and sightseeing. In terms of the ecology, the country has the Sahel savannah, grasslands, mangrove swamps, and wetlands that is extremely near the Sahara desert (Alam, & Paramati, 2016). The country also has world-class tropical rain forests.

The natural beauty of Nigeria is one of the key causes of the country's tourism success. Nigeria is blessed with a variety of water resources and is situated at South Atlantic Ocean coastline. She boasts a variety

of beaches and other marine beauty because she is a coastal nation. The coastline region first became popular as a leisure travel destination in various European and North American countries about 200 years ago. Prior to the 18th century, the coastline region was just a landscape, with no religious or socio-cultural influences encouraging its development as a destination for recreation. In addition, Nigeria is rich in handicrafts, sculptures, historical sites, the arts, sports, scenic locations, socio-cultural events, parks, museums, resting areas, waterfalls, resorts, hotels, and other lodging options. In addition, she has a rich cultural and historical history, which is important for the growth of both rural and urban tourism in the nation. To expose their goods to potential visitors and stakeholders, many museums and other heritage sites in Nigeria, however, frequently set up a special exhibition (Ayodele, 2018).

Despite the fact that tourism is significant to every country, there are significant issues with beach tourism. In this instance, these issues are visible along Lagos coastline. Lagos, the nation's industrial hub, has drawn countless numbers of visitors for work, play, and other reasons. Due of this, the beachfront became crowded during holidays. The coastal region's demand cannot be met by the current infrastructure, which does not include a sufficient



parking lot and good road system. A significant hindrance to the growth of tourism along Lagos' coastal line is the government's inadequate attention to beach tourism. Therefore, this study aims to investigate the socioeconomic advantages of coastal tourism to communities on Lagos Island in Lagos State.

Because beaches "offer the best opportunities for leisure, physical activities, and pleasure for all age and social groups," (Adebite, 2015) beach tourism is one of the most well-known and rapidly expanding segments of the worldwide tourism industry. Many developing nations have made significant investments in marketing and physical infrastructure in order to take advantage of the domestic and global demand for beach tourism. In the last thirty years, beach tourism in Nigeria has increased dramatically, and this growth tendency is quite likely to continue (Ayodele, 2018). Nevertheless, the research of beach tourism is "limited as compared to other forms of tourism" despite the fact that coastal areas are well-liked destinations for relaxation and tourism. It is noteworthy that the majority of the research that does exist has a "Western orientation" (Adebite, 2015).

### Literature Review

The merger of raw materials and personnel at the land-ocean border which provide tourist attractions like beaches, beautiful scenery, biodiversity in land and water, diverse cultural history, hygienic food, facilities for infrastructure, and financial activities is the foundation of beach tourism (Allen et al., 2018). The proximity of the location to the ocean has made this possible and fostered a variety of coastal tourist activities like fishing, shelling, shell collecting, swimming, diving, boating, surfing, wind-surfing, jet-skiing, bird watching, and snorkeling. Countries like Nigeria, which promote their coastal regions for tourism, are starting to understand why it is important to safeguard these areas in order to retain their natural beauty and keep them as tourist destinations (Allen et al., 2018).

With the exception of businesses that have comparative advantages, natural or historical components, or competitive values, tourism serves as a secondary economic activity in big cities like Lagos (Frechtling, 2014). Tourism is the major and secondary economic activity in these locations with such values. Due to the tourist amenities that have been provided in these types of places, tourism enjoys a broad range of benefits. Roman times, when the first villas were built on the southern Apennine peninsula, are when the history of tourism along Lagos' coastline began (Allen et al., 2018). Beach

tourism began to be recognized as a factor produced by the sea and sun after the Roman era, generally in the 18th century and on. Beach swimming is one of many coastal leisure activities that have grown in popularity over the past few centuries. In fact, it has taken up a special spot in beach tourism (Frechtling, 2014). Nigeria is blessed with an extensive coastline in Africa, which promotes beach tourism at all levels (Frechtling, 2014).

### Lagos Coastline's socioeconomic value

There is little doubt that Lagos' shoreline has potential socioeconomic value for the lives of its residents. However, the local climate and ecology provide economic benefits for the host town that go beyond their aesthetic appeal (Jimoh, 2016). These benefits include providing food and supplies, doing trades, processing garbage, and other significant riverside commodities, which support the community's way of life. In other words, it offers residents employment benefits to raise their standard of living. Additionally, it supports professionals in the arts, massage therapy, and entertainment. These professional workers travel to the coastal area to exhibit their talent and earn money doing so. In addition, the surroundings of this area are constantly valued. It thus raises the land's market worth. Additionally, due to the appeal the coastline holds, industries like hotels and restaurants are sure to flourish on a regular basis (Jimoh, 2016).

Lagos' coastlines also offer advantages including recreation, socio-cultural history, and other leisure pursuits. The social values are the advantages that visitors get from the shoreline by directly interacting with the ecosystems. Because this area is provided with leisure opportunities, tourists visit the seaside every year (Jimoh, 2016). When people consider how they might benefit personally from the shore, recreational use of the coast is likely one of the perks that comes to mind first. Both domestic and foreign tourists flock to the coast for relaxation (Jimoh, 2016). Weekend trips to the coast are popular with tourists who want to unwind after a stressful week. In fact, some local vacationers make it a habit to visit the coast right after work every day. It is impossible to overstate the importance of the coastline. International visitors also view the seaside area as a vacation destination where they may enjoy themselves to the fullest and get away from their home environments (Omondi, 2015).

It is abundantly obvious that no place of happiness and satisfaction is free from difficulties. Congestion brought on by a large influx of people into the region at once is one of the issues with the coastline that



researchers noticed during their investigation. Most people run into this issue around the holidays. This specific issue results in insufficient parking options. Parking issues will arise if many people arrive at the coast simultaneously in cars and other vehicles. The coastal region is especially susceptible to pollution and damage from human activity, both direct and indirect. As a result, pollution is a significant issue in Lagos' coastal region. Solid garbage produced by visitors along the water's edge is the source of the pollution. Visitors are not properly instructed on how to maintain the area's cleanliness. The lack of lifeguards in the area is a typical occurrence at the seaside, as are insufficient safety precautions. The government's carelessness is another issue in the region (Nedelea et al., 2018).

### **The Socio-economic Impact of Elegushi Private Beach Resort to the Host Community**

The Lagos coastline offers a variety of economic benefits, including job possibilities and food supply. Their way of life is supported by the ecosystem's economic worth, which includes the supply of resources and fish. It also supports laborers and craftsmen who are skilled to semi-skilled who want to raise their standard of living. The lands surrounding the coastal region always appreciate with time, raising the worth of land in terms of money value in addition to raising their level of living. The hotel industry will undoubtedly experience everyday growth as a result of the coastline's ability to draw tourists. Due to the nearby beaches' recreational advantages, tourists frequent the shore every year. The seaside is a popular destination for relaxation for both domestic and foreign visitors, as well as the local populace. International visitors view the seaside area as a vacation resort for enjoyment and relaxation (Okeke, 2013).

### **Materials and Methods**

#### *Study Area*

A private beach called the Elegushi Beach is situated in Lekki, Lagos State, south-west Nigeria. The

Elegushi royal family in Lekki, Lagos state, owns the beach. The beach is one of the most visited beach in Lagos (Okeke, 2013). Every week, up to 40,000 people enjoy themselves at the beach, with Sundays being the greatest. Sundays see the majority of the visitors that are entertained on the beach each week. A 2 kilometer drive from the Lekki/Epe Expressway, Elegushi Beach is a hot, sandy, and picturesque paradise that can be found at the Ikate Elegushi bus stop. Although it is not the cleanest beach in Lagos, it is nevertheless one of the busiest. It is conceivably one of Lagos's busiest and nicest beaches. The beach is well renowned for being a fantastic place to hang out, dine, and go to the clubs. This beach is the ideal location for social events, parties, and picnics (Okeke, 2013).

#### *Techniques and equipment used in the research*

The survey method was used for this investigation. The socioeconomic effects of beach tourism on the host community are the main subject of this research. However, it assumes that the intended audience consists of residents of the neighborhood of Elegushi in the Lekki region of Lagos state, Southwest Nigeria.

The name or other designation of the exact procedure used to choose the subjects for the sample is known as a sampling technique. The random sampling technique was used for this study's goals.

In order to examine and comprehend the data collected from the respondents, tabular frequency, graphs, and charts will be used. By using descriptive analysis, respondents' detailed accounts and data are investigated, clarified, or interpreted without using judgment. Data from the survey are further divided into various sections using tables, graphs, and charts, upon which they were improvably explained, interpreted, and presented.

### **Findings**

#### **Demography of Respondents**

Basically, the demographic data from our respondents summarize some cogent statistics on gender (sex),

**TABLE 1: Gender of Respondents**

SEX	FREQUENCY	PERCENTAGE
Male	36	60
Female	24	40



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Total	60	100
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Table 1 shows that a larger part of the respondents were male being 60%, while females were just 40%

**TABLE 2: Frequency of visit to the beach**

Response	FREQUENCY	PERCENTAGE
Frequently	20	33.33
Occasionally	15	25
Weekly	5	8.33
Monthly	10	16.67
Total	60	100

Table 2 shows that most of the respondents visits the beach frequently (33%) and occasionally (25%).

**TABLE 3: How comfortable is the beach in terms of facilities provided?**

RATE	FREQUENCY	PERCENTAGE
Very comfortable	30	50
Comfortable	15	25
Not conducive	15	25
Total	60	100

Table 3 shows that 50% of the respondents agrees that the beach is very comfortable to spend ones leisure time based on the provided facilities.

**TABLE 4: Beach tourism activities provide employment for the local people**

RATE	FREQUENCY	PERCENTAGE
Yes	38	63.33
No	22	36.67
Total	60	100

Table 4 shows that the beach employs the activities and labour of the local people at a 63% agreement.

**TABLE 5: How will you rate the development of the beach environment?**



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RESPONSE	FREQUENCY	PERCENTAGE
Developed	30	50
Developing	25	41.7
Underdeveloped	5	8.33
Total	60	100

Table 5 shows that 50% respondents agree to the fact that the beach is developed and 25% agree that the beach is developing.

**TABLE 6: How developed are the roads linking the beach?**

RESPONSE	FREQUENCY	PERCENTAGE
Developed	25	41.67
Developing	20	33.33
Underdeveloped	15	25
Total	60	100

Table 6 shows that 42% of the respondents agree that the roads linking the beach are developed while 33% agree that it is still developing and 25% believe it is underdeveloped.

**TABLE 7: How close is the nearest hotel?**

RESPONSE	FREQUENCY	PERCENTAGE
Close	40	66.67
Very close	10	16.67
far	10	16.67
Total	60	100

Table 7 shows that 67% of the respondents agree that the nearest hotels to the beach are close to the beach while 16.7% agree it is very close while the others (17%) agree that it is far.

**TABLE 8: Does the beach have an effect on the social and economy of the Host Community?**

Response	FREQUENCY	PERCENTAGE
Yes	48	80
No	12	20



<b>Total</b>	<b>60</b>	<b>100</b>
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Table 8 shows that 80% of the respondents agrees that the beach have effect on the physical, social, and economy of host community and the other 20% do not agree to this fact.

**TABLE 9: Activities from Elegushi Beach increase the level of patronage in the Tourism Sector of Lagos State**

<b>Response</b>	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
Strongly Agree	24	40.0
Agree	16	27.0
Undecided	4	7.0
Disagree	7	11.0
Strongly Disagree	9	15.0
<b>Total</b>	<b>60</b>	<b>100.0</b>

From table 9 above, it shows that 40% of the respondents strongly agree that activities from Elegushi Beach increase the level of patronage in the Tourism Sector of Lagos State, 16 respondents agree, 4 are undecided, 7 respondents disagree while

9 respondents strongly disagree. It shows that majority of the respondents agree that activities from Elegushi Beach increase the level of patronage in the Tourism Sector of Lagos State

**TABLE 10: Elegushi Beach has led to the development of infrastructure in Lekki area of Lagos State**

<b>Response</b>	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
Strongly Agree	22	37.0
Agree	16	26.0
Undecided	0	0
Disagree	12	20.0
Strongly Disagree	10	17.0
<b>Total</b>	<b>60</b>	<b>100.0</b>

From table 10 above, it shows that 22 respondents strongly agree that Elegushi Beach has led to the development of infrastructure in Lagos State, 16 respondents agree, 12 respondents disagree and 10

respondents strongly disagree. It shows that majority of the respondents agreed that Elegushi Beach has led to the development of infrastructure in Lagos State.

**TABLE 11: Elegushi Beach contributes to employment generation and development of small business in the community**

<b>Response</b>	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
Strongly Agree	21	35.0
Agree	10	17.0
Undecided	2	3
Disagree	12	20.0
Strongly Disagree	15	25.0
<b>Total</b>	<b>60</b>	<b>100.0</b>

Table 11 shows that 21 the respondents strongly agree that Elegushi Beach contributes to employment generation and development small business in the community, 10 respondents agree, 2

were undecided, 12 disagree and 15 respondents strongly disagree. It shows that majority of the respondents agreed that Elegushi Beach contributes



to employment generation and development small business in the community

**TABLE 12: Elegushi Beach provides social amenities to the Host Community**

Response	FREQUENCY	PERCENTAGE
Strongly Agree	11	18.0
Agree	26	43.0
Undecided	0	0
Disagree	8	13.0
Strongly Disagree	15	26.0
<b>Total</b>	<b>60</b>	<b>100.0</b>

From table 12 above, it shows that 11 respondents strongly agree that Elegushi Beach provides social amenities to the Host Community, 26 respondents agree, 8 respondents disagree and 15 respondents strongly disagree. It shows that majority of the

respondents agree that Elegushi Beach provides social amenities to the Host Community.

**TABLE 13: Activities from Elegushi Beach generates revenues to the host community**

Response	FREQUENCY	PERCENTAGE
Strongly Agree	25	42.0
Agree	19	32.0
Undecided	0	0
Disagree	11	18.0
Strongly Disagree	5	8.0
<b>Total</b>	<b>60</b>	<b>100.0</b>

Table 13 above shows that 25 respondents strongly agree that activities from Elegushi Beach generates revenues to the host community, 19 respondents agree, 11 respondents disagree and 5 strongly disagree. It shows that majority of the respondents

believe that activities from Elegushi Beach generates revenues to the host community.

**TABLE 14: Tourist activities in Elegushi Beach brings about pollution to the host community**

Response	FREQUENCY	PERCENTAGE
Strongly Agree	13	22.0
Agree	20	33.0
Undecided	9	15.0
Disagree	8	13.0
Strongly Disagree	10	17.0
<b>Total</b>	<b>60</b>	<b>100.0</b>

From table 14 above, it shows that 13 respondents strongly agree that tourist activities in Elegushi Beach brings about pollution to the host community, 20 respondents agree, 9 were undecided, 8

respondents disagree and 10 respondents strongly disagree. It shows that majority of the respondents agree that tourist pollutes the Elegushi Beach which have effects on the host community.

**TABLE 15: Government and private sector contributes to the development of Elegushi Beach**



Response	FREQUENCY	PERCENTAGE
Strongly Agree	7	11.0
Agree	29	40.0
Undecided	0	0
Disagree	20	34.0
Strongly Disagree	9	15.0
<b>Total</b>	<b>60</b>	<b>100.0</b>

Source: field survey 2023

### Discussion of Findings

Result from the analysis shows that majority of the respondents were male, between the ages of 18 – 25, educated with HND/B.Sc. The respondents agreed that they visit the beach frequently and occasionally and the beach is very comfortable to spend ones leisure time. They also agreed that the roads linking to the beach are developed and the nearest hotels to the beach are close.

Respondents agreed that the beach have effect on the physical, social and economy of the Host Community. Activities from Elegushi Beach increase the level of patronage in the Tourism Sector and contributes to the development of infrastructure in Lagos State Majority of the respondents agreed that Elegushi Beach contributes to employment generation and development small business, provides social amenities and generates revenues to the host community this is relative to the assertion of Jimoh (2016) that benefits from coastal tourism activities include providing food and supplies, doing trades, processing garbage, and other significant riverside commodities, which support the community's way of life. Tourist activities in Elegushi Beach bring about pollution to the host community and the Government and private sector are contributing to the development of Elegushi Beach.

Looking at all the findings in the tables, it will be seen that in the respondents view which represents the entire population that Elegushi Beach resort has played its positive part in contributing to the socio-economy of the Elegushi community.

### Conclusion

The results clearly show that beach resorts offer the local community a strategic foundation for numerous types of development. The physical, social, economic and health of the host community are also impacted by the beach. It is clear that activities on the beach boost the amount of patronage in the local tourism industry and support the growth of the state's infrastructure. In addition to providing social facilities and aiding in the growth of small businesses, Elegushi Beach helps the host community by generating income.

Elegushi Beach's tourist activities pollute the local area, benefiting the locals in the process. The development of Elegushi Beach is being supported by both the public and business sectors. The study's findings suggest that African countries should invest more money in the development of beach tourism because Elegushi Beach in the Lekki neighborhood has brought about huge social and economic advantages to the immediate local community in terms of employment, infrastructure, and income.



## Recommendations

The following recommendations are offered:

- i. The federal government, through its many agencies, should devote significant resources to the growth and promotion of tourism in order to lower youth unemployment.
- ii. The government should promote greater involvement from the business sector in the growth of tourism in rural areas.
- iii. In order to improve its foreign exchange profits, the government can also diversify the sources of its income by allocating enough funds to the tourism industry.
- iv. The government should enact laws to support the growth and sustainability of the tourism industry in the nation.
- v. Additionally, it is advised that host locations promote active neighborhood participation.

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