

Urbanization's Impact on the Development of Tourism in Nigeria: A Case Study of Eti-Osa Local Government Area of Lagos State, Nigeria

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ABSTRACT

Urbanization and Tourism are two concepts that both have impact on the development of an area, and both having impact on each other- urbanization influencing tourism, and tourism influencing urbanization. For this study, the researcher tested the relationship between urbanization and tourism development using Eti-Osa Local Government area of Lagos State. To carry out this study, the researcher collected primary data through a questionnaire which was administered at the study area. The population for this study is the residents of the Local Government Area, from the population, a sample was drawn using convenient sampling. The researcher was able to distribute 107 questionnaires, and retrieved 100. The data was analysed using both descriptive and statistical analysis. The result of the finding states that there is no relationship between urbanization and tourism development of Eti-Osa Local Government Area.

Keywords: Urbanisation, Tourism, Tourism development, Urban Tourism, Tourism Urbanization

INTRODUCTION

According to Estelaji, et al., (2012), cities have always attracted visitors but the impact of cities on the development of tourism as an industry with potential importance is somewhat a recent concept. Tourism is a

worldwide phenomenon that has experienced rapid development in the post-colonial period, particularly in the developed countries of the world. Much of tourism development is due to urbanization (Page and Connell, 2006). In the light of this, tourism is thus a complex and pervasive

phenomenon that touches all aspects of man, and due to its complex nature, it can be treated in a multidisciplinary manner (Okpoko and Okpoko, 2002). Goeldner & Ritchie (2007) defined tourism as the sum of the processes, activities, outcomes emerging from the relationships and the interactions among tourists, tourism suppliers, host governments, host communities and surrounding environments that are included in attracting, transportation, hosting and management of tourists and other visitors. Hence, people can choose to travel to wherever they feel like going depending on their interest, as some may travel for business or convention purposes, others may travel on leisure for the purpose of learning about other cultures (Estelaji, et al., 2012)

Nevertheless, tourism as intricate as it may be, has a close affinity with urbanization. These two socioeconomic aspects lie in nature of both phenomenon's development process and impacts. It is useful to bring in a definition that has a clear connotation of the interaction between these two processes. Notwithstanding the numerous definitions of tourism, Leiper offered the following definition which lays open its relationships to urbanization process notwithstanding its absence of specifying the term urban. Tourism could be considered as an entire range of individuals, businesses, organizations and places which join in some ways to deliver a travel experience. According to Fainstein and Gladstone, (1999), tourism is the world's quickest growing industry, and has become an important technique for urban regeneration, and today forms a critical component of cities' economic base, with numerous

economic and societal profits to gain from tourism Industry. According to Nigeria Tourism Development Corporation (NTDC), Nigeria creates about fifty billion naira a year from tourism.

However, the relationship of urbanization and tourism is a fast-growing phenomenon in today's economy. Urbanization assumes a significant role in promoting tourism both domestic and international. The movement towards a dominantly urban world is not basically a demographic phenomenon portrayed by an anticipated population movement and change starting from one locale to another but rather it is a transformative process permitting numerous aspects of global development. Urbanization is dynamic, which if effectively steered and deployed can potentially serve as an instrument for tourism to overcome some of the present and future challenges. This study analyses the effect of urbanization on tourism on Eti-Osa local government area, and examines the dangers posed and the challenges associated with urbanization in Eti-Osa local government area. The main aim of this study is to examine the effects of urbanization on tourism development and its implications to the city of Eti-Osa local government area.

Research Hypothesis

Urbanization does not contribute to the development of tourism in Eti-Osa local government area.

Tourism and Urbanization

Demographically, the term urbanization denotes the redistribution of populations from rural to urban settlement over time

(Peng, Chen, Cheng, 2006). Urbanization is the process whereby vast amount of people congregate and settle in an area, in the end developing social institutions such as business and government, to support themselves (Orum, 2004). Urbanization is an important symbol reflecting social development and civilization of one country or region (Zhao and Liu, 2010). According to Shaw and Williams (2002:244), urban areas are heterogeneous, distinguished as they are by size, location, function and age as a result attempts have been made to categorize urban tourism destinations. Tourism urbanization, as Mullins (2003) defines, is a process during which cities and towns are built or regenerated almost exclusively for the purpose of leisure and pleasure, and thus urban growth is closely tied to tourism-related industries. The fulfilment of tourism urbanization is contingent upon specifically built spaces of consumption to attract tourists, often in the form of the exploitation of nature (Mullins 2003). Tourist cities represent a new and extraordinary form of urbanization because they are cities built solely for consumption of tourists (Mullins, 1991).

Tourism has become one of the largest and fastest growing world industries and an economic and social phenomenon of major importance (Nana 2017). Tourism urbanization emphasizes the role of tourism as the driving force of urbanization, urban tourism regards the city as the destination, rather than the product of tourism; and in urban tourism, city facilities cater to the needs of tourists but are not exclusively constructed for tourist purposes (Ashworth and Page, 2011). According to Safavi

(2012), the modern urbanization process, which began to intensify during the post-industrial revolution, is constantly challenged by population growth and expansion of urban areas around the world. In fact, the world is experiencing a rapid rate of urbanization as population is migrating from rural areas to urban areas around the world. Safavi (2012) opined that Tourism has an impact upon urban services, accommodation, and the built heritage as well as the open-area landscapes and waterscapes. It is a major economic and selective land-use activity within all Anglo settler societies and most OECD nations. According to Mullins, (1991) Tourism urbanization is defined as the most dramatic expression of the postmodern city, a new urban form emerging as part of post modernity, the contemporary Western obsession with pleasure.

Urban tourism is one of the earliest forms of tourism. According to Lagos (2012), Urban tourism is a special form of tourism involving the travellers touring the city for a few days whose most attractions are night-life, shopping, entertainment, interesting excursions and pleasant natural environment. There was a major shift away from this kind of tourism to other types of tourism. It is therefore not a new kind of tourism, but one which is re-emerging and developing and which is also helping to provide more balanced tourism flows in the country (Brussels, 2000). The array of contemporary infrastructure and modern facilities in developing and developed countries has contributed to the growth and development of tourism (Aremu, 2011). Urban Tourism is arguably one of the most

highly developed forms of tourism at a global scale, since most of the major tourist gateways are urban in nature, and yet it is still a poorly understood aspect in the wider tourism system (Page and Connell, 2006). Shaw and Williams (1994) argue that urban tourism areas offers geographical concentration of facilities and attractions that are conveniently located to meet both visitor and resident needs alike. The diversity and variety among tourist destinations has led researchers to examine the extent to which they display unique and similar features.

Urban Development in Eti-Osa Local Government Areas

There is some urban development in Eti-Osa local government area which are factors attracting tourists to the area. Some of which are; Ikoyi Link Bridge, Lekki Conservation Centre, Eko Atlantic City Project and Eko Hotel and Suites. The Lekki-Ikoyi Link Bridge, is a 1.36 km cable-stayed bridge conceived in the year 2008 linking the fast growing Lekki corridor of the city of Lagos, with Ikoyi, an affluent part of the city. Constructed by Julius Berger a well-known construction company in Nigeria, it is the first cable-stayed bridge in West Africa which links two highly frequented districts of Lagos state, Nigeria-Victoria Island and Lekki. The impact of this new bridge is that it makes commuting between two communities that are separated by water. The primary objective of constructing the bridge is to provide a strategic traffic management solution to ease traffic congestion around Lekki and Ikoyi environ. The bridge is a toll bridge and its use is restricted to private and

commercial vehicles with a total seating capacity not exceeding 26. The toll gate is located at the Lekki end of the bridge.

According to Nigeria Conservation Fund (NCF), Lekki Conservation Centre (LCC) is one of Nigerian Conservation Foundation (NCF) foremost conservation project site. Located on the renowned Lekki Peninsula, LCC covers a land area of 78 hectare. Administratively, LCC is situated in Eti-Osa Local Government Area of Lagos State. The Lekki Conservation Centre, LCC is a conservation initiative to protect wildlife found in southwest coastal environment of Nigeria in the face of sprawling urban development. This 21-year-old conservation education centre has continued to attract both local and international interests. The Centre has served, as an education and resource centre to varieties of group's majority of which are schools and tourists. The project has promoted environmental protection and worked against poaching by surrounding communities as well as serve as a tourist centre for local and international visitors. Continuous environmental education, awareness creation and research activities are carried out in the Reserve.

Eko Atlantic or Eko Atlantic City is a planned district of Lagos, Nigeria, being constructed on land reclaimed from the Atlantic Ocean. It is located on Lagos Bar Beach. Upon completion, the new island which is still under development is anticipating 400,000 residents and a daily flow of 250,000 commuters. The ten square kilometre development will have waterfront areas, tree-lined streets, efficient transport systems and mixed-use plots that combine

residential areas with leisure facilities, offices and shops. Eko Atlantic City will have seven urban districts each with their own individual character and architecture. Eko Atlantic will have its own integrated power systems, modern and effective facilities for drainage, sewage treatment and irrigation.

Eko hotel and suite is the most prestigious international hotel, in Lagos, strategically positioned near the heart of Nigeria's economic activity. Built on the exclusive Victoria Island, the hotel is spread over three buildings and has spectacular views of the Atlantic Ocean and the Kuramo lagoon. It is surrounded by beautiful gardens and magnificent African land scaping. Eko hotel is the best place to stay when in Lagos for business or for recreation. Within Lagos Eko hotel and suite ranks as second most popular hotel style accommodation. Eko hotel is located 19.1 km from Lagos airport. It has a total of 19 floors. Eko hotel and suite has a total of 654 functioning rooms. Eko hotel and suite is a 5-star hotel or a first-class hotel or an international hotel. The rating of a hotel is classified by the ratings within the zone and country. Eko hotel culture reflects the culture and environment of their zone.

METHODOLOGY

The researcher visited the study area to observe the activities of the sectors of the tourism industry so as to understand the operation of tourism activities at the destination. While observing the activities at the destination, some tourists were seen at the tourist attractions- Lekki Conservation Centre (LCC) and at the Silverbird Gallery.

Having observed the destination, a questionnaire was designed as the primary source of data collection for the study. The questionnaire was used to collect the needed data from the residents of Eti-Osa local government area. The questionnaire was designed using just closed ended questions to ascertain precise answers for ease of data collection and analysis, and it was divided into two different parts. The first focused on the socio-economic characteristics of tourists while the second part consists of the view of respondents on the effect of urbanization on tourism.

The population for this study is a diverse population- mainly the residents of Eti-Osa Local Government Area. With the aid of convenient sampling, a total of 107 questionnaires were administered to people close to Eti-Osa local government area; some of the questionnaires were distributed at Silver bird Galleria, Lekki Conservation Centre, National Open University of Nigeria- workers, students, and business people of Eti-Osa local government area. The sample was chosen based on closeness to the tourist sites and some major places where tourists usually visit such as Hotels, Shopping Malls, Cinemas, and Eateries. These places are seen as a must go area for the tourists. The data collected were analysed using simple descriptive statistics, Spearman's Rank Correlation Coefficient and Pearson chi square test method.

The Spearman rank correlation coefficient is defined by

$$r' \equiv 1 - 6 \sum \frac{d^2}{N(N^2 - 1)},$$

RESULT OF FINDINGS

A total number of 107 questionnaires were administered but only 100 questionnaires were retrieved due to the fact that some of the respondents went away with the questionnaire promising they would return it after filling, but didn't within the time frame the researcher has to administer and retrieve the questionnaire. Out of the 100 that were retrieved, some questions were not answered because of reasons best known to the respondents. Some of the respondents did not like to disclose some information which they term as important such as Income and Educational background, while some claim they have no knowledge of what tourism means.

Urban Development in Eti-Osa Local Government Area, Lagos

The questionnaire was designed to understand the level of urban development in Eti-Osa Local government Area and the effect it has on tourism. In response to the question on assassins the level of development that has taken place in the research area with options of developed, developing and underdeveloped, 25% rated the research area as developed, 72% rated it as developing, while 3% rate it as underdeveloped. Furthermore, a question asking if the development is significant received a response of 85% stating it is significant, while the remaining 15% stating it is not significant. In furtherance to understanding

the effect of the urban development on tourism, the respondents were asked if the development has attracted more tourists to the destination, 70% of the respondents claims it has attracted tourists to the research area, 10% indicated that it has not, while the remaining 20% aren't sure. To further buttress the previous question, a question on the effect of the urban development on tourism was asked. The responses gathered indicates 85% of the respondents sees the effect as positive, while 15% sees the effect as negative.

Hypothesis Testing

The specification for decision rule says that the null hypothesis (H_0) is rejected if the calculated value is less than the tabulated value at 0.05 Alpha levels, using a t -distribution table otherwise; we accept the null hypothesis (H_0) and reject the alternate hypothesis (H_1).

For the Spearman Rank Order Correlation Coefficient, there is a two-step process. Step one is to determine the correlation coefficient and step 2 is to determine significance using the T-Test. The critical score is determined using a T-table. The first column is the Degrees of Freedom and the other columns are the Alpha levels. The degree of freedom for the T-test is equal to the (number of cases - 2). For example, if there are 10 cases, then the df is $(10-2) = 8$

Hypothesis testing using r_s

$$r_s = 1 - \frac{6\sum d^2}{n(n^2 - 1)}$$

Where, $\sum$ = summation of the squared differences between the pairs of ranks

d = difference between ranks

d^2 = difference squared

n = the number of pairs

r_s = Spearman's Rank Correlation Coefficient

To test whether r is significant, we use t - distribution and the formula is

$$t = \frac{r}{\sqrt{(1-r^2)/(n-2)}}$$

Where r = the total answer of the correlation coefficient

n = the number of pairs

While degree of freedom is

$$df = n - 2$$

(H_0) Urbanization does not contribute to tourism development in Eti-Osa local government area.

(H_1) Urbanization contributes to tourism development in Eti-Osa local government area.

To test the hypothesis, the questions on the if there has been any significant development in eti-osa local government area and if yes, has this development attracted tourists to the area.

Note that X is tourism development, while Y is urbanization, that is, X is the dependent variable and Y is the independent variable.

Table 1

OPTIONS	X	Y	R_x	R_y	d	d^2
Yes	70	75	3	3	0	0
No	10	15	1	2	-1	1
Maybe	20	10	2	1	1	1
TOTAL						$\sum d^2 = 2$

Source: Authors analysis

$$\begin{aligned}
 r_s &= 1 - \frac{6 \times 2}{3(3^2 - 1)} \\
 &= 1 - \frac{12}{3 \times 8} \\
 &= 1 - \frac{12}{24} \\
 &= 1 - 0.5 \\
 &= 0.5
 \end{aligned}$$

To determine if 0.5 is significant, we use t-test

$$\begin{aligned}
 t &= \frac{0.5}{\sqrt{(1 - 0.5^2) / 3 - 2}} \\
 t &= \frac{0.5}{0.87} \\
 t &= 0.57 \\
 df &= 3 - 2 \\
 &= 1
 \end{aligned}$$

DECISION RULE: The critical score from the *t*-table at Alpha levels is 0.05 and *df* = 1 is 12.71. Since 0.57 is less than 12.71, we accept the Null Hypothesis (*H*₀) and reject the Alternate Hypothesis (*H*₁). Therefore, we conclude that Urbanization does not contribute to tourism development.

SUMMARY OF FINDINGS

Based on the findings, it was observed that urbanization does not contribute to tourism in Eti-Osa Local government area. This does not mean that urbanization cannot contribute to tourism development in other places as affirmed by Luo, Qui and Lam (2015). These researchers studied the impact of Urbanization on Guangdong region in China, and they concluded that, although it is said that urbanization do have impact on tourism development, in the case of Guangdong, there is no uniformity of impact of urbanization on tourism. As identified

earlier in this paper, according to Mullins (2003), tourism urbanization is a process during which cities and towns are built or regenerated almost exclusively for the purpose of leisure and pleasure, and thus urban growth is closely tied to tourism-related industries. Therefore, based on the result of this study, although urbanization did impact the level of tourism development of the destination, but it is not enough to say the urban development of the destination really determines the growth of the tourism in the area, as the destination is not urbanized for the sole purpose of tourism-Tourism Urbanization. This means that, tourism urbanization and urbanization impact on tourism are two different things. Hence, tourism can have impact on urbanization (Quin, Feng and Zhu 2012), and urbanization can impact the development of tourism, but this depends on the authority in-charge.

The tourism industry is growing in Eti-Osa local government and the benefits derivable from the relationship between urbanization and tourism development are numerous, these benefits can be direct and indirect. Even with all the resources found in Eti-Osa local government area, tourism is still not developed to an expected standard, because several resources are left untapped. It is believed that, if tourism is developed maximally, the economy of the state as a whole will be influenced positively. In conclusion, from the study, it can be said that the urbanization of Eti-Osa Local government area is not solely for the promotion of tourism, or its urban development still requires more efforts to be able to enhance the development of tourism.

LIMITATION OF STUDY

The limitation to this study is that the result cannot be generalized for other destinations which are becoming urbanized, as the study was only carried out on one area. Hence for further study, it would be better that more areas are added for justifiable conclusion.

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