

ECONOMIC DEVELOPMENT OF COASTAL TOURISM: THE LAGOS EXPERIENCE

Metilelu, O. O.

Department of Hospitality Management, Lagos State University of Science and Technology, Ikorodu, Lagos State, Nigeria

Corresponding Author E-mail: ometilelu@gmail.com

Abstract

The importance of exploring new models and strategies to drive economic development in the tourism industry cannot be overemphasized. This study explored linear model for economic development of coastal tourism in Lagos State. The revenue generated (response variable), which is a proxy for economic development, while, while tourist arrivals (predictor variable), which is a proxy for development of coastal tourism in Lagos State. The data is a secondary data, which span 22 years, from 2000 to 2021. The regression model was adopted. Thus, the model is a good fit to model economic development and coastal tourism development. The exploration of the model for the economic development of coastal tourism in Lagos State presents an exciting opportunity to drive growth, sustainability, and innovation in the tourism industry. By leveraging research, collaboration, attention to detail, and adaptability. A campaign on coastal tourism be impactful campaigns that resonate with tourists and contribute to the overall success of Lagos State's coastal tourism sector.

Keywords: *Coastal Tourism, Lagos Experience, Regression Model, Revenue Generated, Tourist Arrivals*

INTRODUCTION

Nature has been kind to us in giving us a good environment in which to live, relax, and work. Countries with distinctive and long coastlines are viewed as being more privileged because they have a more valuable area that can be used to develop tourism, which will subsequently aid in social and economic development at the local and regional levels (Liu, 2003). If not for the entire world, then at least for the nation, tourism is a vital tool for development. People still can't live without it, despite some of its harmful effects on the environment (Higgins-Desbiolles, 2020).

The socio economic relevance of tourism suggest that it employs hundreds of millions of people worldwide and is one of the industries that is expanding at a rapid rate, tourism research and study have become crucial not only for the academic community but also for the economy as a whole (Higgins-Desbiolles, 2022). The magnitude of tourism impact to national economies as well as to the wellbeing of local

communities, the sector is also becoming more and more significant in other parts of the world (Arshad et al., 2018). In 2015, United States Department of State stated that the service industries have the most potential for growth in the areas of international financial services, tourism, information technology, education, health, and cultural services. In 2016, the world's visitors spent about USD \$6 trillion on leisure travel and USD \$900 billion on business travel. According to new estimates, capital investment should rise from 18.6% to 19.2% by 2026, and worldwide, government spending on the tourism industry will increase from USD \$600 billion in 2016 (equivalent to 7.6% of all government spending) to USD \$400 billion (equivalent to 8% of all Government spending) by 2026 (World Travel & Tourism Council, 2016). Travel and tourism provided 333 million employment globally in 2019, accounting for 1 in 10 occupations worldwide (WTTC, 2019).

The "3Ss" of sun, sand, and sea are said to represent coastal tourism, which is one of the

aspects of travel that is constantly growing (Pedak, 2018). Significantly supporting the economic activities of many nations. In terms of the amount of money it generates and the number of people employed by it, coastal tourism ranks among the largest industries in the world (UNWTO, 2007). 90% of the fish caught worldwide are caught in upwelling and continental shelf areas. According to Hou et al. (2019) and Yumei et al. (2021), the fish and seafood products made by coastal ecosystems are one of the most popular global economic activities, providing food for restaurants and a means of subsistence for the poorest coastal communities. Coastal areas are a source of many other raw materials in the form of sand, gravel, and a variety of placer minerals like diamonds, indicating that coastal areas are a source of many other raw materials. As a result, coastal tourism is an essential component of the development process in a large number of places. Again, about 20% of the world's oil production is produced in offshore areas, and it is estimated that about 70% of the world's ultimate recoverable hydrocarbon resources lie in coastal waters 200 meters (Pedak, 2018). With 6.5 million jobs generated, coastal tourism is a crucial component of a blue economy that is sustainable. According to Anser et al. (2019, 2020), the global growth of coastal tourism is predicted to reach 3.5 percent. According to Tourism Khokhar et al. 2020, coastal tourism will account for 26 percent of total production by 2030, making it the industry's largest value-added sector. According to Chien, Sadiq, et al. (2021) over three billion people rely on marine and coastal industries for their livelihood. "The coastal environment is a magnet for tourists as its roles cannot be overemphasized in tourism (Hall and Page, 2005). The coastal environment is a complex system that is used by recreationalists for day trips, while those made by domestic and foreign tourists stand in contrast to these visits.

The social and economic effects of coastal tourism are felt not only at the local level where the tourism takes place, but also at the regional and national levels. In the areas where tourism

activities occur, coastal tourism offers services. Additionally, its expansion greatly contributes to providing less developed areas with equal access to the advantages of its expansion (Babu, 2008), and Nigeria is not an exception. Nigeria has excellent beaches, islands, mountains, and a rich biodiversity. It also has interesting wildlife, friendly people, and a rich social capital, where water resources are regarded as Nigeria's greatest blessing (Ekanayake & Long, 201). The use of water is typically essential to human welfare and economic growth. For their domestic needs, millions of Nigerians depend on surface water sources. Due to its rapid economic growth, coastal tourism is significant both in Nigeria and throughout the world (WTTC, 2018). Lagos is the center of business and economic development in Nigeria, housing 65% of Nigeria's industrial establishments and commercial activities, and 60% of the non-oil economy are located in Lagos, which also houses four of the nation's eight seaports (Metilelu et al., 2021). According to Metilelu et al. (2022a, 2022b, 2022c), the tourism resources in Lagos State, Nigeria, can be divided into four categories: man-made, natural, cultural, and religious. These categories also include historical and other man-made resources. Therefore this study investigate the economic impact of Coastal Tourism to host communities in particular and Lagos state.

LITERATURE REVIEW

Brett (2021) argues that coastal tourism revenue is increasingly important for South Africa's economic growth, its contribution to GDP is still substantial. Futhermore, Ayenagbo (2015), identifies coastal tourism earnings as a key source of income for urban sub-national governments. According to research, the development and growth of emerging economies in Africa have been aided by coastal tourism. Revenues from the tourism sector make a significant contribution to the sub-Saharan countries' current GDP level, economic growth, as well as investments in both physical and human capital (Bichaka et al., 2008). Visitscotland (2014) provided a comprehensive

overview of the various sources of funding accessible in China's urban environment. Visitscotland included coastal tourism financing in his list of sources of funding, giving us the impression that the nation's tourism revenue may be a sizable source. In South Africa, Yemek (2005) empirically supported a report of Visitscoland (2014), offering proof that Pay as You Earn (PAYE), Company Tax, VAT of the tourism tax, and other taxes are the primary funding sources in South Africa.

Tourism's contribution to revenue has changed significantly over the last 15 years. It is increasingly regarded as a stimulus for the host community's involvement in biodiversity conservation, urban growth, infrastructure overhaul and planning, rural development, environmental restoration, coastal protection, and cultural heritage preservation in addition to foreign exchange, economic growth, and employment. According to World Economic Forum (2015), coastal tourism is crucial to the economies of the Caribbean, stressing the fact that tourism is important and that the government has played a significant role in the creation of an effective plan to use tourism to promote growth. In fact, as World Economic Forum (2015) contends, coastal tourism is a significant driver of economic growth in the majority of Caribbean regions, as shown by the majority of official publications and advertisements.

According to Nguyen (2021), three coastal regions of the United States—Florida, California, and New York—received 74% of all foreign visitors to the country, producing 85% of the country's tourism-related revenue. According to UNCTAD (2022), the state of California's economy is primarily driven by coastal tourism, followed by ports and offshore oil. According to data from the European Environment Agency (EEA) for France, for instance, the tourism industry supports about 43% of jobs in French coastal regions, bringing in more money than either fishing or shipping. The fact that the coastal tourism industry generates the majority of New Zealand's annual foreign exchange earnings, making it one of the

largest single export industries for that nation, is another way that adds to the advantage that coastal tourism provides, contending that the GDP and economic contribution of New Zealand come from tourism.

The tourist and hospitality sector is one of Africa's most valuable yet underutilized industries, according to the World Trade Organization (WTO, 2017), with a market of \$50 billion but \$203.7 billion in potential that is four times its current level. According to the Organization's prediction, 77.3 million foreign tourists will visit Africa in 2020. Over the course of the ten years, this amounts to an annual growth rate of 5.5%, which is higher than the 4.1% rate of world growth. According to estimates made elsewhere (Bichaka et al. 2007), 30% of the projected rise in foreign visitation is expected to come from Africa, Asia, and other sub-Saharan regions. Likewise, according to a 2013 report from the United Nations, "Travel and tourism's total contribution to the global economy stood at \$7trillion, representing 9.5% of global GDP, not only outpacing the wider economy but also growing faster than other significant sectors such as financial and business services, transport, and manufacturing."

It is predicted that the spending of foreign visitors in Nigeria will have an additional economic impact of \$224 million (N29 billion) annually. Additionally, emerging nations are not excluded from this boom as their market share has increased from 30% in 1980 to 47% in 2015 and is projected to reach 57% by 2030, which equates to over 1 billion foreign arrivals (UN, WTO's Long Term Forecast Tourism Towards 2030). Additionally, the coastal tourism sector contributes significantly to the economic growth of Lagos state that has a popular tourist destination, among which but not limited to Lekki Conservation Centre (LCC), Lekki; Elegushi Royal Beach (ERB), Lekki and the Origin Gardens and Zoo (OGZ), Atlantic Ocean, Bar Beach, Eleko Beach, Tarqua Bay Beach, Whispering Palm, Tinubu Square, National Museum, Apapa Amusement Park, and Badagry Slave Chain fostering international trade,

generating employment opportunities, transferring technology, building out infrastructure, expanding the market, and other similar activities (Ijeomah, 2019).

Therefore, tourism has a great potential to generate significant amounts of productive employment, ranging from the highly specialized to the unskilled. Coastal tourism, unlike any other export, can directly add value to the local community by involving them in the provision of goods and services to visitors and tourism businesses. Tourism-related revenues are also factored into urban finances, such as property tax, business tax, land rates, users and benefit charges, and license fee penalties (Olawole & Okosodo, 2019). This is in line with Alberto's (2014) assertion that coastal tourism can raise living standards of locals by bringing technology, foreign exchange, and a return on investment for developing economies. Further in his opinion, the economic benefit that localities can anticipate from a rise in coastal tourism activity, is what is used most frequently to promote the development of the tourism industry. As a result, boosting the local commerce and retail sales.

METHODS AND MATERIAL

3.1 Model Specification

In this study, the linear model is applied to model the relationship between GDP per capita of Nigeria and tourist arrivals into Nigeria, which may fail the normality assumption for the

dependent variable. A linear regression model is given by

$$Rev_i = a + bTou_i + e_i$$

where Rev is the response or dependent variable (Revenue generated), Tou is the predictor or independent variable (number of tourist arrivals), e is the error term that follows linear distribution, a is the intercept or constant, b is the slope of the model. Both a and b are unknown parameters to be estimated. In this case, there is just one independent variable, but it can also be used where there are more than one independent variables. Note that $i = 1, 2, \dots, n$, where n is the number of observations. The values k and λ are known constants and are given in Ekum et al. (2015).

The model in (1) is a classical linear model and can be estimated directly using least square.

Thus, the error of Y is given by

$$e_i = Rev_i - \hat{Rev}_i$$

The error in (2) is expected to have minimum variance unbiased estimator (MVUE).

3.2 Study Area

Lagos state is situated on the confined coastal flood plain of the Bight of Benin in the southwestern region of Nigeria as shown in Figure 1.

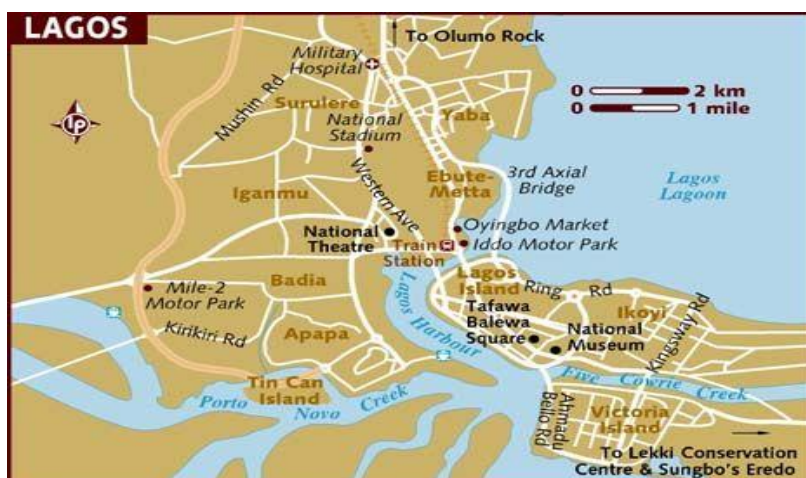


Figure 1: Map of Lagos

Source: Lagos Travel (www.pinterest.com)



Figure 2: Area view of Victoria Island, Lagos State
 Source: See Africa Today (www.seeafricatoday.com/travel-guides)

Lagos state is situated on the confined coastal flood plain of the Bight of Benin in the south-western region of Nigeria. It is located between latitudes 602 and 602 North, roughly on longitudes 20 45 East and 40 20 East, respectively. The Republic of Benin borders it on the west, the Atlantic Ocean on the south, and Ogun State of Nigeria in the north and east. Lagos state is made up of lagoons, coastline, and creeks. Ikeja, Badagry, Ikorodu, Lagos Island, and Epe make up its five administrative divisions, which are referred to as "IBILE" as a whole. Its total territorial area is 358,862 hectares, or 3,577 square kilometers, or 0.4% of Nigeria's 923,773 square kilometers of land (Britannica, 2022). It is one of the most visited cities in Africa.

The seasons in Lagos State are alternately wet (April to July, August, and September) and dry (October to March), typical of tropical climates. According to Oloruntola et al. (2019), the estimated averages for temperature and rainfall are 27.2°C and 1461 mm, respectively. The swamp forest of the coastal belt, which is a mixture of mangrove forest and coastal vegetation and evolved under brackish conditions of the coastal areas and the swamp of

freshwater lagoons and estuaries, is what distinguishes the vegetation. The people's jobs include farming, fishing, and trading. Other human endeavors in the region center on commerce, transportation, and sand mining. In terms of development, the area encompasses both characteristics of the urban and rural world. (Odunuga et al., 2018). Lagos, being the largest urban centre in Nigeria, has witnessed tremendous development due to the socio-economic status of the city as shown in Figure 2 (Wang & Maduako, 2018).

RESULTS AND DISCUSSION

Data Description and Exploratory Analysis

Data was extracted from World Data from 2000 to 2021, spanning 22 years.

Table 1: Data on Tourist visit and Receipts

Year	Visitors (Million persons)	Revenue (USD Million)
2000	0.813	186
2001	0.85	168
2002	0.887	256
2003	0.924	58
2004	0.962	49

2005	1.01	139
2006	1.11	209
2007	1.21	337
2008	1.31	958
2009	1.41	791
2010	1.56	736
2011	0.715	688
2012	0.486	638
2013	0.6	616
2014	4.8	605
2015	1.26	461
2016	1.89	1090
2017	1.93	2620
2018	1.97	1980
2019	2.01	1470
2020	0.502	321
2021	0.518	256

Source: World data info
 (https://www.worlddata.info/africa/nigeria/tourism.php)

Table 1 shows the data collected from World data information website. The data contains the number of tourist arrivals and the revenue receipts from tourist activities in Lagos, Nigeria. The data span 22 years from year 2000 to 2021.

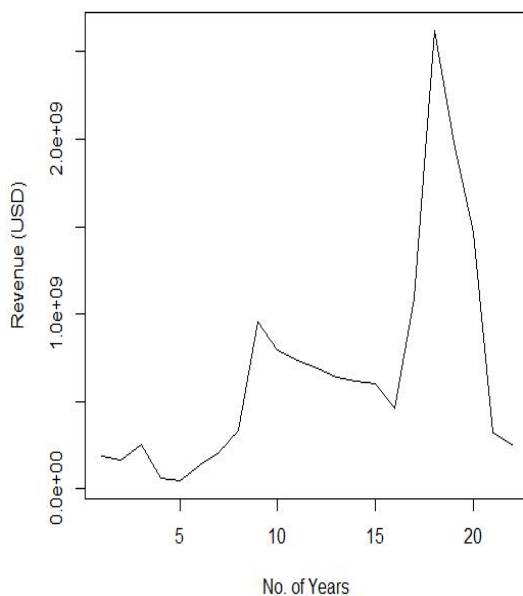


Figure 3: Time Plot of Revenue Generated

Figure 3 depicts a time series of the revenue generated from tourist visits to the state. The highest figure occurred in 2017, while the lowest occurred in year 2004.

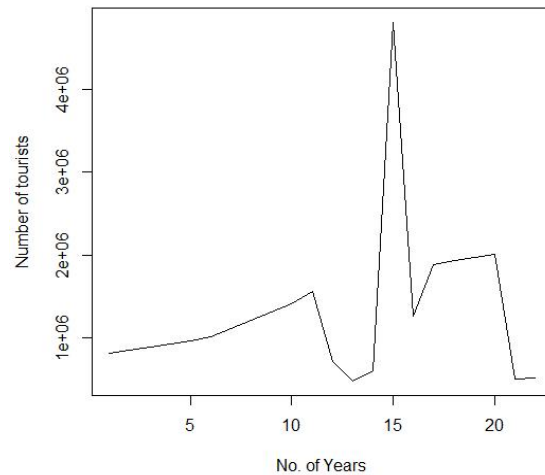


Figure 4: Time Plot of Amount of Revenue Generated

Figure 4 depicts a time series of the number of tourist arriving Lagos, Nigeria. The highest figure occurred in 2014, which can be attributed to the World Economic Forum hosted in Nigeria, while the lowest occurred in year 2012. Although, the highest figure here does not correspond to the highest revenue.

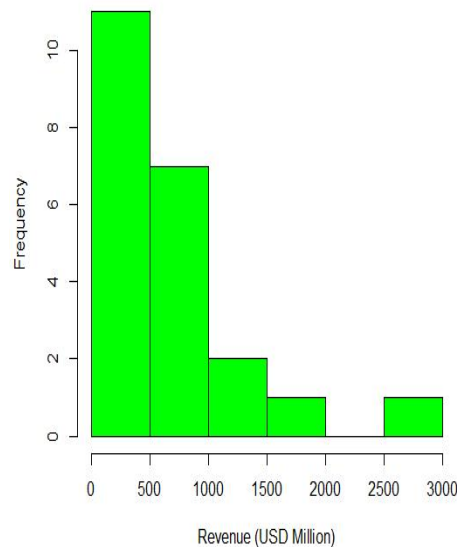


Figure 5: Revenue generated from tourist visit

Figure 5 depicts a histogram for the revenue generated from tourist visits to the state. Most of the revenue per year are below 500 million USD.

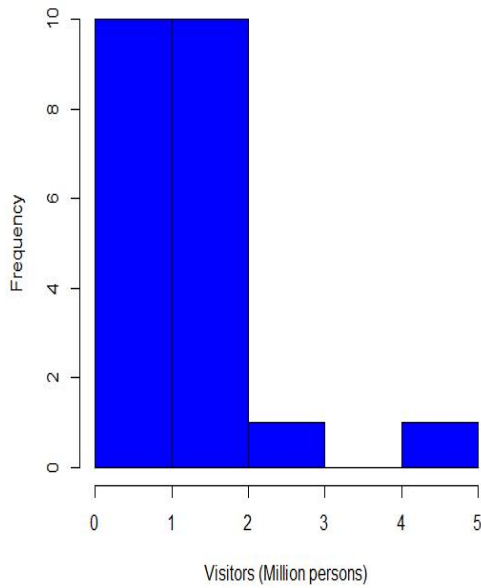


Figure 6: Number of Tourist visitors

Figure 6 depicts a histogram for the tourist arrivals to the state. Most of the number of tourist arrivals per years are below 2 million persons. The histogram shows that the actual values are not symmetric.. So, the log of the values are used rather than the actual values.

Table 1. Summary Statistics for GDP per Capita (current USD)

Statistic	Visitors (no. of tourists)	Revenue (USD)
Min	486,000	49,000,000
Max	4,800,000	2,620,000,000
Mean	1,305,773	665,100,000
Median	1,060,000	533,000,000
1st Quartile	822,250	220,800,000
3rd Quartile	1,522,500	777,200,000
Standard deviation	896.6377	647.5224
Coefficient of variation	1.7904	0.9736

Table 1 shows that the minimum number of tourist arrivals for the period under review is 486,000 tourists and the maximum is 4,800,000 tourists, and the average for the period is 1,305,773 tourists. Also, the minimum revenue generated for the period under review is 49 million USD and the maximum is 2 billion USD, and the average for the period is 665.1 million USD.

Regression Models

The result of the relationship is depicted in a scatter diagram (Figure 7). The figure shows that the relationship is not linear.

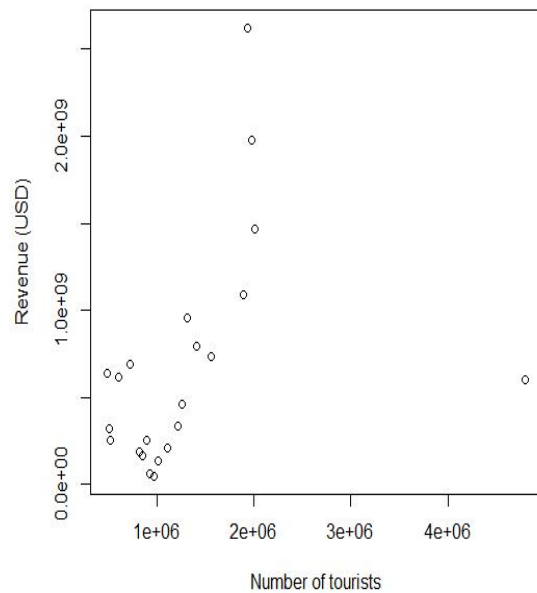


Figure 7: Relationship between Revenue and Tourist arrivals

Table 4. Model Parameters Estimation

Parameter	Normal
a	8.2312
Se(a)	5.2641
t-stata	1.564
P-valuea	0.1336
b	0.8358
SE(b)	0.3779
t-statb	2.212
P-valueb	0.0388
R2	0.7490

Table 4 shows that the linear model has two parameters, a, b. The adopted model for the relationship between revenue generated and number of tourists' arrivals is given by

$$\text{Revi} = 8.2312 + 0.8358\text{Tourist}$$

The model shows that as number of tourism increases by 1 unit, the revenue generated increases by 0.8358 unit. The unit of Tou is number of person, while the unit of revenue generated is the log of receipts in USD.

CONCLUSION AND RECOMMENDATIONS

This study assessed the effect of tourist arrivals on revenue generation using linear model. The data collected span 22 years from year 2000 to 2021 collected from World Data website. The revenue generated is the dependent variable, while the number of tourist arrivals is the independent variable. The result of the analysis showed that there is a positive relationship between number of tourists visits and revenue generation. This relationship may not be linear, which called for the use of gamma and linear model. The log of the variables were taken and the result of the regression model shows that the linear model is a good fit for the relationship between number of tourists visits and revenue generated (receipt). However, 74.9% of the variation in revenue generated can be explained by tourists arrivals, while only 15.1% can be explained by other factors not included in the model. This can be attributed to tourism destinations located at the centre of commerce, contributing to the economic prosperity of the host community.

In conclusion, the exploration of the linear model for the economic development of coastal tourism in Lagos State holds immense potential for the growth and prosperity of the region's tourism industry. It is firmly believed that leveraging this model can lead to significant advancements in attracting visitors, boosting the local economy, and enhancing the overall tourism experience in Lagos State. The linear model offers a strategic framework that allows tourism experts to analyze and understand the various factors that contribute to the success of coastal tourism destinations. By conducting thorough research and target audience analysis, tourism experts can gain valuable insights into the preferences, motivations, and behaviours of potential tourists. This knowledge is crucial in developing tailored marketing strategies that effectively communicate the unique attractions and experiences offered by Lagos State's coastal tourism.

Collaboration and effective communication among stakeholders are vital in the successful

implementation of the linear model. Tourism experts should work closely with local communities, government bodies, tourism boards, and hospitality businesses to ensure a cohesive and coordinated approach. By aligning their efforts, sharing knowledge, and pooling resources, stakeholders can collectively work towards the sustainable development of coastal tourism in Lagos State. Attention to detail is paramount in managing and promoting the brand image of Lagos State as a coastal tourism destination. Tourism experts should focus on developing comprehensive brand guidelines that reflect the region's unique identity, values, and cultural heritage. Consistency in messaging, visual identity, and customer experience across all marketing materials and touchpoints is essential in establishing a strong and recognizable brand presence.

Data-driven decision-making is a key aspect of the linear model. Tourism experts should continuously analyze market trends, visitor feedback, and performance metrics to measure the success of their marketing campaigns and make informed adjustments. By leveraging data, tourism experts can identify emerging opportunities, adapt their strategies, and stay ahead of the competition in a rapidly evolving tourism landscape. There is the confident that the exploration of the linear model for the economic development of coastal tourism in Lagos State will yield positive outcomes. By embracing creativity, innovation, and a customer-centric approach, tourism experts can create memorable experiences that resonate with visitors and encourage repeat visits. This, in turn, will contribute to the sustainable growth of the local economy, job creation, and the preservation of Lagos State's natural and cultural heritage.

In conclusion, the linear model provides a valuable framework for tourism experts to strategically develop and promote coastal tourism in Lagos State. By harnessing the model's principles and combining them with industry expertise, creativity, collaboration, attention to detail, and data-driven decision-making, tourism experts can unlock the full

potential of Lagos State as a world-class coastal tourism destination. It should be noted that as the government of Lagos State and other parties are making effort to develop tourism in the state, they should not also forget to regulate the tourism industry in the state to reduce their effects on the natural habitat, which should be protected. Thus, stiff policies should be put in place by appropriate bodies of Lagos State government to monitor the activities of tourism operators in the region.

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