

## PERFORMANCE GOALS AND EVALUATION OF SOCIO-CULTURAL AND ECONOMIC INDICATORS; A CASE STUDY OF ALPHA BEACH RESORT, LAGOS STATE, NIGERIA

Ajani, F.<sup>1</sup>, Fadairo, O.S.<sup>2</sup> and Oyebanji, H.O.<sup>1</sup>

<sup>1</sup>Department of Wildlife and Ecotourism Management, University of Ibadan, Ibadan, Nigeria

<sup>2</sup>Department of Agricultural Extension and Rural Development, University of Ibadan, Nigeria

**Corresponding** author: Ajani, Funmilola is a Senior lecturer in the Department of Wildlife and Ecotourism Management, University of Ibadan, Ibadan, Nigeria.

[funmilolajani@yahoo.com](mailto:funmilolajani@yahoo.com); [f.ajani@ui.edu.ng](mailto:f.ajani@ui.edu.ng)

### ABSTRACT

Tourism is a vital factor that can contribute to any country's economy. The coastal environment of Nigeria has a rich and diverse ecosystem with natural resources, vegetation, and large human agglomerations. This study therefore assessed the socio-cultural and economic benefits of tourism in Alpha Beach (Lagos State) and the level of tourist's satisfaction.

Two tiers of stakeholders, 100 consenting local residents and 101 tourists were administered structured questionnaire to elicit information on socio-demographic characteristics, economic benefits, level of infrastructural development, tourists attraction to the resort centre, the level of satisfaction and willingness to revisit. In-depth interview was carried out. Chi square and Pearson's Moment Correlation (r) analyses was done at 5% level of significance.

One hundred percent respondents (residents) revealed that the establishment of Alpha beach resort has provided enormous socio economic benefits to the host community while they agreed that the resort centre provide inadequate infrastructural development to the local community. Identified infrastructure that the community is not very satisfied with were highlighted. 98.0% of the respondents were unsatisfied with the health services in the community. No association was obtained between respondents age, sex and educational level.

The correlation between tourist attraction and satisfaction of Alpha beach resort is not significant.

The management of the resort centre should do more in terms of infrastructure and construction of eco-lodges for the tourists.

**Keywords:** Socio-Cultural indicators, Economic benefits, Tourists satisfaction, Coastal tourism.

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## 1. INTRODUCTION

Tourism is identified as an effective way to revitalise the economy of any destination as noted by Long (2012) and widely acknowledged as one of the fastest growing industry globally (Lanza and Pigliaru, 1999; Raymond, 2001; Newsome *et al.*, 2002; Basu, 2003, Ozgen, 2003; Chockalingam and Ganesh, 2010; Jennie, 2012). The continuous and rapid growth of tourism is not in isolation of the stable economic growth experienced in the global economy, which lasted from the mid-1990 to 2007. This growth has facilitated increased global disposable income, demand for leisure, and this combined with the global economic restructures in response to globalization that ensured competition in global tourism industry and drastic reductions in travel costs. Thus, tourism has become a major source of economic growth, employment, earnings, and foreign exchange for many countries (Vaugeois, 2000; Basu, 2003) and considered by developing countries as a main source of development and

growth for local economies (Hodur *et al.*, 2005; Haller, 2012). However, while the growth in tourism owes itself to global economic growth, it is also a fact that tourism has contributed immensely to the growth of the global economy.

Countries like Nigeria that are involved in the promotion of their coastal areas for tourism purposes are beginning to be aware of the reason to protect such areas in order to maintain their natural beauty to preserve it as a tourism destination. In the medium-sized cities such as Lagos, tourism functions as secondary economic activities except those with comparative advantages, natural and historical elements and competitive values. These areas with such values have tourism as their primary and secondary economic activities. In these types of regions, tourism has full length of advantages because of the tourist amenities that were bestowed in such area (UNEP, 2009). During the last few centuries, coastal recreational activities such as beach swimming have been on the increase in both numbers and volume. In Africa, Nigeria has been blessed with abundant coastal line which encourages coastal tourism at any level.

Lagos state is located in the western part of Nigeria. It is assumed to be the economic and industrial capital of Nigeria. Being the smallest state in Nigeria in terms of size, having an area of 365,861 hectares in which 75,755 are water, it has the second highest population of 17 million out of the 150 million national population which is over 11% of the total national estimate. In terms of Tourism, Lagos is blessed with abundant tourism destinations, such as the coastal region which was evaluated as the most beautiful riverine area in Nigeria (Lagos state Government 2009). Lagos has several tourist attractions spread across the state. The names are Bar Beach, Lekki Beach, Alpha Beach, Eleko beach, Akodo Beach and Lighthouse beach among others. (Lagos live, 2006). Alpha beach can be found in the village of Ibeju-Lekki Alpha in Eti Osa Local Government Area of Lagos state. It attracts over 3 million people annually and it is famous for its musical jamboree. It is located at the city centre along

Lekki-Epe expressway. This beach is known for its unique environment and tourists can set up a small party or get-together with the use of canopies made of palm fronds with the roast of barbecue to go with it. Goals of Alpha beach according to the key informant interviewed are:

- To generate revenue for the community.
- To showcase the heritage and culture of the local people.
- To serve as a source of empowerment to the local community.
- To give the tourists value for their money

### **1.1 JUSTIFICATION**

According to Cheong and Miller (2000)], sustainable tourism includes community-oriented methodology, encouraging community involvement and contribution. Sustainable tourism is about stakeholders whose interests have to be balanced. A highly desirable goal of tourism is for tourists' expenditures to remain among local residents rather than ending up in the USA or Europe (de Haas, 2003). The change in the management of this recreation centre informs this study. There is the need to evaluate, using some indicators, the integrity of the place. The specific objectives of this study are:

- i. to evaluate the socio-cultural and economic benefits of tourism in the region.
- ii. to assess the level of infrastructural development derived by local residents from Alpha beach
- iii. to assess tourists' satisfaction of Alpha beach.

## 2. METHODOLOGY

### 2.1 Study Area

Lagos (Island) is the most populous city in Nigeria, the second fastest-growing city in Africa and the seventh in the world. The population of Lagos urban area, according to the Lagos State Government 2014 is 17.5 million.

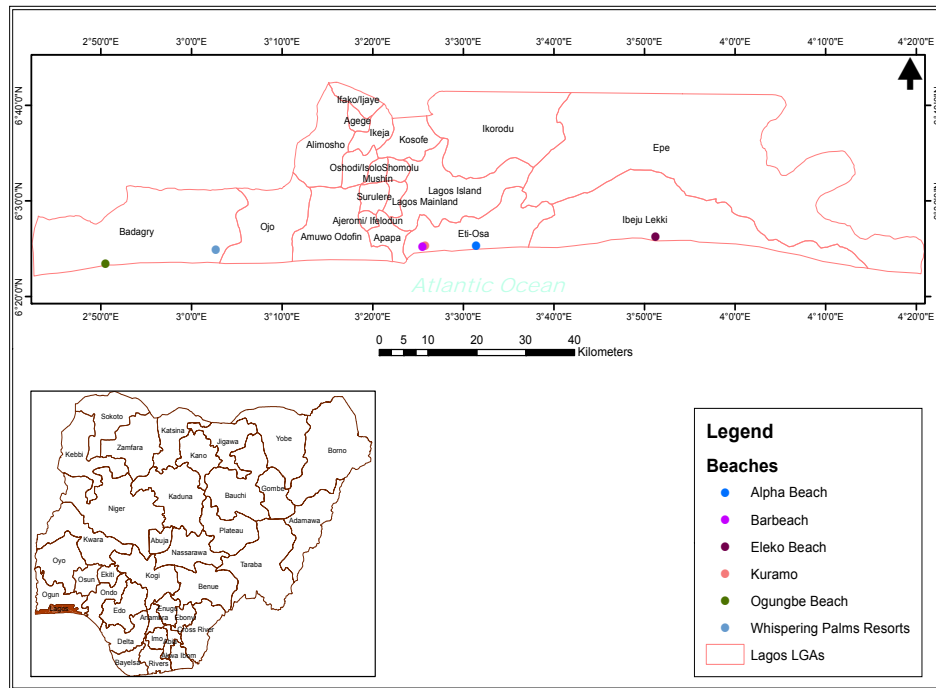


Figure 1: Figure showing Alpha beach and neighbouring beaches in Lagos state.

### 2.2 Climate

Lagos has a tropical wet and dry climate (Aw) that borders on a tropical monsoon climate (Am). Lagos experiences two rainy seasons, with the heaviest rains falling from April to July and a weaker rainy season in October and November. There is a brief relatively dry spell in August and September and a longer dry season from December to March. The highest

maximum temperature ever recorded in Lagos was 37.3 °C (99.1 °F) and the minimum 13.9 °C (57.0 °F), (Wikipedia).

### **2.3 Tourism in Lagos state**

Lagos has a number of sandy beaches by the Atlantic Ocean a few are Badagry beach, Eleko Beach, Elegushi, Alpha beach. Two of the popular beaches include Bar Beach and Lekki Beach. Lagos has a variety of hotels ranging from three star to five star hotels. Other places of interest include The Tafawa Balewa Square, Festac town, Lekki Conservation Centre, The Remembrance Arcade and the Slave Jetty in Badagry.

### **2.4 Population of study area.**

Eti Osa Local Government Area is having 283,791 populations which represent 3.11% of the state's population of which 158,858 are males and 124,933 are females.

### **2.5 Short History of Alpha Beach Resort**

Alpha Beach is a coastal community located in Lagos South-West Nigeria along the Lagos coastline and bounded by the Atlantic Ocean (Alpha beach) on the South. Alpha beach is located in the Alpha village in Eti Osa Local Government Area of Lagos State off the IGBE-FON Ajah-Epe express road on the southern fringe of Victoria Island.

### **2.6 Demography of Study Area**

Eti-Osa's people are predominantly from the Awori Yoruba subgroup. The life of Eti-Osa Local Government citizens is largely influenced by religious denominations, which are Islam, Christianity and the traditional religions. The mode of dressing is also diverse in either traditional style.

## 2.7 Business and Industry

There is little industry within Eti-Osa. Most residents work are fishing, farming, and trading. However, due to it being the former location of the national capital, Eti-Osa is home to many large domestic and international businesses.



**Figure 2: View of Alpha Beach.**

## 2.8 Methods of Data Collection

Reconnaissance survey was done at Alpha beach in order to get detailed assessment of the study area. This study employed qualitative and quantitative data derived from field visits to the site. Two tiers of stakeholders, local residents and tourists were administered questionnaire to. One hundred (100) structured questionnaires were administered to the local residents using stratified simple random sampling method which cuts across economic and socio-cultural effect of tourist in the region. The qualitative approach used comprised in

depth interview with the key informant to elicit some information concerning the day to day running of the beach. The chairman of Alpha Beach Resort served as the key informant.

Also, one hundred and one (101) structured questionnaires were administered to the tourists using simple random sampling method. The questionnaire cuts across demography of tourist, level of satisfaction, level of awareness of the site, the major recreation activities the participated in and willingness to revisit. Assistance was rendered to people who had difficulty in writing.

## **2.9 Statistical Analysis**

The data collected for the study were subjected to analysis using descriptive and inferential statistics. The descriptive statistics used are frequency analysis and percentages. For evaluating socio-cultural and economic benefits of local residents, 5-point Likert style scale (1="Low" and 5="High" ) which consists of 11 items reflecting the perceived socio-cultural indicators and 10 items for economic indicator was used.

Chi-square analysis was used at 5% to test for relationship between socio-demographic characteristics of tourists and tourists satisfaction in Alpha beach resort .Result are presented using tables, and qualitative statement and descriptions. Descriptive statistics were used to determine frequencies and percentages while inferential statistical analysis using the chi-square test to determine whether expected frequencies differ from the actual frequencies.



### 3. RESULTS

The demographic characteristics of the respondents are as shown in table 1.

**Table 1: Demographic characteristics respondents (residents and tourists)**

Variables	Response categories	Residents(%)	Tourists(%)
Age	17-25	34	38.6
	26-35	38	39.6
	36-45	21	15.8
	46-55	6	5.0
	56-80	1	0.9
Sex	Male	50	56.4
	Female	50	43.6
Education	Primary	28	7.9
	Secondary	46	47.5
	Tertiary	24	42.6
	None	0	2.0
Religion	Christianity	68	66.3
	Islam	32	33.6

**Table 2: Local residents response to socio-cultural indicators of Alpha beach**

Indicators	VS	S	N	NS	NVS	Mean
Provision of employment for local people	100(100)	-	-	-	-	1.0
Encourages intercultural appreciation	80(80)	7	5	8	-	1.5
Empowerment of local people	100(100)					1.0
Encourages communication between host community and the tourists	89(89)	8(8)	3(3)	-		1.3
Provide infrastructural development	12(12)	24(24)	61(61)	3(3)	-	2.9
Level of security in alpha beach	-	-	14(14)	72(72)	14(14)	4.0
Percentage of residents to the outsiders that are working in alpha beach	82(82)	12(12)	6(6)	-	-	1.4
Awaking general awareness towards the preservation of cultural heritage and traditions	64(64)	22(22)	10(10)	4(4)	-	2.5
Car park space	90(90)	4(4)	-	6(6)	-	1.2

\*Figures in parentheses are percentages

VS=Very Satisfactory S=Satisfactory N=Neutral NS=Not Satisfactory NVS=Not Very Satisfactory

### **Economic Benefits of Local Residents**

The table 3 shows the local residents response to economic indicators of Alpha beach.

**Table 3: Local resident's response to economic indicators of Alpha beach**

Indicators	ES	S	A	I	EI	Mean
Contribution to the economic development of the community	100(100)	-	-	-	-	1.0
Supplement women empowerment in the community	96(96)	4(4)	-	-	-	1.1
Participation of community in the day-to-day running of the beach	100(100)	-	-	-	-	1.0
Opportunity for shopping	98(98)	-	(2)	-	-	1.3
Increased cost of land and housing	100(100)	-	-	-	-	1.0
Increase in general prices of goods and Services	90(90)	3(3)	5(5)	2(2)	-	1.4
Create employment for the community	100(100)	-	-	-	-	1.0
Increase in number and new volume of new businesses	100(100)	-	-	-	-	1.0
Increase in number of hotels/motels	90(90)	4(4)	6(6)	-	-	1.4
Contribute to the local economy	100(100)	-	-	-	-	1.0

\*Figures in parentheses are percentages

ES=Extremely Significant S=Significant A=Average I=Insignificant Completely Insignificant

### Infrastructural Development to the Local Community

Table 4 below shows the perception of the residents concerning their satisfaction about the level of infrastructural development in their community.

**Table 4: Level of infrastructural development derived by local residents from Alpha beach resort**

s/n	Items	VU	U	AS	S	VS	Mean
		F (%)	F (%)	F (%)	F (%)	F (%)	
1	Road link	-	-	100(100)	-	-	3.0
2	Employment	-	-	-	100(100)	-	4.0
3	Electricity services	-	2(2.0)	98(98.0)	-	-	3.0
4	Health services	98(98.0)	-	2(2.0)	-	-	1.0
5	Sanitation services	-	-	98(98.0)	2(2.0)	-	3.0
6	Potable water	26(26.0)	4(4.0)	70(70.0)	-	-	2.4
7	Sewage system	-	98(98.0)	2(2.0)	-	-	2.0
8	Security services	-	-	98(98.0)	2(2.0)	-	3.0

\*Figures in parentheses are in percentages

**Key: VU=Very unsatisfied U=Unsatisfied AS=Averagely satisfied S=Satisfied VS=Very Satisfied**

### 3.1 Tourist’s Attraction to Alpha beach

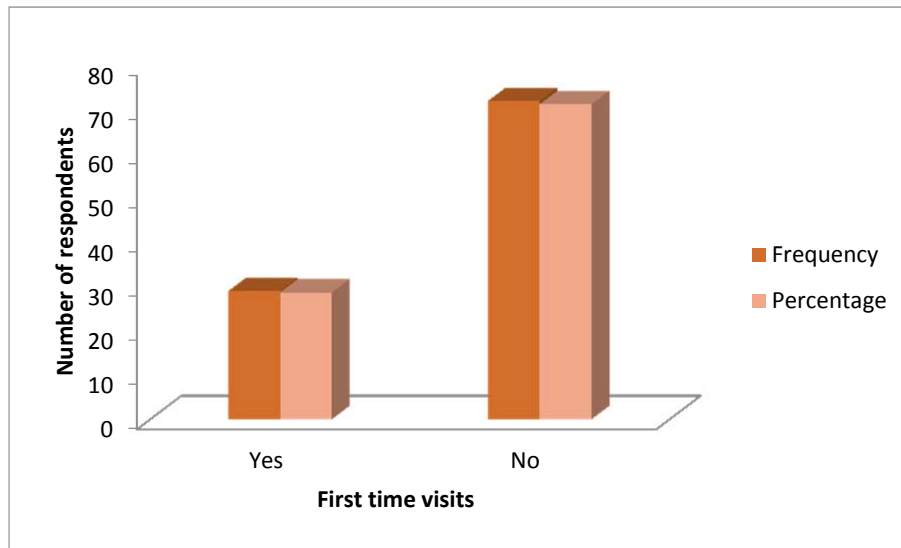


Fig. 2 First time visit for tourists respondents.

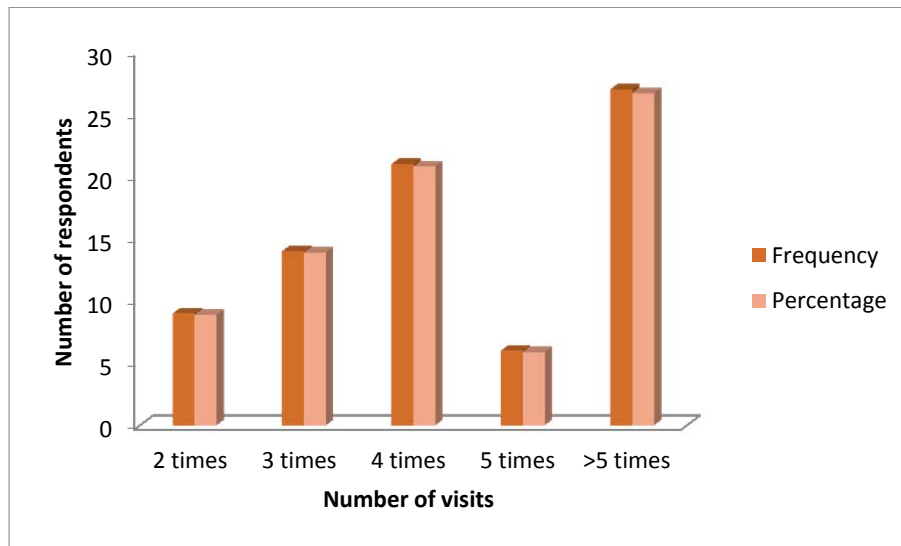


Fig. 3 Frequency of visits in a year.

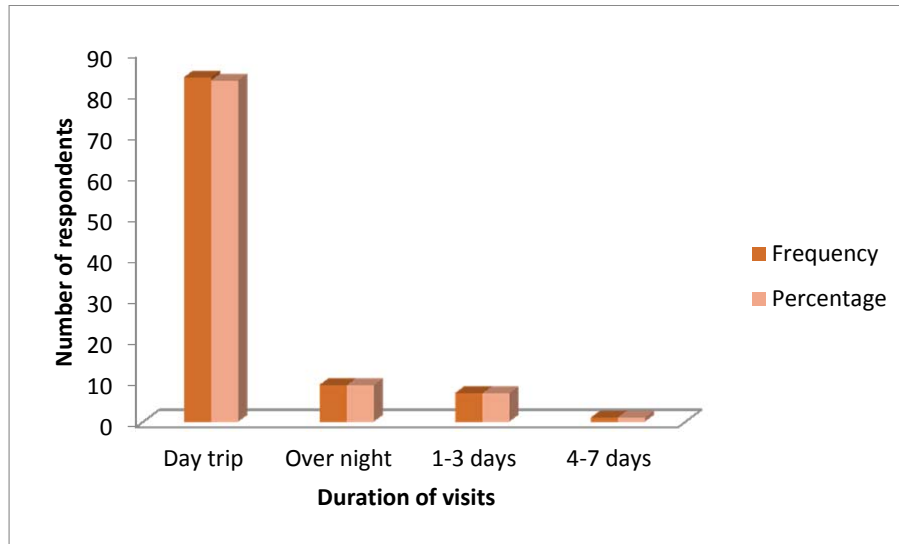


Fig. 4 Duration of visits to Alpha beach.

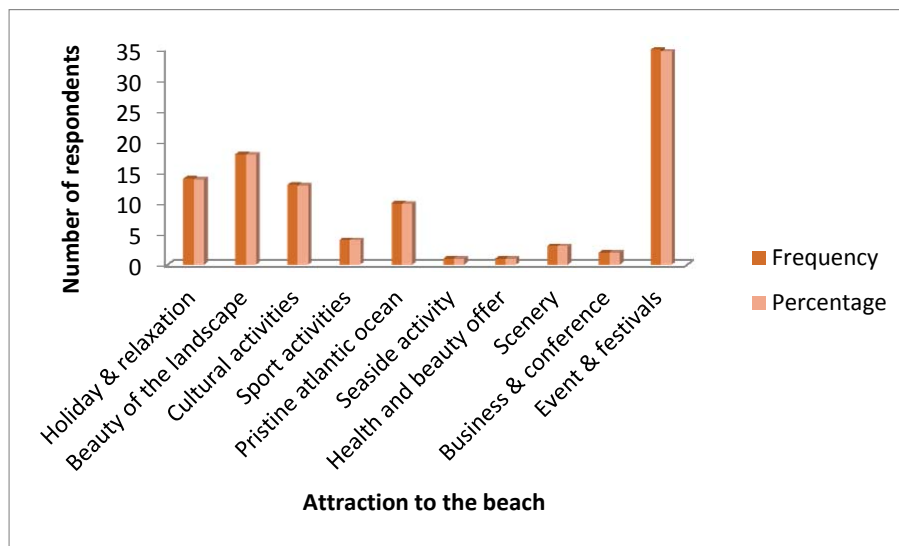


Fig.5 Tourists attraction to the beach.

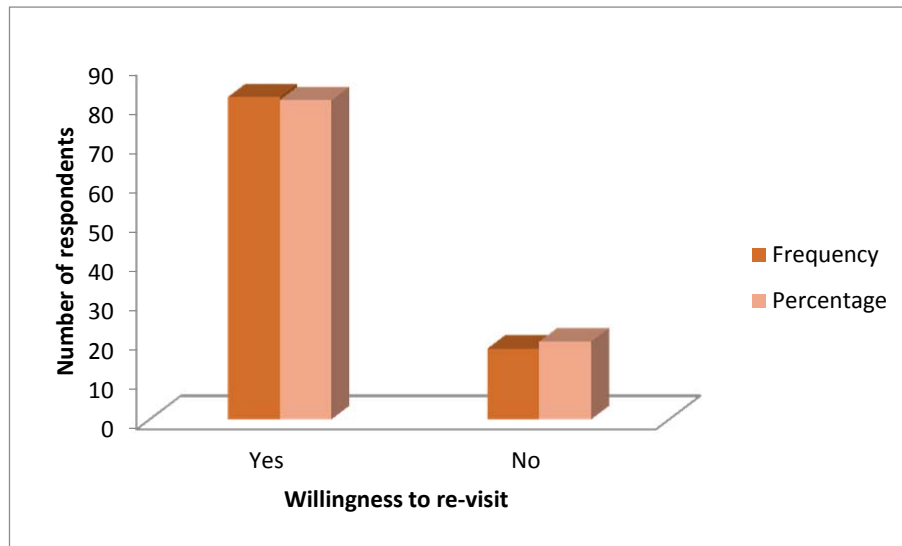


Fig. 6: Tourist’s willingness to re-visit.

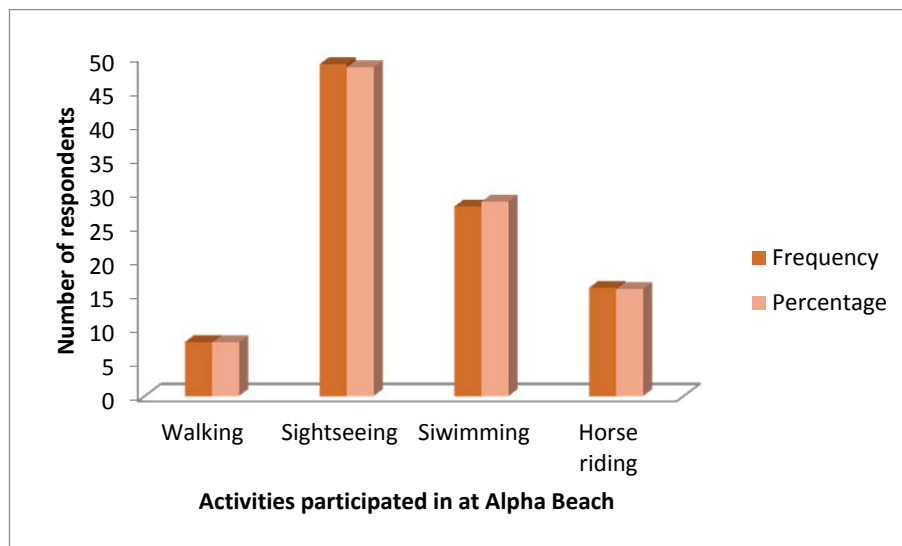


Fig.7: Activities participated in by tourists in Alpha beach.

**Table 5: The level of satisfaction by the tourists in Alpha beach**

s/n	Items	Poor	Unsatisfied	Averagely satisfied	Satisfied	Very satisfied	Mean
1	Atmosphere	15(14.9)	-	8(7.9)	41(40.6)	37(36.6)	3.8
2	Kindness of the local people	15(14.9)	-	29(28.7)	41(40.6)	16(15.8)	3.4
3	Availability of the tour operators	15(14.9)	2(2.0)	59(58.4)	21(20.8)	4(4.0)	3.0
4	Kindness of the tour operator	18(17.8)	3(3.0)	50(49.5)	25(24.8)	5(5.0)	3.0
5	Tour operator skills and knowledge	17(16.8)	3(3.0)	31(30.7)	43(42.6)	7(6.9)	3.2
6	Road link	15(14.9)	2(2.0)	32(31.7)	45(44.6)	7(6.9)	3.3
7	Local traffic	16(15.8)	1(1.0)	27(26.7)	52(51.5)	5(5.0)	3.3
8	Car park	15(14.0)	4(4.0)	20(19.8)	38(37.6)	24(23.8)	3.5
9	Information about the chosen destination	18(17.8)	5(5.0)	42(41.6)	32(31.7)	4(4.0)	3.0
10	Events	19(18.8)	5(5.0)	38(37.6)	29(28.7)	10(9.9)	3.0
11	Pedestrian areas	15(14.9)	9(8.9)	31(30.7)	40(39.6)	6(5.9)	3.1
12	Beach cleanliness and order	15(14.9)	8(7.9)	29(28.7)	43(42.6)	6(5.9)	3.2
13	Crowding on the beaches	6(5.9)	15(14.9)	24(23.8)	25(24.8)	31(30.7)	3.6
14	Landscape beauty	10(9.9)	-	28(27.7)	40(39.6)	23(22.8)	3.6
15	Water quality and bathing areas	10(9.9)	11(10.9)	38(37.6)	36(35.6)	6(5.6)	3.2
16	Accommodation	17(16.8)	2(2.0)	25(24.8)	53(52.5)	4(4.0)	3.2



17	Cultural activities	12(11.9)	14(13.9)	30(29.7)	33(32.7)	12(11.9)	3.2
18	Amusement activities	8(7.9)	10(9.9)	19(18.8)	47(46.5)	17(16.8)	3.5
19	Sporting activities	9(8.9)	6(5.9)	18(17.8)	49(48.5)	19(18.8)	3.6
20	Health and beauty tourism offer	15(14.9)	15(14.9)	36(35.6)	30(29.7)	5(5.0)	3.0
21	Available local food	24(23.8)	13(12.9)	38(37.6)	21(20.8)	5(5.0)	3.3
22	Quality -price ratio	9(8.9)	5(5.0)	41(40.6)	32(31.7)	14(13.9)	3.4
23	perception of community towards tourist	7(6.9)	3(3.0)	16(15.8)	50(49.5)	25(24.8)	3.8
24	Tourist information in the chosen destination	22(21.8)	5(5.0)	56(55.4)	12(11.9)	6(5.9)	2.7
25	Souvenirs	20(19.8)	11(10.9)	34(33.7)	29(28.7)	7(6.9)	2.9
26	General organization of chosen destination	21(20.8)	10(9.9)	33(32.7)	35(34.7)	2(2.0)	2.9
27	Quality of urban design	19(18.8)	15(14.9)	26(25.7)	39(38.6)	2(2.0)	2.9
28	Historical -cultural heritage	21(20.8)	6(5.9)	35(34.7)	37(36.6)	2(2.0)	2.9
29	Safety of the place	15(14.9)	12(11.9)	41(40.6)	29(28.7)	4(4.0)	2.9
30	Opening hours of catering	33(32.7)	10(9.9)	32(31.7)	25(24.8)	1(1.0)	2.5
31	Catering service	29(28.7)	14(13.9)	28(27.7)	20(19.8)	10(9.9)	2.7

\*Figures in parentheses are percentages

### 3.2 Hypothesis between socio-demographic characteristics and tourist satisfaction in Alpha beach resort

No significant correlation was found between demographic variables such as age( $x^2=0.18,p=0.34$ ), gender( $x^2=0.13,p=0.20$ ), educational level( $x^2=0.10,p=0.78$ ) and tourist's satisfaction in Alpha beach resort.

### 3.3 The Correlation between Tourist Attraction and Tourist Satisfaction of Alpha beach resort

No significant association/correlation exist between attraction and satisfaction of the tourists (N= 101,  $r = 0.16$ ,  $P = 0.10$ ).

## 4. DISCUSSION

Ecotourism is one of the essential sectors often opted for by both public and private stakeholders of developing countries in responding to issues to sustainability of ecosystem, livelihood, cultural preservation, and biodiversity conservation (Lai and Nepal 2006, Gurung and Seeland 2008, Campbell 1999, Honey 2008, Reynolds *et al.* 2010). All,(100%) of the respondents agreed that Alpha beach provide employment for the local community and empowerment of local people. According to the chairman of the beach who served as the key informant, Alpha beach used to be a government owned resort centre before it was abandoned and in the meantime it has been taken over by the local residents of the community. This resort is been solely managed by the members of the community. This setting differ from the norm that obtains in many countries where the distribution of available employment between locals and foreigners has been viewed as a potential problem area as higher-paying jobs, usually those requiring direct customer contact, are often held by foreigners (de Haas, 2003; Lindberg *et al.*,1996) or by people from outside the region, leaving locals with fewer opportunities for training or advancement to better positions (Wallace and Pierce, 1996).The locals in Alpha beach community is greatly advantaged in this case. In his broadly comparative study, Kru"ger (2005) reported that benefit for the local community is one of the most important factors in ecotourism sustainability.

Aref (2010) and Coccossis (2004) noted that at community levels, tourism offers opportunities for direct, indirect and induced employment and income, spurring regional and local economic development. This is the case among the residents around Alpha beach, 96% concurred to it that the availability of the beach has led to the rapid development of the local community. This indicates that citing a resort centre in a local community can actually spurn development and also improve the standard of living of the people.

Findings from this research implies that 96.0% of the respondents agreed that Alpha beach supplement women empowerment in the community while only 2% disagreed. This is in line with the assertion of UNWTO (2008) which revealed that women make 60-70% of the total tourism workforce and also concur to Ong (2009) who clearly reveals how tourism, with the embedded element of social entrepreneurship, can perfectly work as the key to unlock doors for women empowerment. From the above examples, it is therefore undoubtable that tourism especially community based and rural tourism has created chances and opportunities for women empowerment. 100% of the respondents agreed that Alpha beach both highly contribute to the economic development of the local community and create employment for the local community which also is in line with the notion of Prentice and Andersen (2003) and Smith (2004). From their research, tourism generates new employment opportunities for local people. Also, one hundred percent (100%) of the respondents noted that Alpha beach resort has led to an increase in new businesses in the community. Lee *et al.*, (2003) and McGehee and Andereck (2004) opined that expansion in tourism in rural communities can also lead to increase trading which offers the opportunity for the development of a variety of local businesses.

According to the report of the key informant, Alpha beach generates revenue to the community in-terms of gate fee charges, the children are free while adult are charged for 500 naira. The revenue comes in from different activities such as horse riding which is charged

for 200 naira. There is a high in-flux of tourists over the weekends than weekday but higher percentage is also obtainable during the peak periods (festive periods).

Many schools of thought including Brunt *et al.*, (2000) opined that tourists are considered to be vulnerable to victimization of crimes due to varying behavioural patterns, carrying large amount of money, lack of familiarity with their environment, and they also tend to look different, standing out in crowd. This assertion is in consonance with the findings from this work. It was revealed that Alpha beach is not a well secured environment for the tourists since 100% of the respondents agreed completely that the level of security in the beach is average.

In order to access part of the performance goals of this tourist site, structured questionnaire was administered to the tourists to elicit information on their willingness to re-visit. A higher percentage (81.2%) signified their intention to re-visit. Do Valle *et al.*,(2006) stated that tourist satisfaction is one contributing factor to destination loyalty intention and loyal intention could be attained from highly satisfied tourists and the improvement of the destination competitiveness. Even though, in this case, tourists have some reservations about this destination, their intention to come back may be linked to the good landscape and some other factors. Findings implies that 71.0% of the tourists are not first time visitors. This implies that tourists has developed soft spot and likeness for this tourist destination. Hu and Ritchie (1993) pointed out that the destination attractiveness is necessary to meet tourists “particular demands and perceived satisfaction.”

## 5. CONCLUSION

Our study reveals that Alpha beach has made impressive contributions to local livelihoods. It has been able to meet majority of these goals by the concerted effort of the community.

Alpha beach has a strong record of preferentially employing locals, employment is full-time year round, and it provides good income for the locals. Our study also revealed that the lodging facilities is dilapidated and is no longer functioning.

Our study also picked it that this tourist destination has been run successfully by the community but the level of infrastructural development derived by local residents is still below commendation.

We conclude that the management of the place should do more in the area of best practices in running the place in order to make it a destination worthy of emulation.

## 5.1 RECOMMENDATIONS

- The management of the beach should provide a conducive lodging facility for the tourists so that they would be able to extend their stay as much as they desire.
- The management of the beach should pay more attention to tourism development and put more focus on maintenance culture, as this is one of the key factors for sustainability.
- The management of the beach should put up a political-will and show more concern about developing tourism in terms of good publicity, awareness and documentary to market the coastal line of Lagos and other tourist attractions in Nigeria known to the rest of the world
- Funds realised from this site should be used to improve on the infrastructure and community sewage system, health services and their security services.

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