

Assessment of Destination Competitiveness and Efficiency of Public and Private Services at Lekki Beach, Lagos, Nigeria

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Abstract

The intention of many tourists to purchase tourism products driven by Information and Communication Technology and friendly attitude of public workers determine the competitiveness of tourism destinations across the globe. The study evaluates the competitiveness of public and private services as they influence beach tourism consumer behavior. Tourists numbering two hundred and forty-four were sampled by convenience technique while structured questionnaire was used to gather relevant information. Data were analysed through inferential statistical techniques such as one way ANOVA, Multi Linear Regression and Principal Component Regression. Results showed that telecommunication and information technology services were significantly effective in enhancing beach tourism destination competitiveness. Prediction of efficiency of public and private services with educational status at tolerance limit of 0.521 was found to be fit. The overall strength of the relationship was strong and acceptable ($R = 0.695$). The results of ANOVA and Principal Component Regression of 20 out of 22 constructs on efficiency of public and private services further confirmed the strength of relationship. It was recommended that for beach tourism to flourish, destination managers must embrace the use of Information and Communication Technology, and e-commerce in selling their products, while officials in charge of public services should have attitudinal changes towards visitors especially those coming from other countries.

Key Words: Competitiveness, e-Commerce, Information Communication Technology, Lekki Beach, private and public services, tourists

1. Introduction

The perception of service quality by tourists has to do with (destination related factors) what was provided and the way it was delivered, and this to a large extent determines profitability of any tourism business (Kariru *et al.*, 2014; Gnanapala, 2015). Destination image, relaxation, recreation and satisfaction with service delivered are used in predicting repeat visit, loyalty and propensity of getting new customers, and are strategic to organisations' sustainability (Mat Som *et al.*, 2012; Mmutle and Shonhe, 2017). The process of getting new customers has been found to be costlier than the promotional cost of attracting previous customers. (Lau & Mckercher, 2004; Winnie, 2014; Wu and Hsu, 2015). Preservation of loyal customers is very vital to the profitability of the tourism business (Sobihah *et al.*, 2015). According to Kumar *et al.*, (2011), operations and service dependability has more impact in driving customer loyalty than operations speed. Markovic & Raspor (2010) and Gunaratne (2014) in their own views found that the most important dimensions of service quality in the tourism industry are empathy, reliability, accessibility, competence and responsiveness of staff. Chand and Ashish (2014) linked tourist satisfaction to loyalty which has also been recognized as an important mediator between perceived service quality and tourist loyalty.

2. Literature Review

The role of online satisfaction and e-trust as mediators with regards to electronic service quality and online loyalty cannot be underestimated when it comes to e-shopping. It has been confirmed that efficiency, privacy and customer service are the main explanatory factors of electronic service quality (Al-dweeri *et al.*, 2017). Electronic intermediaries are coming up gradually to challenge traditional distributors in the tourism industry as it has become one of the most important sources of consumer information and tourism loyalty especially for young tourists (Parra-Lopez *et al.*, 2018) and better educated consumers (Beritelli *et al.*, 2007; Zins, 2007; Szopinski and Staniewski, 2016). Tourism businesses are now caught up in the wave of Information and Communication Technology (ICT) to drive global tourism economy as the behaviour of providers and consumers alike keep changing under the influence of ICT (Standing *et al.*, 2014; Januszewska *et al.*, 2015; Tichaawa *et al.*, 2017). However, Tichaawa *et al.* (2017) perceived ICT as impacting relatively little on company image improvement, and advised that tourism businesses should use such technology to improve company image. According to Januszewska *et al.*, (2015) –

“Nowadays tourism economy is driven by information technology (IT) and telecommunications. All tourism oriented companies, such as tour operators, travel agencies, rental agencies, cruisers and hotels experience the growing impact of what is commonly known as information and communication technology (ICT). Tourism

sector represents the information-intensive industry characterized by a significantly long value chain influence, to a great extent, by information. Its creation, collection, storage, retrieval and transfer remain within the core activities of all tourism enterprises”.

Chen, *et.al.* (2015) argued that tangibility, variety or availability, and satisfaction with e-services are some of the attributes that influence the perception of value and trust that tourists have about products offered. Mihajlović (2017) posited reliability, information quality, and personalization as dimensions of e-service quality. However, Gonçalves *et al.* (2016) perceived the use of internet in terms of positive and future disposition by the consumer to make a new online purchase on the same website. Travel customers that book for accommodation directly online tends to be more loyal, travel more often and bring more revenue (Starkov & Safer, 2010). However, for customers searching for cheap services, they do not book directly, rather, they go through the websites of retail agents (Law *et al.*, 2007). Apart from the destination image, the overall satisfaction of tourists to any destination is also a function of the quality of tourism public service. According to Guan *et al.* (2015) -

“the quality of tourism public service positively affected the overall satisfaction of tourists, the trust of tourists to the government and the image of tourist destinations”.

One public service that has been noted to diminish the appeal of international travel for many tourists has been excessive bureaucratic bickering associated with visa acquisition, elimination of which will enhance travel flows, increase tourism receipts, and create new jobs (UNWTO & WTTC, 2012; Lawson & Roychoudhury 2013; WEF, 2014). Places with multiple seaports and airports with direct international air services enjoy more traffic flows and trip frequency for holidays (O'Connor, 2010; Halpern & Brathen, 2011).

Competitiveness has variously been associated with tourism destinations as a critical element for their success (Leung *et al.*, 2012; Goffi, 2013; Berné *et al.*, 2015; Ekin & Akbulut, 2015). The model of Ritchie & Crouch (2000, 2003) distinguished 36 attributes of competitiveness within five major factors which have been used as a starting point for many researchers. While there seems to be a consensus in the literature about the main objectives of competitiveness (Ritchie & Crouch, 2000, 2003; Dwyer *et al.*, 2003; Gomezelj & Mihalič, 2008; Ekin & Akbulut, 2015; Gnanapala, 2015; Mmutle and Shonhe, 2017), each one of these empirical models provides very useful insights into destination competitiveness. They focus on several issues and they consist of different determinants and various indicators.

However, none of the models provides a comprehensive assessment of efficiency of private and public services on destination competitiveness of beach tourism generally, and that of Nigeria in particular. It is in the light of the foregoing that Lagos being a gateway and a coastal town was chosen for this research. Lagos has a number of sandy beaches by the

Atlantic Ocean among which is Lekki Beach (Ajani *et al.*, 2016), but few studies have been carried out on beach tourism in Lagos, Nigeria and those few have only centered on socio-economic aspects (Eko *et al.*, 2013; Esu, 2013; Omenai and Ayodele, 2014; Ajani *et al.*, 2016). More so, there is dearth of information on the efficiency of public and private services in beach tourism destinations. Hence this study aimed at assessing the efficiency of public and private services as supporting factors and resources on competitiveness of Lekki beach, Lagos, Nigeria.

3. Methodology

3.1 Research Hypotheses

H₁: Use of telecommunication and information technology services has no significant impact on destination competitiveness

H₂: Use of e-commerce has no significant impact in providing quality tourism services by tourism firms

H₃: Efficiency and attitudes of customs, immigration and airport workers has no significant impact on destination competitiveness

H₄: Educational status of tourists has no significant impact on predicting efficient use of public and private services

3.2 Data Collection

A convenience sampling technique which involved complete enumeration of tourists above the age of 18 years was used in selecting the tourists who visited Lekki Beach during the Easter period of April, 2017, as there was no sampling frame. The perception of beach tourists in Lekki, Lagos was measured using a structured questionnaire. Out of 250 tourists sampled during this period, only 244 (97.6%) respondents filled the questionnaire some of who were foreigners. The rationale behind sampling of the foreigners was to gather information on the efficiency of operations of customs/immigration/airport officials to tourists. Research Assistants who are staff members of Redeemer's University were employed in administration of the questionnaire to tourists. The questionnaire contained close-ended questions to gather data on demographic characteristic, effectiveness of telecommunication system for tourists, provision of quality tourism services, efficiency of operations of customs/immigration/airport officials to tourists, efficiency of use of information technology by tourism firms, and use of e-commerce by tourism firms as well as accessibility of tourism destination as dependent and predictors of destination competitiveness. Demographic variables were measured using nominal and ordinal scales.

3.3 Data Analysis

Both descriptive and inferential statistics were used for data analysis. Descriptive analysis was used to verbally summarize information on demographic profile. On the other hand, one-

way Analysis of Variance (ANOVA) was used to assess factors of telecommunication and information technology services that enhanced Lekki Beach competitiveness, use of e-commerce in providing quality tourism services by tourism firms, and efficiency and attitudes of customs, immigration and airport workers in enhancing destination competitiveness. One-way ANOVA was used because it can better enhance the determination of statistically significant differences between the means of all independent variables under each of the factors under test.

Principal Component Analysis (PCA) compatible with SPSS was used to explore the variables determining the destination competitiveness. The PCA was used because it can better identify the underlying dimensions of the variables of tourist motivations for using or not using public and private services. Multiple Linear regression was employed to predict the efficient use of public and private services by educational status of respondents. The choice of multiple linear regression owes to its ability that allowed for analyzing the relative influences of the educational status of respondents on predicting the efficient use of public and private services. Principal component regression analysis was used to regress the outcome/response/dependent variable in which case it was educational status of tourists with a set of covariates also known as predictors/explanatory/independent variables for estimating the unknown regression coefficients in the model. This technique (PCA) was further used in regression to predict outcomes (and to improve the results of predictions). Principal component regression analysis was used because it estimated the service frontier using regression models such that inefficiency is the observed deviation from this prediction.

4. Results and Discussion

4.1 Demographic Characteristics of Respondents

The demographic profile of respondents in Lekki Beach revealed that majority were females (75%), with (44%) of the respondents having tertiary education. Education and age were observed to influence the use of information technology and e-commerce. This agreed with the finding of Szopinski and Staniewski (2016) in which statistically significant relationship was identified between the frequency of the use of e-tourism by internet users and their gender and education level.

4.2 Efficiency of Telecommunication and Information Technology Services

The result in Table 1 showed that telecommunication and information technology services are significantly effective in enhancing destination competitiveness ($p < 0.05$). Therefore, the variables of information search through access to use of telecommunication system; instant access to information via telecom; use of online reservation system; getting most information from the website of destination, getting transportation information from internet; booked

accommodation for the destination on-line, and introducing friends to online reservation were all significant in enhancing the destination competitiveness.

According to Neuhofer *et al.* (2015), the key factor that influences the tourism industry with particular reference to ICTs is easy and direct access to information which is in tandem with the finding of this study. Paraskevas (2005) in his own finding confirmed that access to and sharing of rich information in the tourism industry has expanded the horizon of global customer reach. More customers now patronize online reservation system, as they purchase tourism products through websites especially through the third party websites (Law & Hsu, 2006; Starkov & Safer, 2010; Coenders *et al.* 2016; Gonçalves *et al.* (2016). This is a pointer to the fact that majority of the Lekki beach operators may not have substantive websites. Online reservations accessed by the customers could be that of retail agents such as tour guides and well-known hotels providing ancillary services for visitors to the beach. If the beach tourism business is to continue in making profit, attraction of new customers specifically, and repeat visitation as well as preservation of loyal customers in general can be enhanced through friends and relatives by word of mouth information and marketing particularly within the environment of online communities for destination selection (Hsu *et al.*, 2008; Madasu, 2013). Finding of this study has revealed that respondents will recommend Lekki beach to friends and relatives, an indication that customers were satisfied with the destination which is in tandem with the finding of Mat Som *et al.*, (2012).

Table 1: Efficiency of telecommunication and information technology services

ANOVA (Lekki Beach)							
S/No		Groups	SS	Df	MS	F	Sig.
A	Effectiveness of telecommunication system for tourists						
1	Access to use of telecommunication system	Between Groups	6.060	16	0.379	2.477	0.050
		Within Groups	34.880	228	0.153		
		Total	41.096	244			
2	Instant access to information via telecom	Between Groups	4.120	16	0.258	2.835	0.033
		Within Groups	20.720	228	0.091		
		Total	24.840	244			
3	Telecommunication system influence your visit to this destination	Between Groups	7.28	16	0.455	1.90	0.124
		Within Groups	54.720	228	0.240		
		Total	62.000	244			
B	Efficiency of use of information technology						

4	Uses Online reservation system	Between Groups	6.216	16	0.389	2.542	0.050
		Within Groups	34.88	228	0.153		
		Total	41.096	244			
5	Information from the website	Between Groups	4.120	16	0.257	2.824	0.033
		Within Groups	20.720	228	0.091		
		Total	24.840	244			
6	Social media is an effective tool in promoting online marketing for tourism enterprises	Between Groups	7.280	16	0.455	1.896	0.124
		Within Groups	54.720	228	0.240		
		Total	62.000	244			
7	Transportation information from internet	Between Groups	6.060	16	0.379	4.622	0.003
		Within Groups	18.770	228	0.082		
		Total	24.840	244			
8	Booked accommodation for the destination on-line	Between Groups	6.060	16	0.379	4.622	0.003
		Within Groups	18.770	228	0.082		
		Total	24.840	244			
9	Introduce my friends to online reservation	Between Groups	3.740	16	0.234	6.882	0.000
		Within Groups	7.680	228	0.034		
		Total	11.420	244			

4.3 Use of E-Commerce on the Internet in Providing Quality Tourism Services

Efficiency of use of e-commerce in providing quality tourism services by tourism firms is as presented in Table 2. The results showed that of all the eight constructs considered, possibility of booking tour package on-line was the only one significant.

Tourism economy like many other sectors is driven by ICT. Many researchers have attested to the fact that the use of e-commerce in the tourism sector through internet marketing as driven by ICT could have direct effect in transforming consumer decision making process into an online one vis-à-vis the services that the tourists may want to purchase (Januszewska *et al.*, 2015). Many tourists now prefer to purchase tourism products such as tour package through websites by booking online based on their previous experiences with destinations visited. The image and usability of a destination have direct effect on the intentions of the tourists to purchase tourism products (Chiang & Jang, 2006; Law & Cheung, 2006). When these online customers are satisfied with services provided them, they tend to be more loyal and travel more (Crnojevac *et al.*, 2010). Since the respondents have seen to the

possibility of booking tour packages online, therefore, the service providers at Lekki beach including those providing ancillary services to customers coming to the beach should exploit the use of internet by opening websites for their destinations. Use of internet has expanded tourism global customer reach and has hitherto created a more competitive environment with greater propensity for tourism business development (Berné *et al.*, 2015). Beach tourism businesses without access to the internet may likely not benefit from the provisions from e-services and could gradually edge out of global markets (Mmutle and Shonhe, 2017). However, recognition of the fact that the role of mobile commerce is not very high in the tourism industry by the respondents and that, through the internet current exchange rate is inaccessible; the inaccessibility of information on the current exchange rate, inadequacy of accommodation links on the internet, having not booked accommodation using the internet, impossibility of finding links to overseas tour operators via the internet, and inability to connect overseas tour operators via the internet were indications that the internet and other Information Technologies had not been fully utilized by the service providers in the Lekki beach tourism industry for the competitive operations, distribution and marketing of the tourism destination on a global scale. Quite a number of researchers have attested to the major impact on tourism information technology with e-commerce as one of the most important sources of consumer information (Beritelli *et al.*, 2007; Standing *et al.*, 2014; Zins, 2007).

Table 2: Use of e-commerce on the internet in providing quality tourism services

S/No	Use of e-commerce by tourism firms						
		Groups	SS	df	MS	F	Sig.
1	Role of mobile commerce is very high in tourism industry	Between Groups	7.920	16	1.980	8.426	0.091
		Within Groups	53.500	228	0.235		
		Total	61.420	244			
2	Through the internet current exchange is accessible	Between Groups	3.920	16	0.245	0.972	0.430
		Within Groups	57.500	228	0.252		
		Total	61.420	244			
3	Accessed information on the exchange rate from the internet	Between Groups	5.548	16	0.347	1.584	0.192
		Within Groups	50.000	228	0.219		
		Total	60.548	244			
4	Adequate numbers of accommodation links on the internet	Between Groups	2.140	16	0.134	0.515	0.725
		Within Groups	59.280	228	0.260		
		Total	61.420	244			

5	Booked accommodation using the internet	Between Groups	1.196	16	0.075	0.307	0.873
		Within Groups	55.580	228	0.244		
		Total	56.776	244			
6	Links to overseas tour operators via the internet	Between Groups	3.576	16	0.224	1.358	0.260
		Within Groups	37.520	228	0.165		
		Total	41.096	244			
7	Connected overseas tour operators via the internet	Between Groups	1.872	16	0.117	1.026	0.402
		Within Groups	26.000	228	0.114		
		Total	27.872	244			
8	Tour package on-line booking is possible	Between Groups	13.936	16	0.871	5.513	0.005
		Within Groups	36.000	228	0.158		
		Total	49.396	244			

4.4 Efficiency of Destination Service Providers

For provision of quality tourism services by beach tourism providers in Table 3, results showed that the three constructs under consideration were significant: Prompt service and help from the destination employees; Employees attends to your needs under tight schedule; I will come back for another visit any other time were significant in enhancing Lekki beach competitiveness. As for the efficiency and attitude of customs, immigration and airport officials, the results showed that out of 10 constructs, only two constructs were significant: meaning that the processes involved in clearing visa on arrival were not too cumbersome, while check-in process was efficient.

Provision of quality tourism services through getting prompt service and help from the destination employees, and employees attending to ones needs under tight schedule, are factors with strong operations performance with regards to the way in which the services were delivered which all had positive impacts on perception of service quality by respondents in this study for driving and predicting repeat patronage and customer loyalty (Kumar *et al.*, 2011). Provision of quality tourism services in Lekki beach can enhance its performance and profitability (Kariru *et al.*, 2014). That visitors were not waiting for too long on queue for immigration and security screening at airport may be adduced to the responsiveness of the immigration staff which agreed with the finding of Markovic & Raspor (2010), and Gunaratne (2014). But, this was not met adequately with good attitude of the officials of immigration, custom and airport as the finding of this study revealed that they were not helpful and courteous. This was reflected in the response of the visitors that they will not

recommend beach tourism in Nigeria to friends and relatives based on their experiences. These findings agreed with findings of Yang (2017) which stated that the way a customer perceive service quality has to do with the way in which the service was delivered by the frontline employee, which may be used in predicting repeat patronage that can lead to brand loyalty and new customers. Management of quality in any tourism business particularly beach tourism is important in enhancing organizational performance and profitability (Kariru *et al.*, 2014).

Table 3: Efficiency of destination service providers

C	Efficiency/attitudes of operations of customs/immigration to tourists						
S/No		Groups	SS	df	MS	F	Sig.
1	Provision of quality tourism services						
	Prompt service and help from the destination employees	Between Groups	1.515	4	0.379	4.597	0.003
		Within Groups	4.695	57	0.082		
		Total	6.210	61			
2	Employees attends to your needs under tight schedule	Between Groups	1.515	4	0.379	4.597	0.003
		Within Groups	4.695	57	0.082		
		Total	6.210	61			
3	come back for another visit any other time	Between Groups	0.935	4	0.234	6.938	0.000
		Within Groups	1.920	57	0.034		
		Total	2.855	61			
4	Wait too long on queue for immigration clearance	Between Groups	1.980	4	0.495	2.109	0.091
		Within Groups	13.375	57	0.235		
		Total	15.355	61			
6	Recommend Nigeria to friends and relatives based on my experience	Between Groups	0.980	4	0.245	0.971	0.430
		Within Groups	14.375	57	0.252		
		Total	15.355	61			
7	Immigration and Customs staff are helpful and courteous	Between Groups	1.387	4	0.347	1.581	0.192
		Within Groups	12.500	57	0.219		
		Total	13.887	61			
8	Encouraged by attitude of the officials to visit another time	Between Groups	0.535	4	0.134	0.514	0.725
		Within Groups	14.820	57	0.260		
		Total	15.355	61			

9	Clearing visa on arrival are too cumbersome	Between Groups	4.473	4	1.118	6.377	0.000
		Within Groups	9.995	57	.175		
		Total	14.468	61			
D	Efficiency of airport services to tourists						
10	Check-in process is efficient/easy for you	Between Groups	0.935	4	0.234	6.938	0.000
		Within Groups	1.920	57	0.034		
		Total	2.855	61			
11	Check-in staff in the airport are helpful and courteous	Between Groups	1.980	4	0.495	2.109	0.091
		Within Groups	13.375	57	0.235		
		Total	15.355	61			
12	Security staff in the airport are helpful and courteous	Between Groups	0.980	4	0.245	0.971	0.430
		Within Groups	14.375	57	0.252		
		Total	15.355	61			
13	Waiting in line for security screening at the airport waste too much time	Between Groups	1.387	4	0.347	1.581	0.192
		Within Groups	12.500	57	0.219		
		Total	13.887	61			
14	Recommend Nigeria to friends and relative for a vacation.	Between Groups	0.535	4	0.134	0.514	0.725
		Within Groups	14.820	57	0.260		
		Total	15.355	61			

4.5 Educational Status and Efficient Use of Information Technology and Accessibility

The results of multiple regressions used in testing hypotheses are presented in Table 4. When all 15 predictors of factors that measured efficiency of public and private services were regressed with the dependent variable which was educational status at tolerance limit of 0.521 when all predictors in the model were set to zero, the model was found to be fit (Table 4). The overall strength of the relationship was strong and acceptable ($R = 0.695$). The percentage variance of prediction was explained by 48.40% (R^2 , the coefficient of determination or coefficient of multiple determination) of the variance of efficiency of public and private service, and accessibility of tourist destination (which is close to 50% and acceptable for any field that attempts to predict human behaviour), with F-value being 0.709. The F-test overall showed that the relationship between educational status and efficient use of public and private

services by beach tourists was not statistically significant. In some fields, it is entirely expected that your R-squared values will be low.

For efficiency of public and private services, 15 constructs were considered for which results showed that educational status of tourists did not significantly predict the efficient use of public and private services. The result of this study has confirmed the previous findings of Beritelli *et al.*, (2007) and Casanova *et al.*, (2005) that the internet has become one of the most important sources of consumer information especially for young and better educated consumers. This is increasingly becoming critical for the competitive operations of the tourism and hospitality organizations as well as for managing the distribution and marketing of organizations on a global scale. Findings of this study have revealed that Lekki beach did not effectively utilise online reservation system to drive its competitiveness among global competitors as; respondents did not get information from destination website; social media has not been that effective in online promotion of beach tourism in Lagos state; respondents did not get transportation information about Lekki beach from the internet; they neither booked accommodation for the destination using online means and; have also resolved never to introduce friends to online reservation possibly because of this lack of use of information technology by beach tourism firms in running their businesses. Many researchers have recognized the importance of information and communication technologies to both the providers and consumers in driving tourism economy through increase in global customer reach as well as sharing information to customers (Standing *et al.*, 2014; Januszewska *et al.*, 2015). Friends and relatives have been recognized as promotion agents for destination selection through word-of-mouth marketing in the context of online communities, as electronic intermediaries are emerging dynamically to challenge traditional distributors (Madasu, 2013). On the use of e-commerce by tourism firms, the findings of this study have revealed that the role of mobile commerce has not been felt at all in beach tourism in Lekki and by extension in Lagos state; educated respondents were not even aware that current exchange rate was accessible; they have not accessed exchange rate from the internet; the numbers of accommodation links in the internet was inadequate; respondents have not booked accommodation before using the internet; it has not been possible to link overseas tour operators via the internet by respondents; respondents have not connected overseas tour operators via the internet and; they were not sure if tour package online booking was possible. The creation, collection, storage, retrieval and transfer of information through the use of information and communication technologies can potentially change the strategy followed by tourism companies in influencing consumer decision making process in the tourism sector (Januszewska *et al.*, 2015). Many customers find links to overseas tour operators to cut down costs (Law, Chan, & Goh, 2007). Many customers prefer to book online when they have previously travelled to a destination and they feel familiar with the place (Huete-Alcocer,

2017). More customers now purchase tourism products through online reservation system with the notion that the image and usability of the destination's website directly affects their purchase intentions (Chiang & Jang, 2006; Law & Cheung, 2006). The use of information and communication technologies in the tourism industry is a vital tool for business development (Berné *et al.*, 2015), and tourism businesses not utilizing e-commerce tools could be gradually driven out of competition from global markets (Pimenidis *et al.*, 2006 cited in Stiakakis and Georgiadis, 2011).

Table 4: Educational status and efficient use of information technology and accessibility

S/No	(Constant)	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
		10.310	15.861		0.650	0.521
	Efficient use of information technology by tourism destination					
1	Destination uses Online reservation system	1.055	1.803	0.170	0.585	0.563
2	Got most information from the destination website	0.924	1.895	0.119	0.488	0.629
3	Social media is an effective tool in promoting online	1.035	2.266	0.209	0.457	0.651
4	Transportation information from internet	-2.325	2.763	-0.280	-0.841	0.407
5	Booked accommodation for the destination on-line	0.198	3.016	0.026	0.066	0.948
6	Introduce my friends to online reservation	-2.088	3.132	-0.183	-0.667	0.510
	The use of e-commerce by tourism firms					
7	role of mobile commerce is very high in beach tourism industry	-0.746	2.982	-0.150	-0.250	0.804
8	Through the internet current exchange is accessible	-2.878	3.423	-0.580	-0.841	0.408
9	Accessed information on the exchange rate from the internet	-2.499	2.576	-0.480	-0.970	0.340
10	Adequate numbers of accommodation links on the internet	-1.051	2.022	-0.212	-0.520	0.607
11	Booked accommodation using the internet	-0.907	1.607	-0.174	-0.565	0.577
12	Possibility of linking overseas tour operators via the internet	-2.013	2.035	-0.333	-0.989	0.331
13	Connected overseas tour operators via the internet	2.232	2.112	0.305	1.057	0.299
14	Tour package on-line booking is possible	2.092	3.897	0.423	0.537	0.596
15	Clearing visa on arrival are too cumbersome	-2.758	3.997	-0.541	-0.690	0.496
	R 0.695, R ² 0.484, R ² adjusted -0.107, Standard Error of the Estimate 2.623, F-Value 0.819, F-sig 0.709					

4.6 Educational Status and Efficiency of Private and Public Services

The principal component strongly correlated with 11 variables. The principal components, i.e., components beyond which the eigenvalues were all relatively small include and increases with increasing prediction by the educated respondents that: tour package online booking was possible; clearing visa on arrival was not too cumbersome; access to use of telecommunication systems; instant access to information via telecomm; prompt service from destination employee; any telecom system influence your visit; I have booked accommodation using the internet; employees attends to your needs under tight schedule. These components can be viewed as measure of the qualities of the variables in the prediction process.

Many tourists now prefer to search on the internet for tourism products, thereby making the direct online channel to be at the centerpiece of marketing strategy for most tourism destinations and providers of ancillary services to the tourism industry (Chiang & Jang, 2006; Law & Cheung, 2006; Law *et al.*, 2007; Starkov & Safer, 2010). Too much bureaucracy can diminish the appeal of international travel by tourists (World Economic Forum, WEF 2014), but, its elimination at the bilateral level would increase travel flows, tourism receipts and generate millions of jobs (UNWTO and WTTC, 2012; Lawson and Roychoudhury, 2013). According to Yang (2017), the key factors that influence the tourism industry with particular reference to ICTs are easy and direct access to information which is in tandem with the finding of this study. Huete-Alcocer (2017) in his own finding confirmed that access to and sharing of rich information in the tourism industry has expanded the horizon of global customer reach. Tourist visits can be influenced by information provided on the websites of service suppliers (Januszewska *et al.*, 2015). The most important predictors of tourism service quality include empathy, reliability, competence and responsiveness of staff (Markovic & Raspor (2010; Gunaratne, 2014). Accommodation and other products and services in the tourism industry are now being purchased by customers through online reservation system (Chiang & Jang, 2006; Law & Cheung, 2006; Starkov & Safer, 2010).

Table 5: Educational status and efficiency of private and public services

				Total Variance Explained ^a (Lekki Beach)					
S/No		Initial	Extraction	Initial Eigenvalues			Extraction Sums of Squared Loadings		
				Total	% of Var.	Cum. %	Total	% of Var.	Cum. %
	Effectiveness of telecommunication system for tourists								
1	Access to use of telecommunication system	1.000	0.883	1.842	3.919	78.272	1.842	3.919	78.272

2	Instant access to information via telecom	1.000	0.964	1.671	3.555	81.827	1.671	3.555	81.827
3	Telecommunication system influence your visit to this destination	1.000	0.847	1.320	2.809	84.636	1.320	2.809	84.636
Provision of quality tourism services									
4	Prompt service and help from the destination employees	1.000	0.856	1.166	2.481	87.118	1.166	2.481	87.118
5	Employees ignore or attends to your needs under tight schedule	1.000	0.964	0.947	2.016	89.133			
6	Come back for another visit any other time	1.000	0.974	0.859	1.828	90.961			
Efficiency of customs/immigration/airport officials									
7	Wait too long on queue for immigration clearance	1.000	0.963	0.793	1.688	92.649			
8	Recommend Nigeria to friends and relatives based on my experience	1.000	0.973	0.594	1.264	93.912			
9	Immigration and Customs staff are helpful and courteous	1.000	0.963	0.499	1.062	94.974			
10	Encouraged by attitude of the officials to visit another time	1.000	0.973	0.427	0.909	95.883			
11	Check-in process is efficient	1.000	0.974	0.397	0.844	96.727			
12	Check-in staff in the airport are helpful and courteous	1.000	0.963	0.338	0.720	97.447			
13	Security staff in the airport are helpful and courteous	1.000	0.973	0.306	0.651	98.098			
14	Waiting in line for security screening at the airport waste too much time	1.000	0.963	0.248	0.528	98.627			
15	Recommend Nigeria to friends and relative for a vacation.	1.000	0.973	0.168	0.358	98.985			
Efficiency of use of information technology by tourism firms									
16	Destination uses Online reservation system	1.000	0.883	0.134	0.285	99.270			

17	Respondents got most Information from the website of destination	1.000	0.964	0.103	0.219	99.489			
18	Social media is an effective tool in promoting online	1.000	0.847	0.076	0.161	99.650			
19	Got transportation information from internet	1.000	0.856	0.068	0.145	99.795			
20	Booked accommodation for the destination on-line	1.000	0.964	0.036	0.076	99.871			
21	Introduce my friends to online reservation	1.000	0.974	0.021	0.044	99.915			
Use of e-commerce by tourism firms									
22	role of mobile commerce is very high in beach tourism industry	1.000	0.963	0.017	0.037	99.952			
23	Through the internet current exchange rate is accessible	1.000	0.973	0.013	0.028	99.979			
24	Accessed information on the exchange rate from the internet	1.000	0.963	0.007	0.015	99.995			
25	Adequate numbers of accommodation links on the internet	1.000	0.973	0.003	0.005	100.000			
26	Booked accommodation using the internet	1.000	0.798	1.012 E-16	2.152 E-16	100.000			
27	Possible to find links to overseas tour operators via the internet	1.000	0.868	8.186 E-17	1.742 E-16	100.000			
28	Connected overseas tour operators via the internet	1.000	0.752	6.695 E-17	1.424 E-16	100.000			
29	Tour package on-line booking is possible	1.000	0.923	4.492 E-17	9.558 E-17	100.000			
30	Clearing visa on arrival are too cumbersome	1.000	0.867	3.570 E-17	7.595 E-17	100.000			
			Cronbach's $\alpha = 0.458$						
			Tukey' Test = 13.175 Sig. = 0.000						

5. Conclusion and Recommendations

The results of the study with regards to the demographic characteristics of respondents showed that education and gender influenced the use of information technology and e-commerce. Lekki Beach operators however did not operate substantive websites in the management of the destination. The Beach service providers also did not make use of e-commerce and information technology in the selling of products and services. Lekki beach has not started to fully and effectively utilize online reservation system to drive its competitiveness among global competitors.

The educated tourists believed that the use of many of the private and public services in Lagos Lekki Beach were not so efficient. The attitudes of customs, immigration and airport officials to visitors were generally not friendly even though the processes involved in clearing visa on arrival were not too cumbersome, as well as check-in process being efficient. The study recommends that the operators of Lagos Lekki Beach need to establish functional websites for various e-commerce activities. Also operators of Lekki Beach need in-service training on the use of ICT and e-Commerce in sharing information on their products and services for global customer reach.

It is highly imperative for the government to organize customer relations service training for staff of immigration, custom and airport. This is to ensure attitudes of staff will not dissuade international tourists from visiting Nigeria.

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