



SOCIO-ECONOMIC STRUCTURE OF TOURISTS AND INTERRELATIONSHIPS OF RESIDENTS IN TOURISM COMMUNITY: A STUDY OF ELEGUSHI BEACH, LAGOS STATE

EKOP GODWIN

DEPARTMENT OF GEOGRAPHY

FACULTY OF SOCIAL SCIENCES

UNIVERSITY OF LAGOS, LAGOS, NIGERIA

gekop@unilag.edu.ng

ABSTRACT

The impact of tourism occur as a result of interaction between the host and the tourists. The aim of the research is to highlight the socio-economic impact of Elegushi Beach to its host community. Data for this research was generated using qualitative and quantitative techniques. Simple frequency percentages, tables, charts, graphs were used to analyse the data generated for the study. Using a descriptive method, this study identified the various attractions in the destination, evaluated the ways the destination has affected the social and economic lives of the host communities and determined how the impact have affected the sustainability of local social lives of the host communities.

Keywords: tourism, host community, interrelations, socio-economic impact, Elegushi Beach

1. Introduction

In the past, tourism leaders have strongly denied the negative impacts that the industry can introduce into host communities. This denial has been based on the belief that if such an admission were to be made, tourism would lose the vital support it has from residents, employees and politicians. For tourism to thrive in an area, it needs the support of the area's residents. This

realization has led to increasing attention being given over the past two decades to the perceived impacts of tourism. Jackson 2016; Fredline,2014; Gjerald,2015; and Fulkner, 2017 presented a valuable synthesis of research findings current at the time relating to the perceived impacts of tourism within a conceptual framework designed to illuminate tourism as an amalgamation of phenomena and their interrelations. These authors grouped perceived impacts of tourism into the three traditional categories of economic, physical and social, but pointed out the artificiality of these categories, and their frequent overlap.

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, 1994; Smith & Krannich, 1998). 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 economic 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. Houston (2017), Sharpley (2014) and Ofuani (2022) caution, 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.

Social exchange theory has been considered an appropriate framework for developing an understanding of residents' perceptions of tourism impacts (Ritchie, 2006). Social exchange theory suggests that individuals will engage in exchanges if (a) the resulting rewards are valued, (b) the exchange is likely to produce valued rewards, and (c) perceived costs do not exceed perceived rewards (Adefuye et al, 1987). These principles suggest that residents will be willing to enter into

an exchange with the tourists if they can reap some benefit without incurring unacceptable costs. Theoretically, residents who view the results of tourism as personally valuable and believe that the costs do not exceed the benefits will favour the exchange and support tourism development (Batir, 2009). Based on earlier research, it was discovered that the elements being offered by the host community include not only economic components but also social and environmental factors (Gursoy, 2010; Zamani et al., 2006; McMinn, et al., 2018; Wag et al., 2018). Residents will be willing to enter into an exchange with tourists if they feel the transaction will result in a gain. Studies have shown that economic gain, along with social and environmental factors, affect resident perceptions of tourism and their support of or opposition to tourism (Brunt, et al., 2019; Wall, et al., 2016b). These studies suggested that the value attributed to the elements of exchange affects the way tourism is perceived and the manner in which residents react to tourism.

On the other hand social exchange theory seeks to explain why benefit for tourism is dependent on resident perceptions of tourism impacts (Barrow, 2002). Theoretically, the relationship holds true because the perception of tourism impacts is a result of assessing rewards and costs (Jimoh, 2011). Consequently, residents who perceive the exchange with tourists as beneficial will support tourism, while those who perceive the exchange as deleterious will oppose tourism development (Dieke, 2008). The perception of tourism impacts is affected by the exchange the perceivers believe they are making. Therefore, expressed support for tourism development may be considered as a willingness to enter into an exchange with the tourists.

It is important to note that the social exchange must be reciprocal. Reciprocity suggests that the resources exchanged should be roughly equivalent and, therefore, neither party should feel they are being exploited (McMinn, 2018). Once either the host or the tourist recognizes a lack of reciprocity. When tourists feel that they are being exploited by being charged an excessively high

price for souvenirs; or when hosts believe that they are being exploited by having tourists intrude on their privacy by taking photographs, then the exchange becomes unbalanced (Dieke, 2018; Folaway, 2016). In this situation, the host is more likely to adopt a more negative attitude towards encounters than tourists because what is 'business as usual' for local people is a 'one-off experience' for tourists (Fayikesi, 2018; Wag, et al, 2018). However, if the conditions of rationality, the achievement of benefits and reciprocity are fulfilled, then the exchange will be perceived as fair and equitable. If the host and the tourist both feel that they have achieved a fair and satisfactory outcome, then each will have a positive perception of the encounter (Fulkner 2017; Okpoko, 2016). The advantages of using social exchange theory, then, are that it is able to accommodate explanations of both positive and negative perceptions and to examine relationships at either the individual or the collective level. Social exchange theory demonstrates that residents' evaluation of the influence of tourism and residents' support for tourism are dependent on what residents' claim as value.

For Elegushi Beach to be a preferred destination, a number of connected elements are necessary. For instance, the behavioural process of the host community will determine if the tourists will repeat their visits or flee. Congestion and pollution can as well deter the movement of the tourists. Climate changes can reduce or increase the number of tourists in Elegushi community. This is because if there is incessant rainfall which could lead to flooding, it will drastically reduce the number of tourists' visiting the place because roads and even buildings/houses will be flooded.

On the hand, host-guest scenario describes relationship of persons concerned with the process of transforming visitors, strangers to become friends. Fredline, (2014), submitted that the traditional notion of host- guest relation has three key features commonly known as the host-guest paradigm. The first is 'protection' given by the host to the guest. The second is 'reciprocity' which the host

is expecting from the guest in future. The third is ‘duty’ from both sides which does not claim respect but also reciprocate well-being.

The nature of the host-guest relationship and community attitudes to tourism generally depend on:

- i. Type of contact between host and guest. (ii) Importance of the tourism industry to the community
- (iii) Community tolerance threshold (Rickson, 1990).

Brunt and Connell (2019), reviewed that contact between host and guest may arise in three scenarios: (i) Tourist purchase of goods and services from local people (shops, hotels).

(ii) Tourist and local resident’s use of same facilities (beaches, shops, bars), (iii) Purposefully meeting to exchange ideas and information.

Williams (2017), commented that cultural similarity or dissimilarity is one of the major factors 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.

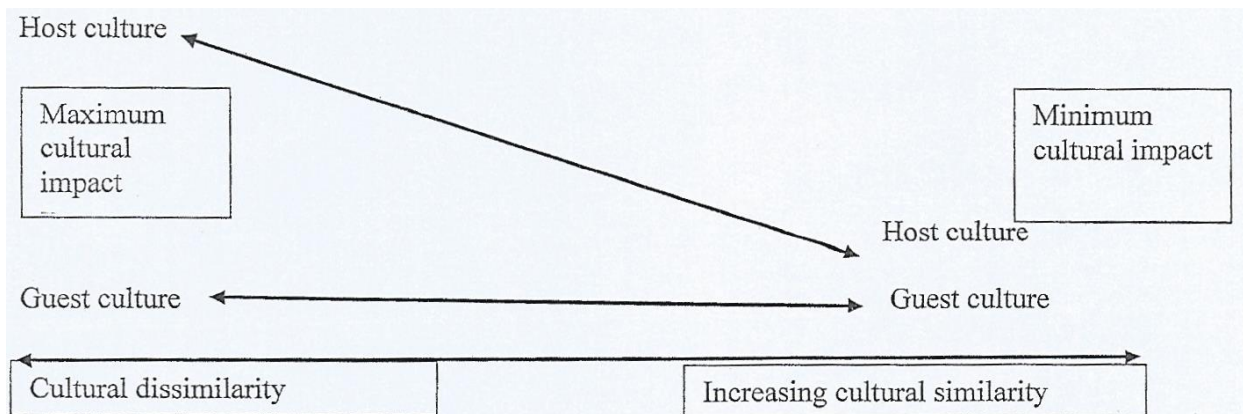


Fig. 1: Host-Guest Relationship

Source: Williams et al (2001).

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 mutual and symbiotic in the sense that they will work together to achieve their aim.

Host Perception of Impacts

There have been various perceptions of the numerous impacts of tourism through complex and extensive researches. Most studies have concentrated on how relationships between the host and guest should be symbiotic. 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 (Okpoko, 2016). It might be said that they are part of but not from the host community. For instance, when the middle class tourist frequents a restaurant and is drawn into conversation with a local who is a cab driver, upon returning home, the tourist will talk of the conversation and the insights that it gave him or her in the host society.

Scholars (Gjerald, 2015; Okpoko, 2016; Smith, 2018) suggest that although the socio-economic impacts of tourism have been extensively studied, there's need for additional research on the subject across geographical locations so as to further the development of theory in this field. Ritchie & Var, 2016; Smith & Krannich, 2018; Lee, 2017 contended that these perceived impacts on host communities or destination areas may be classified into two categories. The first relates to the characteristics of the destination area, which includes the perceived social impacts of the resident-visitor encounter; examples are cultural gap effects, crime, prostitution, and the

demonstration effect (i.e. changes in values, attitudes, or behaviour of the host population that can result from observing tourists). The second category concerns social impacts on infrastructural development and their perceived effects on the local resources. For example, pressure on local resources and facilities, local versus imported labour, local language and cultural effects, and lifestyle changes.

2. Research Method

Using qualitative methods, this paper examines the socio-economic interrelation experiences of tourism development in Elegushi Beach. 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 random sampling procedure to select individuals in order to ensure high reliability of data, high degree of representation and generalization of research findings. The questionnaires were self-administered to all the residents met at their respective households in Elegushi Beach community. Also, some respondents were interviewed at their various work places

and shops within the study area for ten days. A total of 250 questionnaires were distributed but 223 (89.2%) were completely filled and retrieved from the respondents. For 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.

3. Data Analysis

Table 1: Points of Interest for Tourists at Elegushi Beach

Tourists' Interest	Frequency	Percentage.
Beach	43	19.3
Fish markets	11	4.9
Restaurants	8	3.6
Recreational activities	10	4.5
Outdoor games	8	3.6
Hotels/Guest Houses	15	6.7
Palace	9	4.0.
Hair Dressing	6	2.7
Furniture	8	3.6
Barbing Saloon	8	3.6
Fashion Houses	9	4.0
Craft Making	4	1.8
Shopping	15	6.7

Swimming	6	2.7
Reading	10	4.5
Entertainment	11	4.9
Trading	10	4.5
Nature watch	9	4.0
Research	7	3.1
Hide out	8	3.6
Tourists' Visitor	8	3.6
Total	223	100

Source: Fieldwork, 2022

Elegushi Beach was a major attraction (19.3%) for the tourists. Other points of interest were restaurants, outdoor games, hairdressing, furniture, swimming and craft making which recorded low percentages because the respondents claimed that these activities could be alternatively derived outside the beach (Table 1).

Elegushi beach has a wide range of recreational and outdoor services such as volleyball, football, horse-riding, running, building castles with sand, picnics to mention but a few.



Fig 1 : A Fun Ride at Elegushi Beach

Source: Fieldwork, 2022



Fig.2: Voodoo Lounge at Elegushi Beach

Source: Fieldwork, 2022



Fig. 3: Outdoor Activities at Elegushi Beach

Source: Fieldwork, 2022



Fig. 4: De Ark Restaurant and Bar at Elegushi Beach

Source: Fieldwork, 2022



Fig 5: Eden Bar at Elegushi Beach

Source: Fieldwork, 2022

© GSJ

As shown in Fig. 5, the Royal Palace (Kabiyesi 's Palace) is the administrative part of the beach resort. Decisions concerning the sustainability and maintenance of the beach or establishment of tourist attractions especially for private companies as well as remittances of funds generated from the tourists are made in the palace. It's properly guarded to prevent inconsequential visits from tourists.



Fig. 5: Royal Palace of Oba Elegushi.

Source: Fieldwork, 2022

4. Results and Discussion

The interrelationships, mutual understanding of the tourists and host residents were examined. Their experiences on tourism development and the socio-economic and cultural conditions, population sizes, as well as natural resources, were issues of concern in Elegushi Beach, Lagos, Nigeria. Host Community participation in tourism developments, was the main purpose of the study; and in addition, the study examined the respective patterns of tourism development in the Elegushi Beach, and then discussed the interrelations among members of the community and tourists within the Elegushi Beach.

The paper summarizes the innovative attempt of a communal approach for Elegushi's socio-economic and cultural tourism developments. It argues that this approach ensures local communities involvement in sharing economic benefits from tourism. Tourism development and operations, which derives from this communal approach, may greatly contribute to the formation

of the interrelations among the tourists, community, governments; and directly influence the degree of community's participation in the whole process of tourism development.

5. Recommendations

Policies and practices that ensure the sustainability of the destination and the social lives of the host communities should be developed at the early stage of tourism development to avert the negative social impacts at the maturation of the industry.

Host community participation which is a pre-requisite for sustainable tourism development should be encouraged and facilitated in tourism development processes to give the host community a sense of ownership and control over the resources of the community.

Government should make policies that will favour the development and sustainability of tourism in the country,

6. References

- Ashiyani, J. (2006) Review of the Lagos State Regional Plan (1980-2000). Regional Plan, Performance and Recommendation,
- Batir, M.(2009) Economic and Social Impact of Tourism on [www grips.ac.jp/aluminif\[Jzbekistan](http://www.grips.ac.jp/aluminif/Jzbekistan).
- Faulkner, B. and Tideswell, C., (2017), A Framework for Monitoring Community Impacts of Tourism, in Sustainable Tourism, 5(j), 3-28.
- Fredline L.(2014), Host community reactions to motorsport events: The perception of impact on quality of life, B.W. Ritchie and D, Adair, (ed)., Sport tourism: Interrelationships, impacts and issues, Clevedon; Channel View Publications.
- Gjerald, O., (2015), Socio-cultural impacts of tourism: A case study from Norway, S. Tourism and' Cultural Change, 3(1), 36-58,
- Gursoy, D. Iurowski, C, & Uysal, PvL (2010) 'Resident Attitudes: A Structural Modelling Approach.' Annals of Tourism Research. 29: 79-105.

- Folaway, C. (2016), "The Social and Environmental Impact of Tourism", *The Business of Tourism*, 7th Edition, London, Pitman, pp. 138-155.
- Houston, James R (2017). *The Economic Value of Beaches*, Circular, Coastal Engineering Research Centre. CERC- 95-97.
- Jackson, M.S. and Inbakaran, R.J., (2016), Evaluating Residents' attitudes and intentions to act towards tourism development in regional Victoria, Australia, *Tnt. S. Tourism Research*, 8, 355-366.
- McMinn, S. and Carter, E. (2018), Tourist typology: Observation from Belize, *Annals of Tourism Research*, 25(3), 675-699.
- Ofuani, R, O. (2022), Identification of the Impacts of Tourism on the Physical and Socioeconomic Environment of Oredo Local Government Area, Edo State, Unpublished B.Sc. project, Dept. of Environmental Management, Nnamdi Azikwe University, Awka.
- Okpoko, P.U (2016). *Issues in Tourism Planning and Development*. Nsukka: Afro-Orbis Publication Limited.
- Rickson, R; Western, J; Burdge, R. (2020), *Social impacts of Development.* Putting Theory and Methods into Practise cited in Okpoko, P.U (ed) (2006) *Issues in Tourism Planning & Development*. Nsukka: Afro Orbis Publication Limited, Nsukka.
- Ritchie, B.W. & Inkari, M. (2016), 'Host community attitudes toward tourism and cultural Tourism Development: The Case of the Lewes District, Southern England', *international Journal of Tourism Research*, 8 (1): 27-44.
- Sharpley, D.J. and Akis, S., (2014), Residents' perceptions of tourism development, *Annals of Tourism Research*, 22.
- Wall, G (2016a) *Tourism change, impacts and opportunities*. Edinburgh; Pearson. Education Limited.
- Wall, G. & Mathieson, A. (2016b). *Tourism: Change, Impacts and Opportunities*. England: Prentice Hall.

Wag, Y. A. & Pfister, RE, (2018), 'Residents' Attitudes Toward Tourism and Perceived Personal Benefits in a Rural Community', *Journal of Travel Research*, 47: 84-93.

William, E. and Lawson, R., 2017, Community Issues and Resident Options of Tourism, *Annals of Tourism Research*, 28(2), 269-290.

Zamani-Farahanj, H. and Musa, G., 2008, Residents' Attitudes and Perception Towards Tourism Development: A case study of Masooleh, Iran, *Tourism Management*, 29, 1233—1236.

Zhang, J., Inbakaran. R.J. & Jackson, M.S. (2006), 'Understanding Community Attitudes Towards Tourism and Host—Guest Interaction in the Urban—Rural Border Region:', *Tourism Geographies*, 8(2):82—204.

