

SOCIO-ECONOMIC BENEFITS OF LA CAMPAGNE TROPICANA BEACH RESORT TO THE HOST COMMUNITY

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ABSTRACT

The study evaluates the socio-economic contribution of La Campagne Tropica Beach Resort to the host community. Information used for the study was collected with the aid of questionnaire administration, personal observation and interview. Purposive sampling technique was adopted to select 60 indigenes of the community who have attained 28 years of age. The study also revealed that the establishment of La Campagne Tropicana in the study areas has provided enormous socio economic benefits to the host community in terms of employment, infrastructure, income hence the federal government through their respective agencies should invest enormous resources in the establishment of tourist attractions in rural areas and provide enabling environment for the private sector to do so in order to reduce unemployment among the youths.

Key words: *Beach Resort, Socio-Economic, Benefits, Host Community and Tourism*

INTRODUCTION

We have inherited a big world-vast, green beautiful and full of fascinating human beings, animals, birds, ocean, grasslands, forests and deserts. (Seth, 2003). These are the words of Seth in his book "An introduction to travel and tourism and as we can see it's true". People do a lot of things these days for tourism. A tree that would have been cut ordinarily will now be given a second thought because of tourism. People are becoming more aware of their environment. Towns and villages are going extra miles to improve and preserve any kind of heritage they have. More activities, festivals and cultures that were regarded as fetish and against religion in the past are now being openly welcomed and protected. Every town and village wants to be host to any kind of tourist attraction because of the numerous gains that come with it. Village heads and elders are encouraging people to be more conscious of their environment; what does it tell you? That tourism has come to stay and better the lives of the people.

Tourism is now one of the global engines of development and the fastest growing sector in the world. Rural recreation has grown rapidly in recent years because people want to get away from their usual busy hustle and bustle in big cities and recreation and tourism has become a popular vehicle for rural socio economic development (Batir, 2009). Tourism is the world's largest growing industry with no signs of slowing down. International tourism is the world's largest export earner and important factor in the balance of payment of many countries. International and domestic tourism combine to generate up to 10% of the world Gross Domestic Product (GDP) and a considerably higher share in many small nations and developing countries (IATA, 2003).

Tourism is of major economic and social significance. More than 20 million tourists spend 40 billion dollars annually in places outside their own countries.

This is one of the largest items in the world foreign trade (WTO, 2004). With a world growth rate in international visitor arrivals of approximately 5 percent Per annum, tourism has become

one of the fastest growing economic activity globally and has been proven to be resilient to political violence and natural disasters, rebounding; quite rapidly once these have passed (Wall, 2006).

WTO (1998) stated that the tourism industry will continue to expand over the Years. According to their statistics, international tourist arrivals worldwide will reach 1.5 billion by 2020. These tourists in their turn spend trillions of dollars in the countries visited during their travel, resulting in great increase in economic activity. The local community where the attractions are situated is the most important aspect of tourism. There is tourism simply because there are things to see or experience. If any attraction poses any kind of threat to the visitors, then it is bad market. A friendly and appreciative attitude on the part of the host community will make the visitor feel at home and help him enjoy his stay better.

It should be noted that a satisfied tourist is an asset and helps to promote a destination in a much more effective way than any kind of campaign or publicity.

The socio-economic benefits of tourism site to the host community cannot be underestimated. This can be seen in the establishment of community based conservation and participation whereby the money generated from the site is used to develop the local community. Also the boundary between the tourism industry and the host community is now bridged making it possible for tourism to fit into the community and share in its ways. The management and ownership of most tourism services is now being given to the host to pave way' for active participation of everybody around the community (Adebite, 1995, Tijani, 2006).

It is a well known fact that the tourism industry is still developing in Nigeria and has not started yielding much gain. Government has been pumping money to the sector without seeing remarkable improvement. For instance Federal Government of Nigeria spent the sum of ₦292, 3571, 156.00 between 1988 to 1999 on Nigeria Tourism Development Corporation. This led to the privatization of some tourist attractions to encourage public private participation, to encourage and improve the quality of these sites

with proper funding and to put tourism in a level that will benefit both the government and the people. Government and private individuals in Nigeria especially Lagos where this study is being focused cannot enumerate categorically the benefits of tourism due to paucity of research in such areas. A concise analysis of the economic impact of tourism for a developing country is however important to guide the policy intended to develop tourism and augment, its benefit on the economy. It's on this basis that the present study focuses on the socio-economic benefits of La Campagne Tropicana beach resort to the host community.

The researcher will achieve this by looking into those gains local community stand to benefit from such attraction and the level of involvement and participation of the community towards the smooth functioning of the tourist site.

There are many beaches in Lagos State ranging from Alpha, Kuramo, Eleko, Lekki, Oniru, Badagry, Takwa bay, Bar Beach among others. Of all these beaches, none has a resort located right inside the beach. It is only Eko Tourist Beach Resort which is government owned and La Campagne Tropicana which is private owned resort that have their individual beaches.

La Campagne was chosen out of the two resorts because the researcher intends to access the contributions of private tourism establishments to the growth of tourism.

Thus, the study intends to provide answers to the following questions:

- What is the social relevance of Lacampagne Tropicana to the host community?
- What is the economic relevance of Lacampagne Tropicana to the host community?
- Is there active participation of the local population in the development of Lacampagne Tropicana?
- What problems are facing the host community as a result of establishment of Lacampagne Tropicana in the area?
- Is private ownership of tourism attractions contributing positively or negatively to the growth of the host community?

MATERIALS AND METHODS

This is a descriptive research.

Sample and Sampling Technique

Ikegun Community according to National population commission has a population of about 3,200 over 55% of the total population are females.

The researcher adopted purposive sampling technique to select sixty (60) adult indigenes of the community.

Patton (1990) described purposive sampling as that sampling which identifies important common patterns that cut across variations. He believes that purposive sampling permits logical generalization and maximum application of information to other cases. 28years age group and above was chosen because they were representatives of those staying in the community when the resort was established hence, they can represent and serve the purpose of the study as they represent 50% of the population.

Instruments

The researchers used questionnaires to gather information from respondents. These questionnaires were characterized by open-ended and close-ended questions.

The questionnaires had sections A and B comprising of a total of 18 questions section A comprised of 6 questions that bordered on general information concerning the respondents' personality. Section B consists of 12 carefully designed questions which elicit information on La Campaign Tropicana, its programme towards the community, the visitors to the community and the impacts of the resort both positive and negative on the community.

A total of 60 local residents were selected and questionnaires administered on the selected age group. There were 30 male indigenes and 30 female indigenes in the group.

The bulk of the people for the study were illiterates so direct administration of questionnaires was used. Also, the researcher used English, mass communication and Tourism graduates from Nigerian Universities who are very fluent in Yoruba language to administer the questionnaires. These individuals were trained a bit on the issue at hand and they helped to translate the questions for better understanding by the respondents. Each assistant as well as the researcher administered 15 questionnaires and the exercise lasted for three days.

The researcher encountered some problems during the gathering of information as is expected with any research work.

The major problem was the flow of information. Many respondents found it difficult to release information because they felt they were not the right people to give out such information. Some of them wanted the village elders to discuss with us first and decide what they should do, of course the elders convinced them to give out free and accurate information because they enumerated what the community stands to gain from such information.

Again, after due consultations, the village representative convinced the researcher to visit on their market day which he believed will make researcher meet many people but there were problems with that suggestions because so many respondents were eager to sell their market rather than answer research questions. So a repeat journey was made the following day and extended for three days.

Another major problem was the literacy level of the respondents but the Yoruba speaking assistants were able to translate all the questions for them.

Another major obstacle was that most of the questionnaires were filled in researcher's own handwriting as well as the research assistants due to the fact that most of the respondents were illiterates and could not write legibly. Questions were explained to them and when answers were provided by them, the researcher translated and wrote down in English.

The data for this research work was analyzed using tables, frequency and percentage.

RESULTS AND DISCUSSION

In this section, the researcher analyzed and interpreted the information gathered from the field.

Of the total questionnaires distributed which were 60, 54 of them were returned while 6 were unreturned. The high number of returned questionnaires was recorded because the researcher with the aid of three other qualified individuals administered the questionnaires personally. Also, the remaining unreturned questionnaires were due to the fact that the respondents could not pull through with their answers for the three (3) days the questionnaires were distributed. The findings were discussed as follow:

Table 1: Analyses of Questionnaires Distributed to Adult Indigenes of Ikegun Community

Options	Distributed questionnaire	Percentage
Returned questionnaires	54	90%
Unreturned Questionnaires	6	10%
Total	60	100%

The above table shows that a total of 54 questionnaires were returned representing 90% of the total questionnaires while 6 which represent 10% were unreturned.

The Social Relevance of Lacampaign Tropicana to the Host Community

The options for the social contributions of the resort to the community included good roads, portable water, schools, electricity, good sewage system, market and hospital, however there was provision for more options. The respondents' replies are tabulated below.

Table 2: Frequency and Percentage of Social Relevance of the Resort to the Community

Social amenities	Frequency	Percentage
Good roads	43	79.62
Portable water	28	51.85
Electricity	51	94.44
Good sewage system	18	33.33
Market	22	40.74
Hospitals	39	72.22
Schools	49	90.7
Others	10	18.51

Source: Field Survey (2011)

Electricity got the highest with 51 (94.44%) Schools followed with 49 people (90.7%) good roads had 43 people (79.63%) hospitals 39 (72.22%) portable water 28 (51.85%), followed by market 22 (40.74) good sewage system 18 (33.33%) and others 10 (18.51%).

From the above table, electricity, schools and good roads got the highest number of respondents affirming that the resort has provided those social amenities for them. ‘Others’ had the lowest score with people enumerating more benefits like communication, waste disposal, beautification among others. Corroborating the findings, an elder in the community Mr. Afolabi in an interview with the researcher, said that most of the social amenities are provided by the resort. He said that the government has neglected that area of the state. That before the resort was established there was no connecting road between them and other parts of the community and that their major system of transport was by sea which he claimed was very dangerous at some seasons of the year.

He further said that the resort provided schools where their children could learn to read and write and even provides scholarships for the very intelligent ones to study outside the country and employed in the resort after studies.

In the interview, he noted that the resort organized different kinds of enlightenment training to the local population so that they interact well with the visitors. He further said that they provided

adequate medical supplies to the local hospitals and sponsors extreme medical cases outside the local hospitals.

From the above, it is very evident that the resort has played its part in the social lives of the host community. The finding is in line with Swarbrooke (1999) argument that for tourism to grow, that the social impacts should not be relegated to the background and the study by Barcelona field studies centre in Jimoh (2011) that tourism can stimulate the establishment of new and improved transport services to and within a regional area and that it enhances education and professionalism, healthy population, improved infrastructure and basic amenities.

Economic Relevance of Lacampaign Tropicana to the Host Community

The quantifier of the economic contributions included employment generation, income generations sale of local products as will be shown in the table below.

Table 3: Economic Contributions of La campaign

Economic Contributions	Frequency	Percentage
Employment generation	42	77.77
Income generation	50	92.59
Sale of local products	49	90.74
Flow of tourists	35	64.81

Source: Field Survey (2011)

Table 3 shows that there is significant contribution of the resort to the host community. This is shown with income generation supported by 50 respondents which is 92.59%; it is closely followed by sale of local products with 49 people representing 90.74% of the population. Employment generation got 42 people in support accounting for 77.77% of the total population whereas tourist flow netted 35 people representing 64.51% of the population.

Table 3 shows that there is massive contribution of tourism to the local economy, through means like income generated from the tourist. The income may come in different forms like in the cases of

this resort from payment of services by the tourists who is being charged value added tax on any product or service purchased like payment for food, hotels, transportation, laundry services, activities and souvenirs, etc.

Also, income is generated by the taxes that the establishments pays to the government whereby the local community retains a proportional amount.

Income comes through other means like the personal income taxes charged on individual earnings which in turn is used for infrastructural developments in the state.

Sale of local products affects the lives of the population in a big way. This is noticed on the table with 90.74% of the population supporting this view. From the finding, the community depends solely on farm products as there are no industries. The products like fish, coconut, vegetables etc. They equally engage in arts and crafts which are largely sold to the visitors.

The resort from the findings employs high number of people from the local population. This resort is the only industry there and most of the jobs there are performed by the indigenes even though the study discovered that they prefer part times jobs to full time jobs.

Inquiring more into the cause of this, Mr. Taiwo another elder of the community in an interview with the researcher explained that the people of the community prefer part time jobs because they make more money from the sale of their local products, he said that after the resort was established, the management of the resort and elders of the land set aside a day for tourists to visit the local community in a week, interact and buy products from them. He further said that this arrangement does not disturb tourists from visiting on other days or the residents selling, to them but that on that special day which is every Saturday, the best farm produce, arts & crafts are on display.

He confirmed that members of the community generate very high income from this activity even though there is price moderation by the elders however, he concluded by saying that during the off

season, things may be slow. The finding confirm Bhatia (2001a&b) study that the receipts from tourism can provide a valuable source of earnings for many countries both developed and developing countries and that visitors spending generates income both for public and private sector besides affecting wages and employment opportunities.

Participation of Local Population in the Development of Lacampaign Tropicana

In the community, question was asked on the level of participation of the indigenes in the development of the resort and the options were very high, high, low and very low participation. The result is shown below:

Table 4: Level of Community Participation

Active Participation	Frequency	Percentage
Very high participation	16	29.62
High participation	28	51.85
Low participation	6	11.11
Very low participation	3	05.56
Others specify	1	01.86
Total	54	100%

Source: Field Survey (2011)

From table 4 it is glaring that there is community participation in the development of Lacampgn Tropicana. Out of 54 respondents, 28 (51.85%) agree to this by saying that there is high participation. Also, 16 (29.62%) respondents said that there is very high participation of community members. So, from table 4, active participation represents 44 (81.47%) of the population.

On the other hand, low participation is 6 (11.11%) and very low participation 3 (05.56). one person said that he is not sure. From the above majority of the population believe that the community is fully involved whereas 16% of the populations disagree.

Mr. Afolabi in an interview supported the majority by saying that there is active participation of the community members in terms of employment, decision making, contributions from the indigenes

and suggestions. He further said that the management will never engage in any new development without contacting the community first. The finding support the view of Allen et al (1988) that for tourism to grow, residents perception of and attitudes towards tourism must be continually assessed and that Frechtling (1994) argument that involving local participation functions as an early warning system, helping managers to avoid or plan for decision that might otherwise cause conflict with local population. Also, including a participation program in the design stage of a project will provide the opportunity for local community to become educated about the purpose and benefits of the project thereby increasing support for their effort.

Problems Facing the Host Community as a Result of Establishment of Lacampagn Tropicana in the Area

Many problems that militate against the growth of tourism were listed in the questionnaire as lack of local control, employment of foreigners, loss of traditional values, crowding and congestion, violations of human rights, increase in crime and others. It is represented in the table below.

Table 5: Problems Facing the Host Community

Problems facing the host community	Frequency	Percentage
Lack of local control	9	16.66
Employment of foreigners	14	25.92
Loss of traditional values	8	14.81
Crowding and congestion	22	40.74
Violations of human rights	3	05.55
Increase in crime	4	07.40
Others specify	6	11.1

Source: Field Survey (2011)

The respondents were advised to tick more than one option if need be the result shows that the major problem facing the area include crowding and congestion which represents 22 (40.74) of the population, followed by employment of foreigners which is 14 (25.92) lack of local control 9 (16.66), loss of traditional values represent 8 (14.81) increase in crime and violations of human rights 4 and 3, (07.40) and 3 (05.55) respectively.

In 'others', 6 people representing 11.11% of the population said other things not included in the questionnaires like the management not being able to manage the waste disposal properly during high season and the loss of local language among others.

From table 5, even though it is evident that there are problems facing the local population where an attraction is located, it should also be noted that most of the population still believe that the gains of these attractions far outweighs the losses as is visibly evident from the figures. Crowding and congestion is their major concern which Mr. Taiwo corroborated by saying that the management sometimes during the peak period forget that there is anything like the carrying capacity of a location. He said that such periods which occur less frequently and is highly managed in recent years, poses a lot of concern to the lives of the indigenes, like the cost of living increasing even though people sell more and the workers being over used. The findings confirm early study by Jimoh (2011) about costs of tourism attractions to the host community as follows:

- Over independent on the income generated from tourism thereby neglecting local products.
- May change the individual behaviour and family relationships
- Attracts visitors whose lifestyles and ideas conflict with the community
- Competes with residents for available services, facilities and existing recreation opportunities among others.

Contributions of Private Owned Attractions to the Host Community

This section analyzes the responses of the community on whether the private ownership of attractions contributes positively or negatively to the host community. Their respond are presented in table 5.

Table 5: Contributions of Private Owned Attractions to the Host Community

Contributions	Frequency	Percentage
Positive	42	77.77
Negative	8	14.81
Neutral	4	07.40

Source: Field Survey (2011)

From table 5, it is clearly shown that majority of the population believe that private owned resorts contribute tremendously to the development of local community representing 42 (77.77%) of the total population of Ikegun community. 8 (14.81%) of the population believes that it contributes negatively whereas 4 (07.40) of the population are neutral.

Looking at all the findings in the other tables, it will be seen that in the respondents view which represents the entire population that Lacampagn Tropicana Beach resort has played its positive part in contributing to the socio-economy of the Ikegun community.

SUMMARY, CONCLUSION AND RECOMMENDATION

Summary

The findings of this study show that there are numerous advantages in locating a beach resort in a local area.

This is prominent in the case of La Campagne Tropicana Beach resort located in Ikegun community. First of all, the study found out that Ikegun community enjoys little or no basic amenities from the government. That most of its amenities are generated from the resort.

The study found out that in the area of social responsibility, the resort has greatly improved the already existing ones like the drainage system, the roads and others and have created entirely new ones like electricity, schools, cultural exchange, healthier leaving among others.

The study also discovered that the resort has generated local employment for residents of Ikegun community even though majority of them are still in lower cadre serving as tour guides, bar attenders, housekeepers, caterers and launders.

Also, the resort has contributed to higher educational level of the local population by giving out scholarship to the brilliant ones and sponsoring them abroad and as well employ them after studies even to the management positions.

The resort has equally contributed to the economic growth of the community through the income generated by the local council from taxes, sales of local products, by individuals among others.

Furthermore, the study discovered that local participation is encouraged by the resort. This is visibly shown by the way the management constantly liaises with the local community elders and others members whenever a new thing is to be introduced. Also, the resort not only welcomes suggestions from the local population but makes sure it carries it out and rewards the contributor appropriately.

Finally, there are negative effects like overcrowding experience by local population as a result of the establishment of result in their areas but the positive effects outweigh the negative.

Conclusion

From the above findings, it is very evident that beach resorts provide strategic platform for various kinds of development to the local community. The study also concludes that the emergences of La Campagne Tropicana in Ikegun community has provided enormous social and economic benefits to the immediate local community in terms of employment, infrastructure, income hence African countries should invest more capital in Tourism.

Recommendation

In view of the findings of this study, the following suggestions and recommendations are hereby made.

The federal government through their respective agencies should invest enormous resources in the establishment of Tourist attractions such as La Campagne Tropicana in order to reduce unemployment among the youths.

The government should encourage more private participation in the development of Tourism in rural areas.

Government can also diversify its income generation potential by investing enough capital in tourism so as to increase its foreign exchange earnings.

That government should make policies that will favour the development and sustainability of tourism in the country. It is also recommended that active community participation is of paramount wherever there is or will be an attraction.

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