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**TOURISM IMPACTS IN BADAGRY TOWN: A CASE STUDY FROM LAGOS  
(NIGERIA)**

**UNIVERSITY OF ALGARVE**

**Faculty of Economics**



**FARO**

**2023**

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**TOURISM IMPACTS IN BADAGRY TOWN: A CASE STUDY FROM  
LAGOS (NIGERIA)**

**Master in Tourism Economics and Regional Development**  
**Dissertation made under the Supervision of: Professor Hugo Pinto**



**University of Algarve**

**Faculty of Economics**

**2023**

## Statement of Originality

### Object Detection and Recognition in Complex Scenes

**Statement of authorship:** The work presented in this dissertation is, to the best of my knowledge and belief, original, except as acknowledge in the text. The material has not been submitted, either in whole or in part, for a degree at this or any university.

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## **Acknowledgments**

I want to express my gratitude to the following individuals for their efforts to the development of this project work:

I would first like to express my gratitude to my supervisor, Professor Hugo Pinto, without whose direction and assistance this study would not have been feasible. He offered insightful suggestions and remarks, and he was always accessible to me. I also want to appreciate Professor Hugo Pinto for his astute advice and assistance.

Second, I want to sincerely thank my Mum, who has been the foundation and the source of my happiness. I was able to finish this Master degree, thanks to her affection, knowledge, and generous care.

Third, I want to express my gratitude to my siblings, Modupe, Dolapo and Tobi, who inspired and supported me in carrying out this study. I will always be grateful for your belief in my competence and accomplishments.

I want to sincerely thank each and every one of my friends (Kola, Doreen, Tobi, Dare, Edward, Onyinye and Amaka) for always being there for me. For their cooperation and courtesy during data collection for the research.

Last but not least, I want to express my gratitude to University of Algarve for providing me with the finest education and experience.

## **Abstract**

Tourism is a major source of growth for developing and developed countries, driven by a strong global economy, an increasing middle class, technological advance, and affordable travel. Prepandemic figures show that international tourist arrivals reached 1.4 billion, and export earnings from tourism reached USD 1.7 trillion in 2019. Europe has traditionally been the region with the highest tourism dollar spending with 570 billion USD, followed by Asia and the Pacific (USD 435 billion), the Americas (USD 334 billion), the Middle East (USD 73 billion), and Africa (USD 38 billion). Asia has shown the strongest growth in both arrivals (+7%) and spending (+7%). Africa equally shared a +7% growth in arrivals, suggesting a new interest in traveling to the continent.

The study aimed at investigating the impacts of tourism in Badagry Town, Lagos (Nigeria). The study was qualitative in nature and used a case study approach, which offers an in-depth assessment of the topic. The study employed a reflexive literature review and also a content analysis inspired by systematic literature review principles to analyze the data gathered from this review.

Badagry is well known for its tourism potential. The literature review identified several sites of interest for tourism development, such as: the Badagry slave trade relics, Sultan Beach, Whispering Palms, French Village Badagry, Seat of the British Canon, Vekete Slave Market, Seat of the Fallen Agia Tree, Early Missionary Cemetery in Nigeria, First Storey Building in Nigeria, Mobee Slave Relics Museum, Slave Port, Slave "Point of No Return," and Badagry Heritage Museum. This dissertation also explored not only the economic and environmental impacts of tourism but also the social impacts, as they are clearly connected to some of the key tourism

resources identified in this town. Social impacts are particularly attentive to the learning potential of tourism from different cultures, increasing tolerance and inclusion, increasing amenities, investment in arts and culture, celebration of indigenous people, and community pride.

The study concluded that increased attention to tourism facilities may boost tourism in Badagry. Georeferenced information, such as interactive map apps, can help tourists identify tourist sites and their specific locations. Tourism in Badagry should be supported by residents, entrepreneurs, and other stakeholders to ensure long-term sustainability and economic growth. The promotion of cross-cultural appreciation and its influence on the flow of cultural interchange are important, but overtourism can lead to an increase in demand for resources and negative social impacts. Tourism development should be rewarding for residents, employees, and tourists.

**Keywords:** Tourism, Badagry, Social impact, Economic impact, Environmental impact, Tourism resources, Literature review.

## Resumo Alargado

O turismo não é uma mera atividade de lazer, mas uma atividade económica que tem captado a atenção de decisores políticos como uma importante fonte de crescimento para os países em desenvolvimento e países desenvolvidos, obrigando as nações a desenvolver tanto locais turísticos como infraestruturas de apoio ao turismo, tais como eletricidade, aeroportos, caminhos-de-ferro, estradas e portos marítimos (Ahmad, 2012; Bogoro et al., 2013; Kumar, 2013; e Mosoma, 2014).

Os impactos turísticos poderem ser divididos em três tipos principais: impactos económicos, sociais e ambientais (Anderson e Westcott, 2021). Em termos de impactos económicos, números pré-pandémicos (UNWTO, 2019) mostram que as chegadas turísticas internacionais atingiram 1,4 mil milhões. O Secretário-Geral da UNWTO, Zurab Pololikashvili, sublinhava no relatório UNWTO International Tourism Highlights 2019, que o crescimento consistente da indústria estava a ser impulsionado por uma forte economia global, o fluxo da classe média das economias emergentes, os avanços tecnológicos, e custos de viagem mais acessíveis, entre outros fatores cruciais. Ao mesmo tempo, as receitas de exportação do turismo, ou a soma das receitas do turismo internacional e do transporte de passageiros, atingiram um espantoso montante de 1,7 triliões de dólares. Isto demonstra que a indústria é um importante motor económico de crescimento e desenvolvimento. A Europa tem sido tradicionalmente a região com as maiores despesas de turismo, com 570 mil milhões de dólares, seguida da Ásia e do Pacífico (435 mil milhões de dólares), das Américas (334 mil milhões de dólares), do Médio Oriente (73 mil milhões de dólares), e de África (38 mil milhões de dólares). A Ásia tem mostrado o crescimento mais forte tanto nas chegadas (+7%) como nas despesas (+7%). A África partilhou igualmente um crescimento de +7% nas chegadas, o que sugere um novo interesse em viajar para este continente.



A pandemia causou uma enorme contração no sector do turismo, mas os números estão já próximos dos do período pré-pandémico (cf. UNWTO Tourism Recovery Tracker).

Os impactos sociais são cruciais a serem considerados, pois a atividade turística envolve interação humana em contextos sociais definidos. Geralmente, os impactos sociais do turismo estão relacionados com influências e mudanças entre turistas e residentes. Vários estudos destes encontros utilizaram a teoria da troca social para descrever como os comportamentos dos turistas e dos residentes mudam em resultado dos benefícios e ameaças que criam durante a interação (Nunkoo, 2015). Os impactos sociais positivos do turismo incluem aprender sobre diferentes culturas, aumentar a tolerância e inclusão através de viagens LGBTQ+, aumentar as comodidades (por exemplo, parques e instalações recreativas), investir em artes e cultura, celebrar os povos indígenas, e construir o orgulho comunitário. Quando desenvolvido de forma consciente, o turismo pode contribuir para a qualidade de vida dos residentes e uma aprendizagem e apreciação mais profundas do destino para os turistas. Os impactos sociais negativos do turismo podem incluir: mudança ou perda de identidade e valores indígenas; choques culturais; causas físicas de stress social como o aumento da procura de recursos; e questões éticas, tais como um aumento do turismo sexual ou a exploração do trabalho infantil, entre outras dimensões negativas.

O turismo depende e tem também um grande impacto no ambiente natural em que funciona. Em muitos casos, o ambiente é o seu recurso essencial. Mesmo que se preste uma atenção crescente a estas questões, o desenvolvimento do turismo pode criar impactos negativos devido ao mau uso, abuso e desatenção aos ambientes e ecossistemas naturais. Estes podem incluir o esgotamento dos recursos naturais (como água, florestas, entre outros), poluição (poluição atmosférica, ruído, esgotos, resíduos e lixo), e impactos físicos (atividades de construção, perda de biodiversidade).

Esta dissertação procurou estudar o impacto do turismo em Badagry, Lagos (Nigéria). A antiga cidade de Badagry foi fundada em 1425 e está localizada ao longo da antiga Costa Escrava da África Ocidental, agora conhecida como a Baía de Benin. No século XVII, esta antiga cidade tinha-se tornado uma comunidade próspera com reputação de comércio de sal e salitre (nitrato de potássio) por evaporação na praia de Gberefú, que em breve ficaria conhecida como o antigo porto escravo de Badagry. Tornou-se anfitriã de comerciantes de escravos europeus liderados por George Freemingo, um comerciante de escravos português que veio para Badagry por volta da década de 1660. Em 1740, Badagry tinha-se tornado uma cidade próspera para a sua única indústria, o comércio de escravos. Tornou-se um importante centro comercial florescente na exportação de comércio de escravos através dos riachos e lagoas e através do Atlântico para a Europa e para as Américas (Anago, 2016). Badagry continuou a ser um importante porto e centro de uma missão anglicana, estabelecida no início de 1840, até ao ataque em 1851 pelo exército de Lagos, quando a cidade foi destruída pelo fogo. Esse ataque, combinado com a constante ameaça de invasões, dos pobres solos arenosos nas proximidades, levou a um êxodo geral dos comerciantes, missionários e agricultores da cidade. As plantações de coqueiros foram estabelecidas pela primeira vez nas imediações na década de 1880.

A Badagry moderna exporta cocos, fibra de casca de coco, peixe, vegetais, e mandioca para Lagos (a 55 km a leste). Após o estabelecimento, em meados dos anos 1960, de uma fábrica de sacos para empacotamento de produtos agrícolas, a coleção de kenaf, cultivada pelas suas fibras, a cidade tornou-se cada vez mais importante. O comércio local é principalmente de peixe, óleo de palma e amêndoas, mandioca, milho e cocos. Badagry é a sede de um conselho governamental local e é habitado principalmente pelo povo Popo e Gun. Badagry tornou-se rapidamente um grande subúrbio residencial de Lagos após a abertura de uma via rápida em 1976. Badagry é atualmente

um local turístico relevante no contexto da costa ocidental africana e é de interesse como estudo de caso de impacto turístico nesta geografia específica.

O estudo enfatizou os impactos do turismo em Badagry. A análise empregou uma abordagem de estudo de caso. Os estudos de caso são utilizados no turismo como uma abordagem metodológica fundamental para produzir conhecimento relevante sobre a realidade concreta no terreno (Xiao e Smith, 2006). Esta dissertação começa por analisar a produção científica de estudos de caso em destinos turísticos, particularmente no contexto de regiões em desenvolvimento, e em África. Vários artigos de números recentes, entre 2012-2022, de revistas fundamentais dos estudos de turismo, *Annals of Tourism Research*, *Journal of Travel Research*, *Tourism Analysis*, *Tourism Management*, foram selecionados para uma revisão de literatura reflexiva. Em segundo lugar, fez-se uma busca complementar por ‘Badagry’ e ‘impactos do turismo’ para uma pesquisa mais transversal de estudos relevantes sobre o impacto do turismo na Nigéria e Badagry em particular. A seleção dos artigos analisados partiu do cruzamento das bases de dados da Web of Science e da base de dados do Google Scholar. Vinte e um estudos no total foram revistos e analisados de forma reflexiva a partir de ambas as pesquisas.

O estudo estabeleceu que relíquias do comércio de escravos de Badagry, a praia do Sultão, as Palmeiras Sussurrantes, a Aldeia Francesa de Badagry, a Sede do Cânone Britânico, o Mercado de Escravos Vekete, a Sede da Árvore Caída da Ágia, o Cemitério Missionário Primitivo na Nigéria, o Primeiro Edifício Storey na Nigéria, o Museu de Relíquias de Escravos Mobee, o Porto de Escravos, o "Ponto de Sem Retorno" de Escravos e o Museu do Património Badagry, são alguns dos principais recursos turísticos em Badagry.

O estudo sugere ainda que o reforço infraestrutural pode ajudar a impulsionar o turismo em Badagry, e que a informação georreferenciada, por exemplo com disponibilização de mapas, vai permitir aos turistas identificar locais turísticos e a sua localização específica.

O turismo em Badagry precisa de ser apoiado quer pelos residentes, empresários, e outros intervenientes para assegurar a sua sustentabilidade a longo prazo e contribuir para o crescimento económico. A promoção da apreciação transcultural e a sua influência no fluxo de intercâmbio cultural são importantes. No entanto, o turismo excessivo pode levar a um aumento na procura de recursos e ser gerador de impactos sociais negativos. O desenvolvimento do turismo em Badagry deve ser compensador quer para os turistas quer para os residentes.

**Palavras-chave:** Turismo, Badagry, Impacto social, Impacto económico, Impacto ambiental, Recursos turísticos, Revisão de literatura.

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## Abbreviation List

ANOVA	Analysis of Variance
APEC	Asia Pacific Economic Cooperation
CBT	Community-based tourism
ET	Ecotourism
FTT	Fair Trade Tourism
GDP	Gross Domestic Product
GIS	Geographic Information System
HR	Human Resources
ILO	International Labour Organization
LGBTQ+	Lesbian, Gay, Bi, Trans, Queer, and Ace
PPT	Pro-Poor Tourism
RT	Responsible Tourism
SET	The Social Exchange Theory
SEZ	Special Economic Zone
SDG	Sustainable Development Goals
TIES	The International Ecotourism Society
UNESCO	United Nations Educational Scientific and Cultural Organization
UNWTO	United Nations World Tourism Organization
UN	United Nations
USD	United States of America Dollar
WTTC	World Travel and Tourism Council



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# **Chapter One**

## **Introduction**

### **1.1 Background of the study**

Traveling outside one's home country or region for personal, professional, or business purposes is known as tourism. Tourism is described as travel for personal, business, religious, and vacation purposes (Rhaman, 2016). It typically lasts for not more than one year and not less than twenty-four (24) hours. Although it frequently refers to overseas travel, it may also refer to domestic travel (Sciortino and Cantis, 2022). Tourism is a socio-economic phenomenon of growing importance (Sonuc, 2020).

Around ten percent of the global workforce and ten percent of capital formation are predicted to be related with the tourism sector (Schlegel and Pfoser, 2021). Traveling is more than just something to do for fun and relaxation and it is an exciting and active activity, as tourism industry stimulates a nation's economy, promotes development, preserves cultural legacies, and contributes to the upkeep of global harmony and understanding (Tarlow, 2022). The potential of the tourism industry to create significant job prospects, especially for women in undeveloped areas, is a crucial aspect (Almeida, Balbuena and Cortés, 2015). Another crucial component of tourism is that, it promotes the national integration of people from diverse cultural and linguistic backgrounds who live throughout the nation (Alejandria-Gonzalez, 2016).

Many national and local economies now significantly depend on tourism, the largest and fastest-expanding business in the world (Adora, 2010). According to the United Nations World Tourism Organization (UNWTO) (2013a), the increase of foreign tourist visits has been essentially constant throughout the previous 60 years, rising by an average of 6.5 percent per year from 1950 to 2005. Numerous nations, both established and developing, have realized the benefits that global tourism can bring to their development efforts (Jenkins, 2015; Telfer and Sharpley, 2015). These benefits may be distilled into six categories: earning foreign currency, adding to government revenues, generating income, opening up job possibilities, encouraging inward investment, and regional development (Dieke, 2020).

Tourism is seen as one of the most important industries in the world as it generates money and exports. The direct contribution of travel and tourism to the GDP in 2018 was USD 2,750.7 billion, which is equal to 3.2 percent of GDP, and thus serves as the foundation for the prediction of USD 2,849.2 billion by the end of 2019 (World Travel and Tourism Council (WTTC), 2018). Also, in 2010, tourism provided 8% of the world's jobs, that is, more than 235 million jobs, which is equivalent to 9% of the world's GDP. To provide an approximate idea of the magnitude of the industry's contribution to employment, consider that travel and tourism today employ more people than the manufacture of automobiles and chemicals combined (WTTC, 2018).

In comparison to the manufacturing sector, the tourism industry is also seen as more environmentally friendly, which can contribute to sustainable development. As a result, many nations are working to expand the tourism industry to support the development of the green economy (Hastings, 2014). It's interesting to learn that tourism is one of the three key sectors that power the global economy of the twenty-first century, along with technology and telecommunications. This clarifies the motivation behind the countless kilometers away from their homes and the travels made by millions of individuals each year who want to explore far-off places and experience their cultures. On the other hand, the most significant social impact of tourism is an improvement in people's quality of life, often known as social development. The most frequently recognized definition of social development at the macro level is centered on enhancing human welfare, promoting higher living conditions, generating employment, and promoting economic and social growth.

Because tourism supply and demand are always changing, many studies focus on how local people feel about tourism. This is especially important now, when many places are dealing with problems caused by too many tourists (i.e., overtourism). Development of the tourism industry has a variety of (both good and bad) effects on the host community's economy, socioculture, and environment, which may have an impact on the locals' standards of living (Andereck and Nyaupane, 2011). Locals form their opinions about tourism and its future growth by assessing these effects. It is commonly acknowledged that locals play a crucial role in the growth of the tourist industry and that maintaining their support is crucial for the viability of tourism destinations. Alejandria-Gonzalez (2016) asserts that the tourism sector not only has significant multiplier effects but also strengthens cross-sectoral economic ties.

## **1.2 Statement of the Problem**

Tourism can act as a mechanism for preserving the natural and social ecosystems, including the natural environment, historical, archaeological, and religious monuments, as well as promoting the practice of regional cultures, folklore, traditions, arts and crafts, and cuisine (Chidozie and Obudo, 2014). In terms of the economy, tourism helps both the public and private sectors in a number of ways, such as making money, exchanging foreign currency, making money back on investments, taxing visitors and tourist-related goods, and connecting to other regional economic activities, such as agriculture (Khosravi et al., 2014).

This dissertation intends to contribute to the understanding of tourism impacts in Badagry, a coastal town in Nigeria well-known by its heritage related to Slave trade. Badagry is a tourism destination both because of its natural endowments and cultural heritage. The Lagos State Government has announced plans to rehabilitate tourism infrastructure in Badagry in order to attract more visitors to the city's Slave Trade artifacts and other historical sites. People frequently inquire whether Badagry is or is not a part of Lagos. However, the region can only experience a feeling of belonging if the federal government takes the necessary steps (Onyegbula, 2021; cf. also the news in Vanguard News Nigeria, 2021). This implies that government must take several steps for the development of Badagry, to induce the consolidation of a relevant tourism offer able to attract more tourists, especially people from the diaspora. As such, the study debates the tourism impacts in Badagry Town, Lagos (Nigeria).

## **1.3 Objectives and Research Questions of the Study**

As a general objective the study aims to investigate the impact of tourism in Badagry Town, Lagos (Nigeria). The specific objectives are listed below:

- Identify the main tourist sites at Badagry, Lagos.
- Examine the social impacts of tourism in this town.
- Examine the economic impacts of tourism in this town.
- Examine the environmental impacts of tourism in this town.
- Suggest tourism policy measures to improve the tourism sector in Badagry.

These objectives are implemented through the answer to five research questions:

- What are the main tourist sites at Badagry, Lagos?
- What are the social impacts of tourism in this town?
- What are the economic impacts of tourism in this town?
- What are the environmental impacts of tourism in this town?
- How will tourism policy measures improve the tourism sector in Badagry?

#### **1.4 Approach and Significance of the Study**

This study looks into how tourism has impacted Badagry Lagos, Nigeria. The scope of tourism's impact comprises; the social, economic, and environmental impacts. The empirical approach is based on a case study and a literature review to answer the research questions.

The outcome of the study's findings will help with the identification of main tourist sites in Badagry, Lagos. This will help to provide more insight into the tourism potential of Badagry, the resources that are in good shape, and the ones that deserve intervention from public authorities and other stakeholders. Secondly, the study findings will help to spark debate about the social, economic, and environmental impacts of this town. The results illustrate positive and negative impacts. The study will summarize the literature on tourism in Badagry and, most importantly, may serve as a reference point for scholars embarking on a similar study.

#### **1.5 Organisation of the Study**

The study was grouped into seven chapters. Chapter one provides the background of the study, the statement of the problem, the objective of the study, the research question, the significance of the study, the scope of the study, and the organization of the study. Chapter two captures a comprehensive literature review of related importance and types of tourism. Chapter three covers the impacts of tourism. Chapter four looks at the theoretical framework for the dissertation. Chapter five highlights the methodology, research design, sample, and sampling procedure adopted for the study. Chapter six presents the main findings and the discussion. Finally, Chapter Seven is the conclusion of the dissertation.

## **Chapter Two**

### **Importance and Types of Tourism**

#### **2.1 Introduction**

This literature review takes a broad approach to the research topic in order to position the various types of tourism within academic literature as well as account for a broader group of social, economic, and environmental considerations. It seeks, in particular, to position tourism impacts within current literature. The chapter commences with an overview of tourism. It goes on to discuss the factors affecting tourism activities and the impacts of tourism. The chapter also looks at the concept of tourism and what it entails.

#### **2.2 Overview of Tourism**

Tourism is when people go to places outside of their normal environment and stay there for less than a year for pleasure, business, or other reasons (Holden, 2008). Wall and Mathieson (2006) say that tourism is "the study of people who are not in their usual environment, of the institutions that serve the needs of tourists, and of the effects that tourists have on the economic, physical, and social well-being of their hosts. Tourism is built on the economic and social processes and changes that are happening in the places where tourists come from. The growth of tourism in destinations is based on how well they use their natural and cultural resources, which has effects. People often say that the environment is the most important part of tourism because it is the base for any growth in tourism (Holden, 2008). The home environment and the environment of the tourist destination are both considered to be part of the environment. This is because the relationship between tourism and the environment is not just about the places tourists visit, but also about the societies they come from. The setting in which tourist activities are carried out is the most important factor in the development of tourism (Holden, 2008). Tourism is considered a non-polluting industry because it not only brings in money in a foreign currency but also makes a big difference to the country's GDP (Anh and Tien, 2019).

The community in which a tourist spends time is often referred to as the "host community." Cook, Yale, and Marqua (2006) said that a "host community" is a town or community that welcomes visitors with open arms and makes sure they have everything they need during their stay. The tourism industry, which Hall and Page (2006) say is "often thought of as the world's biggest industry," has become one of the most important and fastest-growing industries that can affect economic growth (Telfer and Sharpley, 2008; UNWTO, 2011). It has changed a lot and is now a big source of income for a lot of developing countries (UNWTO, 2011). South Africa, Morocco, Egypt, Namibia, Kenya, and Tanzania are all developing countries that have opened their destinations to tourists so that tourism can become a major economic and financial driver (UNWTO, 2011) for the country as a whole and for the livelihoods of local tourism actors. This has allowed tourism to become a source of employment for local tourism actors. In 2012, the number of foreign tourists who visited a country for the first time surpassed 1 billion. Impressively, advanced countries welcomed 550 million tourists while developing economies welcomed 485 million tourists (UNWTO, 2013a). In 2011, the tourism industry in Sub-Saharan Africa was responsible for bringing in over \$20 billion in revenue and welcomed 33.8 million visitors from outside the region (UNWTO, 2013a; UNWTO, 2012).

Tourism is an industry that involves going to a certain location. Travelers uproot themselves from their regular abode in order to visit a particular location in the hopes of gratifying demands that lie higher up on Maslow's hierarchy of needs than the most fundamental requirements. There is no universal agreement on the meaning of the term "tourism destination," since research on tourist destinations is conducted from a variety of perspectives. One of the many distinct and varied meanings of the term is a place where an existing demand for tourism exists; alternatively, a tourist destination can be defined as a location that offers appealing features that are complementary to one another as well as products that combine these features in a way that satisfies the requirements and preferences of tourists (Nguyen Van Dang, 2007; Vinh et al., 2019a, 2019b).

Adrain (2017) revealed that tourism has a close relationship with other sectors of the economy. This is due to the fact that tourism increases the demand for commodities through the country's population of foreigners, which in turn pushes the industrial development of the country and solves the problem of employment. Therefore, the tourism industry not only helps develop other industries, but it also helps spread those industries' goods around the world and increases global

demand for those goods. By doing things this way, not only are industries expanded across the country, but cultural homogenization occurs around the world. When one culture spreads to other cultures, it can sometimes be bad for the whole community. On the one hand, tourism can improve the socioeconomic condition, while on the other hand, it can create social changes in the communities that could either be positive or negative. According to the International Labor Organization (ILO), "tourism creates stable incomes and jobs for workers without affecting the environment and culture of the tourist destination; ensures the feasibility and competitiveness of the tourist destination and businesses so that they can grow well and bring long-term benefits." Keeping this in mind, it is necessary for development to be a rewarding experience for residents of the area, employees of tourism businesses, and tourists themselves.

### **2.3 Factors affecting Tourism Activities**

Recent research by Sánchez-Rivero and Cárdenas-Garca (2014) shows that, the lack of a good investment environment could make it hard for tourist investments in less developed countries to work out. The link between the expansion of tourism and increased economic growth may be understood more easily in nations that have further developed economies and a more favorable environment for investment. A society with flexible regulations, an effective financial market, and mechanisms for innovation diffusion is referred to as having an appropriate investment climate. This climate includes all of the necessary conditions to implement the development process and increase the life quality of the local population. When it comes to tourism, investments are made with the intention of drawing in a greater number of tourists, which, in turn, will result in an expansion of the industry and increased economic development.

But economic growth doesn't always mean that people's social and financial situations get better right away. Also, economic growth does not automatically translate into economic development (Jorgenson and Dietz, 2015). To allow tourism investment to generate employment and wealth, which in turn will encourage the transformation of economic growth into economic development, governments and international organizations have stressed the importance of appropriate regulations, innovation, and productivity-enhancing activities (Sánchez-Rivero and Cárdenas-Garca, 2014).



The level of satisfaction experienced by vacationers is one of the most crucial criteria that determines the rate at which a business's profits will increase in the future. In today's world, many businesses have realized that the level of satisfaction felt by visitors to their establishments is an important factor in determining the overall quality of the services they provide. The satisfaction of visitors may be attained via the development of suitable procedures that ensure that the services offered live up to the standards set by tourists (Taghavi and Soleimani, 2017).

The study of tourism literature reveals that the level of satisfaction that tourists derive from a location is an important consideration when choosing a destination. This indicates that if tourists are pleased with their experience at a destination, they are likely to return there or to recommend it to others. The happiness of visitors has emerged as an important focus area for the vast majority of service companies (Nahid and Akbar, 2016; Salleh, Omar, Yaakop, and Mahmmod, 2013). Due to the fact that tourists travel to various locations in search of mental relaxation, a shortage in the quantity and quality of services offered results in a decrease in the number of tourists and prevents the achievement of sustainable tourism (Kermani, 2017). Because of the significance of this industry and the growing contribution it makes to the modern economy, it is more important than ever to make plans to improve the quality of the services and facilities offered to tourists, as well as to enhance the infrastructure that supports the tourism industry.

The tourism industry is one of the most prominent and rapidly expanding sectors of the global economy. This industry contributes significantly to the growth of an individual country's overall economy. An increase in the number of tourists visiting a country can have beneficial effects on the economy of that country, particularly in terms of gross domestic product (GDP) and employment opportunities (Manzoor et al., 2019).

## **2.4 Sustainability Conceptual Variations in the Understanding of Tourism**

Over the course of time, several tourism concepts have come into existence. Some examples of these ideas are responsible tourism (RT), fair trade tourism (FTT), ecotourism (ET), and pro-poor tourism (PPT) (Giampiccoli and Saayman, 2014). "almost universally accepted as a desirable and politically appropriate approach to tourism development," sustainable tourism has emerged as one

of the alternatives to conventional or mass tourism as a means of mitigating the negative effects of tourism and achieving the goal of "almost universal acceptance" (Hashemkhani Zolfani, Sedaghat, Maknoon, and Kazimieras Zavadskas, 2015, p. 1). Lopes, Moreno Pires, and Costa (2020) think that tourism may be utilized to fulfill the Sustainable Development Goals and to make sustainable transitions because of the various constraints and problems that mankind is now experiencing. Community-based tourism also came into existence as a result of advocates calling for a new strategy for tourist development that included a narrative to combat the negative effects of mass tourism (Gadi Djou, Baiquni, Widodo, and Fandeli, 2017; López Guzmán, Sánchez-Caizares, and Pavón, 2011). This study will now look at the definitions of responsible tourism, community-based tourism, sustainable tourism, and ecotourism.

#### **2.4.1 Responsible Tourism**

Responsible tourism (RT) is now a well-established field of study and practice within the tourism industry. Although it has much in common and related terms include: "sustainable tourism," "ecotourism," and "ethical tourism," as well as other related kinds of socially aware tourist activity, the word "responsible tourism" is by far the most preferred phrase used in the business. According to the available evidence, tour operators use the term "responsible tourism" about five times more often than any other designation (SNV, 2009). This is evident in the supply of tourist goods, particularly those marketed as "responsible experiences" and aimed at a separate market segment looking to participate in more responsible types of travel (Goodwin and Francis, 2003).

Both in principle and in reality, there has been a significant amount of discussion on what exactly "responsible tourism" entails. There are a number of industry protocols on responsible tourism that are being put in place by practitioners. These protocols aim to establish the fundamental concepts and procedures associated with responsible tourism. For example, the 2002 Cape Town Declaration defines responsible tourism as having the following characteristics: (i) minimizing

impacts; (ii) generating economic benefits for host communities; (iii) involving local people in decision-making; (iv) conserving natural and cultural heritage; (v) providing meaningful connections between tourists and local people; and (vi) being accessible and culturally sensitive to the needs of the community (World Tourism Market Responsible Tourism 2013). According to the findings of Caruana and Crane (2008), the building of responsible tourism by industry players helps consumers identify the meaning and potential of responsible tourism. That is to say, consumers of responsible tourism do not exist as a pre-defined group waiting to be identified; rather, market segmentation is formed around notions of responsible tourism expressed by the sector.

The term "responsible tourism" refers to all of the actions and awareness that the many stakeholders have towards "sustainable travel" (Mondal and Samaddar 2020), which takes into consideration the environment, the local community, and the economy as the three pillars of sustainability. The RT has shown to be an effective means of bringing together many parties involved in the tourist industry (Burrai, Buda, and Stanford 2019), and it is seen as one of the ways that the United Nations' Sustainable Development Goals (SDG) for 2030 may be achieved. The practice of responsible tourism bestows the greatest possible advantages on the host community and assists the natives in the preservation of their traditions and environments (Caruana et al. 2014; Mathew and Sreejesh 2017).

#### **2.4.2 Community-Based Tourism**

Community-based tourism (CBT) is a concept that is being advocated as a way to boost community development in poor nations. There are several instances of CBT in various regions all over the globe (Baktygulov and Raeva, 2010, pp. 2, 3). CBT is often mentioned both as an alternative to

mass tourism and as a strategy for making tourism more environmentally responsible. CBT has the potential to become a tool for the relief of poverty as well as a means of gaining access to improvements in quality of life, giving people in local communities more economic advantage and empowering them (Dodds, Ali, and Galaski, 2018).

One of the most common forms of tourism that contributes to sustainable development is community-based tourism (CBT). This form of tourism has three primary objectives: to generate economic benefits, safeguard the natural environment, and maintain the cultural significance of local communities (Phuong, Van Song, and Quang, 2020). Baktygulov and Raeva (2010) highlighted that cognitive behavioral therapy is also "gaining popularity" in the cultivation of good social and environmental outcomes. Community benefit trusts have been widely used as a vehicle for community development by development organizations, particularly in regions with little opportunity for other types of economic growth (Le, Weaver, and Lawton, 2012, p. 362).

A kind of tourism that is run by local communities and caters to the needs of those communities is the essence of community-based tourism (CBT), which is an alternative method of governance. According to Wall and Mathieson (2006), "community-based tourism stresses the local role of involvement in tourist development." Opportunities for direct investment, executive management, and employment may be found in the tourist industry, as well as in the agricultural and handicraft service industries. According to Shaw and William (2004), CBT needs local community involvement in governance and consensus because it is an essential component that is directly linked to the concept of community participation. This idea of community participation is adapted from Robison and Wiltshier (2011) and describes the equal position of the local community in

sharing the benefits that come from tourism activities. Participation in one's community goes beyond the individual level.

There are ten fundamental concepts that need to constitute the basis for, and the overall direction of, tourist growth. These principles include fair and equal distribution of benefits, cultural and social interactions based on respect for one another, and collaborative work to protect the environment (Sunaryo, 2013). The 10 fundamental concepts that were listed before are as follows:

1. Recognizing, encouraging, and fostering the development of community ownership in the travel and tourism business.
2. Involving members of the local community from the start of the tourist development process
3. Instill a sense of communal pride.
4. Improving the standard of living in the neighborhood
5. Ensure that tourism is conducted in a way that is environmentally sustainable.
6. Ensuring that the distinct identities and cultures of tourism sites are preserved.
7. Help the community learn more about how important it is to interact with people from other cultures.
8. Respect for cultural variety and the dignity of the human being in the context of the destination
9. Ensuring that the benefits of tourism are distributed equitably throughout the destination's community.
10. Participate actively in the process of defining the proportion of money derived from each activity (the equitable distribution of income) related to tourism in the local community.

Community-based tourism has been proposed "as a counterweight to neo-colonialism, neo-liberalism, and conventional mass tourism" (Tolkach and King, 2015, p. 389). This seems to give it a more significant role, not just to "fix" the current tourism sector but to restructure it against neo-colonial and neo-liberal forces. On the other hand, these nontraditional types of tourism are hardly a silver bullet for alleviating poverty and fostering community growth in areas that are underdeveloped (Saayman and Giampiccoli, 2016). Participating in community activities helps people become more self-aware, accountable for themselves and others, eager to contribute, and interactive (Aref and Gill, 2010).

The growth of tourism that is centered on local communities is anticipated to bring about a number of advantages for society, most notably economic gain. Therefore, the local communities, their population distribution, and the establishment of alternative tourism may all contribute to the conservation of the natural environment. The provision of products and services that are in demand by visitors results in economic benefits for the communities that are located there. Women are perfectly capable of working in the service industry while their male counterparts toil in the fields. Rural tourism provides employment opportunities for women (Ardika, 2007).

Tolkach and King (2015) used a multi-stage qualitative research technique to investigate how stakeholders' perspectives relate to the potential form and structure of a countrywide CBT network. The authors found that respondents generally agreed that a CBT network may assist the growth of tourism and aid firms to tackle the obstacles of lacking knowledge, finance, and marketing, thereby benefiting rural lives. Additionally, the success of a CBT network is dependent on an authoritative financing body in addition to interactions between administrators and stakeholders that preserve a power balance inside the network.

### **2.4.3 Sustainable Tourism**

Sustainable tourism is probably the best-known and most commonly used concept of the four studied in this sub-section of the dissertation. It may be described as tourism that takes into consideration all of its present and future economic, social, and environmental implications and strives to meet the requirements of tourists, businesses, local communities, and the environment (APEC, 2014). According to Phan and Vo (2017), human development has required not only attention to the development of the economic system but also to respect the essential requirements of society and have an impact on the ecological environment. To put it another way, in order to provide benefits for the local community, respect the culture, preserve the natural resources, and educate visitors as well as the local population, sustainable tourism has to be properly planned from the beginning of the exploitation phase forward. The economic and social benefits that can be generated by sustainable tourism are comparable to those that can be generated by traditional tourism; however, the benefits that are generated by sustainable tourism will remain in the local community, along with the benefits that are generated by the natural environment. Additionally, the values of the local culture will be protected in a professional manner and with a long-term perspective, while also preserving values for future generations.

According to Mrka and Gaji (2014), the idea of sustainable development is recognized as the guiding principle for establishing policies at all levels, from the neighborhood level all the way up to the national level. Seldjan and Donald (2009) investigated the concept of sustainable tourism development in urban destinations. They demonstrated that there are significant similarities and differences among stakeholders (local government, tourism industry cluster, and environment

offices). In particular, the authors found that the perceptions of different stakeholders have a significant influence on the development of sustainable tourism in urban areas.

Lisa (2012) claimed that local authorities or institutions should have a bigger role and engage in planning and developing tourist destinations. According to research, local governments need to facilitate the agenda of sustainable tourism. The absence of powerful leadership from industries, top-down directives from state and federal governments, power struggles, and the lack of participation of the local community have all contributed to the prevention and inhibition of the development of sustainable tourism. In line with this point of view, Muhammet et al. (2010) demonstrate that the intricate political systems and power structures that exist within a society are critical components to consider when formulating and enacting a policy on sustainable tourism.

The tourism sector is claimed to be accountable for all of its consequences on the economy, society, and environment of the here and now, including satisfying the requirements of tourists as well as the needs of industries, the natural environment, and local residents (UNWTO, 2011). In addition, the magnitude and dominance of tourist development are stated to be tightly dependent on many significant elements, which led to a growth in the complexity of the tourism system with the evolution of tourism at destinations throughout the course of time (Mai, 2010).

Phan and Vo (2017) also suggested that the development of the tourism industry needed to be ensured by the following three factors: economic sustainability, social sustainability, and environmental sustainability. Economic sustainability refers to the process of bringing prosperity to all levels of society and achieving the performance value of all economic activities. Social sustainability refers to the practice of respecting human rights and ensuring equality for all people.



Environmental sustainability refers to the process of protecting and managing resources, particularly non-renewable resources. Environmental sustainability refers to the practice of placing

It is of the utmost importance, according to Rad and Aghajani (2010), to work toward the goal of preserving the world's inherent assets. This is important not only for the travel and tourism industry but also for all other industries that make use of the earth's natural resources. Additionally, it is important to save the earth's natural resources for the generations that will come after us. In addition, the sustainable development of the tourism industry in terms of the economy is presented as being fundamentally based on the stability of and constantly increasing the nation's manufacturing capacity. The concept of sustainability refers to a social structure in which there is a fair distribution of income and social welfare for all members of the community. This is exemplified by the equal distribution of social classes among wealthy and impoverished members of society. It also presents the environment when the natural resources are used properly and the condition of the social environment, serving the needs of the current generation while still saving resources and creating the necessary environmental conditions for the development of future generations. While still protecting the interests of the tourism industry, these problems need to be resolved fairly.

Phan and Vo (2017) revealed that the development of sustainable tourism would ensure the reduction of social evils, the creation of jobs for people, assistance in the appropriate exploitation, and the preservation of natural resources for the next generation to make effective use of. In addition, it was said that the arts, customs, and habits were what defined the cultural atmosphere of a particular society or nation. The introduction of local residents' hospitality and friendliness, festivals or concerts, religion, historic attractions, customs, and ways of life all helped to enrich

the quality of life thanks to the tourism industry's cultural environment. The economy of the nation will benefit from sustainable tourism, which will also generate incomes that are equitable and stable for the local community and help with a number of other related issues. It also provides benefits to the owners, the staff, and the citizens of the area.

#### **2.4.4 Ecotourism**

Even though the concept of ecotourism has been around since the 1980s, it didn't really take off until 2002, particularly among academics who write on tourism and tourism literature. For example, environmentalist Ceballos-Lascurain coined a phrase that would become one of the most widely understood in the 1980s: "sustainable development." Now, the word "ecotourism" has lots of meanings, the majority of which refer to it as an activity that is centered on nature-based tourism (Weaver, 2006). The simple term "ecotourism" has been turned into a complex one (Buckley, 2003), and there are numerous positions that "mean different things to different people." However, as with other tourism-related concepts that have embraced social and/or environmental aspects, there has been a great deal of discussion on what the "ecotourism" definition should contain (Donohoe and Needham, 2006; Kiper, 2013).

Traditional forms of tourism have, in general, ignored the socio-cultural and environmental features of destinations in favor of a profit-centered approach to the delivery of tourism products (Fennell 2008). As a result, the concepts have expanded their meaning to include new characteristics such as ecotourism responsibility, environmental friendliness, destination management, and sustainable development (Coria and Calfucura 2012). For instance, some debates refer to whether ecotourism is a form of sustainable development (Fennell, 2002; Eplerwood, 2002; Coria and Calfucura, 2012), while other debates argue that it is rather embedded

in educational practices (Buckley, 1994; Russell, 1994), and there are more authors that debate the connection to natural conservation and experiences (Honey, 2008; Hall and Page, 2009).

There are many different definitions of ecotourism that can be found in the academic literature; however, the majority of these definitions use terms like "nature- and locally culture-based," "ecologically sustainable," "concerned with natural and biodiversity conservation," and "involving ecotourists and local residents in education" (Chiutsi et al. 2011; Himoonde 2007). These definitions also emphasize the importance of ensuring that ecotourism is beneficial to the communities in which it is practiced (Buchsbaum, 2004).

The term "ecotourism" was coined by Zaitone et al. (2013), who described it as "activities that include restoration and conservation initiatives, community outreach, and sustainable tourism visits." Included in the following list of five (5) essential characteristics that need to be highlighted in the definition of ecotourism are the following: (1) having a small and insignificant impact on the local culture and environment; (2) covering both the natural and cultural aspects of the destination; (3) minimizing the amount of harm done to the natural environment; (4) making attempts to repair any damage that cannot be avoided; and (5) providing benefits to the community in the immediate area. In 2015, the International Ecotourism Society (TIES) revised its definition of ecotourism to read as "responsible travel to natural regions that conserves the environment, preserves the well-being of the local people, and incorporates interpretation and teaching" (TIES, 2015).

According to the guidelines established by the International Ecotourism Society (TIES), in order for a kind of tourism to be considered ecotourism, it must satisfy a number of requirements, including the following:

- standards for ecotourism that are derived from the TIES Principles of Ecotourism (2016) reduce as much as possible the environmental, social, behavioral, and psychological repercussions;
- raise environmental and cultural awareness among all parties involved; generate financial advantages for conservation programs;
- benefit both the local population and private enterprise financially.
- design ecotourism ventures with sustainable and environmentally friendly materials that are native to the region;
- be aware of the rights of indigenous people living in the region and respect their spiritual beliefs;
- encourage meaningful community participation, such as through partnerships, to generate indigenous empowerment.

Ecotourism may be defined as a kind of tourism that is environmentally responsible and focuses largely on visiting natural environments that promote environmental and cultural awareness, appreciation, and protection (Ecotourism Australia, 2020). According to UNWTO (2020), the term "ecotourism" refers to types of tourism that exhibit the following characteristics:

- Any and all types of tourism that are rooted in nature and in which the major objective of the visitors is to observe and appreciate the natural environment as well as the traditional cultures that are prevalent in natural places
- It incorporates elements of instruction and interpretation.

- It is not just arranged by specialist tour operators for small groups; it is open to individuals as well. The locations' partner service providers are frequently small, locally owned and operated businesses.
- It lessens the amount of damage that is done to the natural and sociocultural environments.
- It helps to ensure the preservation of natural areas that serve as ecotourism attractions by:
  - (a) producing economic benefits for host communities, organizations, and authorities that manage natural areas for conservation purposes;
  - (b) providing alternative employment and income opportunities for local communities; and
  - (c) raising awareness about the importance of the preservation of natural and cultural assets among locals as well as tourists.

It is said that for ecotourism to grow in a way that is good for the environment, people need to learn to appreciate the parts of the natural environment. Ecotourism also needs to be socially and economically sustainable. This is done by giving local communities economic benefits when planning and running any ecotourism development. According to Chiutsi et al. (2011), any successful development of ecotourism needs to find a favorable link between environmental, socio-cultural, and financial viability in order to be considered a success.

Ecotourism has the potential to bring about even more problems than the more traditional notion of mass tourism. To begin, it is predicated on ecosystems, and it is simple to throw off their delicate balance (Duff, 2013). Second, ecotourism often takes place in places that don't have infrastructure for tourism, so it doesn't help the economy of the place where it's happening (because there's no way to leave money). Because of this, it doesn't always help meet the social and economic needs of areas that are considered to be on the edge (d'Hautesserre and Funck, 2016).

## **Chapter Three**

### **Impacts of Tourism**

#### **3.1 Tourism Development and its Impacts**

This chapter looks at the tourism development and its impact. It goes on to empirically review studies in relation to tourism impact in developing countries and in Nigeria specifically.

Tourism has developed into one of the major service businesses in the world (Khuong and Nguyen, 2015). This business has improved the socioeconomic situation and raised the quality of life. It also has strong relationships with other industries, which enables it to create a multiplier effect that contributes to the progress of other sectors.

Because tourism growth has a variety of effects—both positive and negative—on the economy, society, and environment of the host country (Lee, 2013), it has the ability to influence the citizens' quality of life (Andereck and Nyaupane, 2011). By looking at how these things affect tourism and how it might change in the future, people who live in the area can learn more about tourism and its future. Everyone knows that locals are important to the growth of the tourism industry and that having their support is important for a tourist destination to last in the long run. It is very important for destination managers to understand how residents feel about the effects of tourism and how tourism will change in the future (Jurdana and Frleta, 2016). This will help them to be sensitive to the opinions of stakeholders, be able to predict their opinions, and be quick to adapt to changes, which will lead to more support for tourism and long-term sustainability.

Nguyen (2017) says that the growth of tourism will contribute to the transfer of the economic mechanism by bringing in money for the state budget, attracting foreign investment, and exporting goods. It will also help the growth of related businesses, especially those that deal with fine arts

and handicrafts. The tourism industry also helps put into action the policy of "eliminating hunger and reducing poverty" by giving people in different provinces and cities more jobs and steady incomes. This policy aims to eliminate hunger and reduce poverty. In addition, Seifi and Ghobadi (2017) state that the development of tourism is seen as a way to promote the growth and progression of ecotourism in protected areas, with an emphasis on the development of ecotourism. It is possible for the complete and sustainable growth of ecotourism to occur if tourists make their travel decisions based on their level of awareness and understanding of different locations.

Even if monetary resources and other benefits from tourism are taken into account, local people may be not encouraged to keep their culture with the pressures for globalization, which is undesirable to maintain several traditions (Eshun and Tichaawa, 2020). The effects of this growth are putting a lot of stress on both culture and the environment (Dulewska and Rodzos, 2018). Because the tourism industry is responsible for a number of negative effects, it was suggested that companies in the hospitality industry should follow a set of quality standards. Such certificates have been used in both the U.S. and Europe, there haven't been many cases where they have worked well (Graci and Dodds, 2015).

Even though their economies are growing quickly, many developing countries still face problems that keep them from focusing on reaching a balanced and sustainable level of development. These problems include a greater focus on short-term economic goals, a lack of political management skills, and poor communication skills. Even if the issue was brought to light in more recent times, the restriction of the resources has kept them from operating as successfully as their developed country peers. In general, the field of sustainable development hasn't made much progress on a global scale in a long time (United Nations, 2020).

It is a misconception that tourism is only a sort of leisure activity in today's world. Instead, policymakers now see tourism as a major way for both developing and developed countries to grow their economies. As a result, developing nations are being compelled to develop tourist sites as well as improve infrastructures such as electricity, airports, rail, roads, and seaports that are necessary for tourism to thrive (Ahmad, 2012; Bogoro et al., 2013; Kumar and Malik, 2013; Mosoma, 2014). According to Anderson and Westcott (2021), the effects of tourism may be generally broken down into three categories: economic, social, and environmental effects. According to Cook, Yale, and Marqua (2006), the three most prevalent categories that reflect the influence of tourism are socio-cultural, economic, and environmental consequences.

The United Nations World Tourism Organization (UNWTO) reports that the number of foreign tourists who visited the world's destinations reached 1.4 billion before the pandemic. The Secretary-General of the UNWTO, Zurab Pololikashvili, highlighted in a document, “the UNWTO International Tourism Highlights 2019 report” that, the consistent growth of the industry has been driven by a robust global economy, the flow of the middle class from emerging economies, technological advancements, and more affordable travel costs, among other significant factors. At the same time, export revenues from tourism, which can be calculated as the total of international tourist receipts and passenger transport, reached an astounding 1.7 trillion US dollars. This indicates that the sector is a significant economic driver of growth and development at the current time. Europe has traditionally been the region with the highest tourism dollar spending, with 570 billion USD, followed by Asia and the Pacific (USD 435 billion), the Americas (USD 334 billion), and the Middle East (USD 73 billion). Africa has traditionally been the region with the lowest tourism dollar spending, with 73 billion USD (USD 38 billion). Both the number of visitors (+7%) and the amount they spend (+7%) are growing at the fastest rate in Asia. An increase in interest in



traveling to Africa is reflected in the continent's proportionate share of a +7% growth in arrivals. The tourism industry experienced a significant decline as a direct result of the pandemic; however, current numbers are getting very close to those seen before the outbreak (cf. UNWTO Tourism Recovery Tracker).

Because tourism involves human interaction within predetermined social contexts, it is essential to take into account the potential social impacts of the industry. The majority of the time, the social impacts of tourism are associated with the influences and changes that occur between guests and hosts. Several studies of these encounters used the social exchange theory to describe how tourists' and hosts' behaviors change as a result of the perceived benefits and threats they create during interaction (Nunkoo, 2015).

Learning about other cultures, increasing tolerance and inclusiveness through LGBTQ+ travel, increasing the number of amenities (such as parks and recreation facilities), investing in arts and culture, celebrating indigenous people, and taking pride in one's community are all examples of positive social impacts that can be attributed to tourism. When it is developed with care, tourism has the potential to—and already does—contribute to an improvement in the quality of life for locals while also fostering increased learning and appreciation among visitors.

Negative social impacts of tourism can include the following: a change in or loss of indigenous identity and values; clashes between cultures; physical causes of social stress (such as increased demand for resources); and ethical issues (such as an increase in sex tourism or the exploitation of child workers), amongst other things.

Tourism has a significant impact on the natural environment in which it operates, as well as a dependence on that environment. In a lot of situations, the environment is the most important resource. Even if more attention is paid to these issues, the development of tourism may still have a negative impact on natural environments and ecosystems as a result of improper use, abuse, or a lack of attention. These can include depletion of natural resources (such as water and forests), pollution (such as air pollution, noise, sewage, waste, and littering), and physical impacts (such as the development of marinas, construction activities, trampling, and loss of biodiversity).

Environment and tourism, in this context, are understood to refer to issues that are connected to tourism resources (the natural and human resources, such as the local culture, landscape issues, air quality, and water sources, among other aspects). According to Mai and Nguyen (2015), it is said that the natural environment, along with all things, exists in nature without being made or caused by humans. This is a major issue because the natural environment is not man-made. Tourism may also threaten the benefits of the environment, such as by obliterating living things, altering the wild life, lowering the quality of the water supply, and endangering the local community as a result of its excessive development, density, and disruption of the local culture in the absence of appropriate policies. Mai (2010) suggested that one way to manage the growth of tourism at a particular destination toward sustainability is to gain an understanding of both the structure of the venture and the environments in which it will be operated, in addition to becoming familiar with its operational mechanisms.

## **3.2 Empirical Studies**

### **3.2.1 Tourism Impacts in Developing Regions Around the World**

Tokhirovich (2021) conducted a study to determine the role and importance of pilgrimage tourism in the economies of small areas (the Hazrati Dawud complex in the Samarkand region, Abu Isa at-Termizi in the Surkhandarya region, Aqostona Bobo, Sufi Olloyor, and the Mawlana Zahid Shrine). The study found that it is possible to achieve an increase in the number of tourists visiting the religious direction of tourism through the creation of a classification of religious tourist facilities by signs and factors and the development of special routes. It provides business and employment to the local population and helps meet the needs of visitors. Souvenir handicrafts are a good opportunity for women's employment. The author concluded that this type of tourism plays an important role in improving the economy and generates the financial resources for the preservation and management of cultural heritage sites.

Rhaman (2016) identified the social and economic impacts of tourism and described ways to develop tourism in Bangladesh and other South Asian countries. The study found that the tourism sector needs creative people and quality infrastructure related to tourism. The research made suggestions for the government and private sector related to the improvement of tourism to increase the remuneration of this industry for benefiting the host community. Political stability should be established to improve the image of destinations around the world. By confirming these actions, Bangladesh's tourism can emerge as one of the primary contributors to the country's domestic economy. The study concluded that the proper practice of tourism creates economic and social welfare for the local community. Tourism also brings job opportunities, develops lifestyles, creates small businesses, and develops infrastructure.

### **3.2.2 Tourism Impacts in Nigeria**

Adebayo, Jegede, and Eniafe (2014) investigated the consequences that the growth of tourism had on the economy of Ile-Ife, which is located in Osun State in Nigeria. Because of the economic contribution that tourism makes, the sector is accorded a great deal of respect among the other industries in the town of Ile-Ife, as well as concern among businesspeople and businesswomen, visitors, government officials, and the general public. The information required for this research was gathered by means of a personal survey as well as the random distribution of questionnaires to respondents located throughout the city of Ile-Ife's different local government areas. According to the findings of this research, there are a huge number of tourist attractions in the Ile-Ife region, which likely explains why people go there so regularly. According to the findings of the research, there is a pressing need to upgrade tourist destinations in the region under investigation.

Alamai, Hussaini, and Fatima (2018) conducted a theoretical evaluation of the direct, indirect, and induced influence of tourism on the economic growth of Nigeria over a period of 16 years, beginning with the rise of the millennial generation. The paper makes the observation that Nigeria as a country has the potential to make tourism the main source of its earnings because it has diverse tourist attractions, a large domestic tourist market, an emerging middle class that can reinvigorate domestic tourism, and unique cultural settings that are capable of enticing foreign tourists; however, there is no political will to implement and sustain its tourism policies and actions, which can translate into economic gains for its citizens. It also makes the observation that there is no political will to implement and sustain it. The study makes a number of recommendations, one of which is the establishment of a solid tourism development master plan that is capable of

reinvigorating the potentials in the economic blueprint of the country and ensuring that there is sustainable tourism development participation even in the face of challenges and uncertainties.

Agba, Ikoh, Bassey, and others (2010) studied the effects of the growth of the tourist sector in Cross River State on the culture of the Efik people who live in Calabar, Nigeria. The type of inquiry that was used was a survey, and it consisted of both open-ended and closed-ended questions. These were given to 300 responders, and answers were received from 293 of them. The study of the data from the respondents included both basic percentage analysis and multiple regression analysis. According to the findings of the research, the carnival concert and carnival float do not include the majority of the cultural elements of the Efik people. Because of this, there has been an imbalance in the spread of culture, and it now prioritizes the introduction of new cultures from other countries.

Enemu and Oduntan Oyinkansola (2012) identified the various attractions found in the destination, evaluated the ways in which the destination has affected the social lives of the host communities, and determined how the impacts have affected the sustainability of the local social lives of the host communities. Both qualitative and quantitative methodologies were utilized in the process of data collection for this study. The data that was generated for the study was analyzed using simple frequency percentages, means, and analysis of variance (ANOVA) derived from regression analysis. All of these statistical methods were utilized. The results of the study demonstrated that the development of tourism had a significant impact on the social lives of the host communities. Furthermore, the study demonstrated that the development of tourism had a significant impact on the continuity of the host communities' sociocultural lives. This suggests that tourism has a significant impact on the social life of the host communities, as well as the viability of the social life of the host communities.

Aduabuchi Ijeomah's (2012) study examined the many different impacts that various tourism sites and activities have on the local communities that are adjacent to eco-destinations in the state of Plateau, Nigeria. Using a structured questionnaire, field observations, and interviews were some of the methods that were planned to be used in the research project. According to the findings of Ijeomah's research, the effect of tourism on people's ability to make a living in Plateau State varies widely depending on both their occupation and where they live. In comparison to Jos Wildlife Park and Pandam Tourist Village, Assop Falls, Rayfield Resort, and Naraguta Leather Works have a more widespread and positive impact on households, both participating and non-participating households. Participants, regardless of their state of origin or residence, will feel the effects of the Jos National Museum and Zoo's impact, especially those working in the informal sector. The provision of animal protein, educational growth, employment, the proliferation of private enterprise, the expansion of the market, the provision of infrastructure, and the provision of welfare have all contributed to a reduction in the poverty level of households.

Ogunayo (2014) investigated the influence of tourism on Lagos's socioeconomic environment. The selection of respondents will be made using a technique called simple random sampling, and the qualitative interview method was utilized. The data was analyzed using both the percentile and the chi-square statistic. The findings of the study indicated, among other things, that tourism is a significant factor in the economy of a nation that is well endowed. According to the findings of the study, the country stands to benefit economically from this sector if it is developed in a sustainable manner.

An investigation was carried out by Eruotor (2014) with the goals of fostering the growth of tourism in Nigeria, determining the tourism potentials of developing countries, and proposing

various strategies for fostering the growth of tourism in Nigeria. According to the findings of the research, it was determined that tourism is a significant contributor to the long-term viability of communities, and as a result, it was recommended that the government provide assistance to the tourism industry through partnerships with host communities as a backup option for more intensive community participation in line with the development of tourism. In conclusion, the government should live up to its responsibilities by providing tourism with all the necessary support in order to facilitate rapid growth. These actions would be beneficial to the economy of Nigeria as well as the citizens in general.

Ezenagu (2020) explored UNESCO has compiled a list of Nigeria's heritage resources, noting their significance as well as their contributions to cultural tourism that is environmentally responsible. According to the findings of the study, heritage resources are considered to be one of the most important factors in determining whether or not a community will continue to exist. Furthermore, these resources represent a vast and diverse collection of human creations from all over the world and the entirety of human history. They are one of the most valuable assets for the expansion of tourism. Because it is such an important part of the tourism industry, it can be used to teach people about the significance of natural and cultural heritage. It is for this reason that heritage sites, particularly World Heritage Sites, are effectively managed as sustainable tourism resources. This is due to the fact that the development of sustainable tourism addresses economic, social, and environmental issues.

Yusuff and Akinde (2015) investigated the dynamic relationship that exists between tourism and economic growth in Nigeria from 1995 to 2013. Their research covered the period from 1995 to 2013. The research looked into the short-term dynamic relations as well as the long-run

equilibrium conditions by using the concepts and methods of the integration and Granger causality tests. There is a unilateral causality and a significant positive long-run equilibrium relationship in Nigeria, which is comparable to the findings of Zortuk (2009), Kreishan (2010), and Mishra et al. (2011), all of which used data for Turkey, Jordan, and India, respectively. The significant impact that tourism has on the economy of Nigeria justifies the need for public intervention; as a result, the paper suggests the provision of adequate security for both domestic and foreign tourists, the provision of tax incentives to hotels and industries related to tourism, and investment in fundamental infrastructure such as roads, improved airport facilities, and a good transportation system. These measures will go a long way toward ensuring a consistent demand for tourism in the country.

Amalu, Phil-Eze, and Ajake (2020), in a study assessing the impact of economic and cultural diversity on the development of tourism in Nigeria, established that tourism attracted benefits such as employment, the development of infrastructure, the provision of basic amenities, increased family income, and increased government revenue through taxation. It has been observed that obstacles such as insecurity, a lack of interest in religious and traditional values, an indifference toward religious and traditional values, and a poor road network are working to impede the growth of the tourism industry. In addition, the research showed that 72% of tourists who went to the study locations participated in cultural activities, while the remaining 28% went to natural sites.

Yusuff (2016) provides a theoretical evaluation of the economic contribution that the tourism sector makes to the economy of Nigeria, along with an analysis of the challenges that prevent the sector from developing further. The trend analysis of the tourism sector's total contribution to gross domestic product, employment generation, and visitor exports changed significantly throughout



the years that were looked at. The expansion of the sector is being hampered by a number of factors, some of which include insufficient funding and facilities, a lack of safety, an unfriendly environment for business, and so on. As a result, the paper makes the recommendation that increasing funding for the sector, improving infrastructure, and eliminating multiple tax regimes for hoteliers would be appropriate strategies to enhance the repositioning of the sector as a vital tool for the growth of the nation's economy.

Adeleke (2014) interviewed residents of Redemption Camp in Nigeria to determine how they felt tourism affected the area's physical environment and whether or not it had a positive or negative impact. The information needed for this study came from the responses of 146 household heads or representatives who were surveyed using a questionnaire. A method of sampling known as randomization was used in the selection process. For the purpose of analyzing the results, descriptive statistical analysis and chi-square analysis were utilised. The findings lead one to the conclusion that the presence of religious tourists poses a threat to a great deal of the natural wealth that can be found in the Redeemer. It is therefore recommended that town and land-use planning authorities be involved in protecting natural areas, water bodies, and the sustainable conversion of wild land into tourist sites. This recommendation was made as a result of the following:

Ngoka, Ochor, and Dike (2010) identified the environmentally damaging impacts of tourism as well as environmentally friendly practices in tourism, with the goal of excluding the former and incorporating the latter into the expansion of Nigeria's tourism industry. There was discussion of the various environmental impacts that can be caused by tourism. The relationship between the environment and tourism was brought into focus. While the environment is what makes tourism what it is, tourism activities have the potential to destroy the environment and, as a result, have a

negative impact on tourism-related businesses. According to the findings of the study, eco-friendly development and management strategies are the only ones capable of producing sustainable tourism. It was generally acknowledged that the tourism industry in Nigeria was still in its formative years. For the purpose of preventing adverse effects brought on by the industry's maturation, it was recommended that the expansion of tourism in Nigeria be carried out in a manner that is less harmful to the natural environment.

In their analysis of the data on tourist influx and household responses from neighboring communities at Oke-Idanre Hills, Ondo-State, Nigeria, Oladeji, Awolala, and Alabi (2022), they used a mixed-methodological approach. The findings showed that there is a significant inverse correlation between local entrepreneurial investments and economic gains in the communities that were being studied. Tolls and rents paid by local restaurants and bars are the primary sources of internally generated revenue for the state government in tourism. This revenue represents an infinitesimally small contribution to the state's overall finances. Even though the total number of visitors increased by 70.8% between 2005 and 2016, the proportion of local visitors still outweighs that of foreign visitors. It is essential to have social amenities as well as infrastructure facilities if one wishes to stimulate the local economy and encourage private entrepreneurial investments in the ecotourism industry. The practice of ecotourism can have beneficial effects not only on the environment but also on culture.

Bamidele, Ozturk, Gyamfi, et al. (2022) revealed in their study that environmental quality is not threatened by an increase in the number of tourist arrivals; consequently, tourism does not degrade the environment but rather is sustainable for the environment. It is both interesting and praiseworthy that the arrival of international tourists did not degrade the quality of the surrounding

environment. The plausible explanation is that the scale of tourism in Nigeria, which is currently at a low level, is to blame. In addition, there is caution or awareness about ecotourism for the purpose of maintaining a sustainable environment.

Because the tourism industry in Nigeria is still in its infancy stages, this article by Eyisi, Lee, and Trees (2021), which discussed strategies for supporting the development of responsible tourism in the Southeastern region of the United States, is relevant. They organized focus group discussions and semi-structured interviews with 166 stakeholders, including staff members of tourism parastatals (used to describe a company or organization which is owned by a country's government and often has some political power), traditional rulers, representatives of men, women, and youth, and representatives of local security agencies. The research resulted in the identification of potential strategies for determining whether or not, when, and how responsible tourism development might occur. These strategies include increasing capacity for the implementation of tourism policies, funding tourism-supporting facilities, empowering stakeholders, and boosting both security and safety. According to the findings, the tourism strategies are crucial to the achievement of future resident- and tourist-friendly development, provided that they are properly implemented.

Otusha (2016) did a study in Jos, Nigeria, to find out what people there thought about how tourism affected the city's economy, society, and environment. A survey was done to find out what makes people in the area think the way they do. The questionnaire was given out to 615 residents who were randomly selected from three different local governments in Jos, Nigeria: Jos North, Jos East, and Jos South. It was discovered that locals have a more favorable perception of all the positive economic, social, and environmental impacts and, consequently, a less favorable perception of the

negative impacts. The results of this research show that people's perceptions of tourism's effects on the environment, economy, society, and the environment as a whole are significantly different depending on the gender of the respondents. The findings also demonstrated that age is a positive significant factor in the social and environmental impacts of tourism to the location, as well as the negative economic impacts of tourism to the location.

## **Chapter Four**

### **Theoretical Framework**

#### **4.1 Introduction**

The tourism research started as multidisciplinary research based on the work of anthropologists, economists, geographers, sociologists, and social psychologists, who set the foundations for the development of tourism enquiry in the 1960s and 1970s (Nash, 2007; Jafari, 2001). The study is inspired on economic theories of agglomeration, social exchange theory and stakeholder theory.

#### **4.2 Economic Theories of Agglomeration**

Cohen and Paul (2009) indicated that agglomeration has been shown to contribute to higher rates of economic growth and is now generally recognized as an essential component of urban and regional development. In theory, agglomeration will have an effect on the economics of the firm in both the internal and external environments. Internally, the impacts of economies of size and scope as well as economies of complexity might contribute to an increase in an agglomeration's ability to reduce costs for the firm (Parr, 2002). Because of its many benefits, agglomeration has emerged as both a viable option for the development of regional economies and a preferred model for the growth of businesses in the pursuit of greater economic efficiency. On the other hand, agglomeration may also generate a "backwash effect," which is when the fast expansion of industrial groupings produces a monopoly, preventing the development of other regions surrounding it (Parr, 2002; Cohen and Paul, 2009).

According to Majewska (2015), many forms of inter-regional tourism development factors may be broken down into categories based on the agglomeration phenomenon and the geographical relationship between neighboring areas. The first two types of determinants are typical (localization and urbanization), whereas the third kind may be defined as "spatial spillovers." "Urbanization economies," which are the externalities that come from the concentration of aggregate economic activity involving enterprises and industries from many sectors, are referred to as "urbanization economies" (McCann and Folta, 2008).

The advantages of such clustering are not directly beneficial to the individual companies, but they are advantageous to the area as a whole (Andersson and Loof, 2011). This is connected to the Jacobean externalities of agglomeration, which place a focus on the role that variety plays in regional economies (McCann and Folta, 2008). "Localization economies," also known as Marshall's agglomeration economies, are economies that arise from the concentration of businesses in the same or closely related industry. The advantages of clustering are external to the companies that make up the cluster but internal to the industry as a whole in the area (Malmberg and Maskell, 2002; Andersson and Loof, 2011).

Jacobs sees the function of variety in the creation of employment and the exchange of information, which eventually results in a diversified local economy. Marshall, on the other hand, focuses on the external economies of scale as a means of encouraging industrial localization (Faggio, Silva, and Strange, 2017). In the context of tourism, strengthening local competition should be prioritized as part of an effort to protect regional assets (Tresiana and Duadji, 2018). This stands in contrast to the new economic geography theory, which emphasizes the aspect of the network (linkage) as the primary factor that drives the occurrence of agglomeration. Tresiana and Duadji argue that the

new theory is incorrect and that the old theory is more accurate (Cohen and Paul, 2009; Martin and Ottaviano, 2001). At the current time, the paradigm for economic development has experienced a change in its emphasis, moving away from the metrics of economic growth and toward the indicators of the quality of the community and the environment (MacGillivray, 2017; Fauzi and Oxtavianus, 2014).

Chan, Lin, and Wang (2012) revealed that a great number of researchers have made the effort to investigate the performance of industries from the viewpoint of agglomeration. However, the industrial sector continues to be the primary focus of many. Chan, Lin, and Wang (2012) investigated the travel and tourism industry's economic situation from an agglomeration viewpoint with the goal of determining whether or not this had any effect on the industry's economic performance. The economic success of a sector in an area is also correlated with the sector's intra-sector position in relation to the positions of other sectors found within the territory. Increasing agglomeration not only drives up competition and drives down profits, but it also drives up labor productivity. In terms of creating job opportunities, it is more beneficial to build an industry that has a homogeneous national geographical distribution.

Kuchiki (2020) centered their research on developing an architecture-based theory of agglomeration. An agglomeration is made up of a number of different components, one of which is the facilitation of physical infrastructure, which may include things like airports and stations. The "sequencing of the segments towards the effective development of an agglomeration" is what is meant when people talk about "economies of sequence." The tourism industry agglomeration prioritizes lowering transportation costs through airport and station renovations, enhancing

cultural elements through branding strategies. This strategy involves social network projects, campaigns, and projects (Kuchiki, 2020).

In another study, Rahmafritria, Purboyo, and Rosyidie (2019) examined the efficacy of SEZ policies in achieving regional development goals by contrasting the level of community prosperity with the objectives of tourism development. There is a significant divide between the level of education possessed by the local community and the standard of human resource (HR) requirements that are imposed by the SEZs. It is imperative that management of tourism agglomerations be carried out using an approach that is focused on sustainable development, specifically by incorporating tourism development strategies into overall regional development.

Kim, Williams, Park, and Chen (2021) conducted research on the direct and indirect spatial spillover effects of agglomeration economies on the productivity of the tourism industry. This productivity challenge needs to be addressed as quickly as possible because there are growing concerns about the continued low (labor) productivity in the tourism industry across a large number of developed economies. The findings showed that there are significant effects of agglomeration economies on productivity within a particular region as well as significant spatial spillover effects across neighboring regions, which suggests the possibility of productivity convergences. It has been determined that agglomeration economies have both competitive and complementary effects on productivity.



### 4.3 Social Exchange Theory

The Social Exchange Theory (SET) serves as the main inspiration for the conceptual framework that underpins this investigation. Emerson (1962) identified the SET, which has its origins in social psychology. The SET is widely acknowledged in a variety of subject fields, including sociology, anthropology, and social psychology, and it is referred to when explaining the socioeconomic effects of tourism (Kim, 2013; Ozel and Kozak, 2017). Social exchange theory is based on the idea that a connection between two people develops through a process of weighing the costs and benefits of each action (<https://socialwork.tulane.edu>).

In the field of tourism research, SET is well established. Wang and Pfisters (2008) conducted a study in a small rural community to investigate the residents' perspectives on the positive effects of tourism. They suggest that researchers who are interested in personal benefits through social exchange have focused on personal income and tax revenue, among other areas. On the other hand, they suggest that research concerning non-economic value domains may be anchored in social, aesthetic, and less tangible matters. On the other hand, Kwon and Vogt (2010) analyze the attitudes and opinions of local residents in relation to place marketing. They incorporate a number of theories, one of which is social exchange, into their research. They make note of how a variety of authors have developed models focusing on the perceptions and attitudes of locals in relation to tourism by using social exchange as the theoretical basis for their work. It is common practice to use SET when thinking about people's attitudes and perceptions regarding tourism.

For instance, the effects of tourism on local support (Yoon, Gursoy, and Chen, 2001) and attitude (Getz, 1994), feelings about casino development (Lee, Kim, and Kang, 2003), and even attitudes toward sex workers have been taken into consideration using this method (Ryan and Kinder, 1996).

Látková and Vogt (2011) argue that SET is appropriate for gathering perceptions and attitudes toward tourism development. In particular, they argue for the suitability of SET in its ability to suggest that individuals are likely to participate in an exchange if the perceived benefits exceed the costs. These findings were based on an analysis of several rural areas.

Individuals' attitudes, interactions, and perceptions related to tourism are influenced by their assessment of tourism outcomes and experiences (benefits and costs), and individuals trade the tangible and intangible resources (social, psychological, economic, and environmental) of their communities and personally themselves (Figueroa and Rotarou, 2018; Figueroa and Rotarou, 2016; Gursoy et al., 2018; Peri, 2018; Boonsiritomachai and Phonthan, 2017; Figueroa and Rotarou, 2016; Foroni et al. (2019), individuals may be willing to overlook the negative sociocultural impacts of tourism if they believe that these impacts are balanced out by the economic benefits of the industry. Residents play an important part in determining the success or failure of tourism, which is built upon the SET (Soontayatron, 2010; Carneiro and Eusébio, 2015). This is because the SET is the foundation of the host-guest relationship. To continue, if the hosts and the guests believe that the social exchange has resulted in outcomes that are comparable, then they will each have a favorable perception of the exchange (Soontayatron, 2010).

Andriotis and Vaughan's (2003) study revealed that the level of community acceptance of tourism development is determined by the value that residents of a destination attribute to the various elements of the exchange, which in turn influences how residents of that destination view tourism. "The manner in which residents react to tourism, which includes the conative element of perception, is influenced by the manner in which they perceive the economic, socio-cultural, and environmental aspects of exchange" (Andriotis and Vaughan, 2003, p. 173). The study conducted

by Ward and Berno (2011) goes beyond social exchange theory in order to test a predictive model of attitudes toward visitors. This model incorporates the contact hypothesis as well as the Integrated Threat Theory. It was projected that employment in the tourism industry, country of residency, and a favorable impression of the effects of tourism would be predictors of favorable attitudes toward tourism. Furthermore, it was expected that positive attitudes would be a predictor of good intergroup interactions if there was more frequent and gratifying intercultural contact, fewer perceptions of danger, more positive stereotypes, and less intergroup fear.

#### **4.4 Stakeholder Theory**

As growth in tourism may have an effect on many different areas of a community (Yilmaz and Gunel, 2008; Bowen et al., 2017), effective stakeholder management is essential to the achievement of commercial success in the tourist industry (Byrd, 2007). The tourism industry is a convoluted sector that is made up of several stakeholder organizations and people with a wide variety of interests (Peric et al., 2014; Bowen et al., 2017). For this reason, it is essential that the perspectives of many stakeholders be taken into consideration and included in the overall development process (Yilmaz and Gunel, 2008; Byrd et al., 2009; Yasarata et al., 2010). It should not come as a surprise to learn that those who are active in the process of tourist development—including governments, organizations, and academic scholars—emphasize the importance of a high level of incorporation of stakeholders in the tourism development process (Byrd, 2007).

Getz and Timur (2012) classified the various stakeholders as falling into one of three primary categories: the tourism industry, the local authorities and community, and non-government

organization groups representing a variety of issues, including the sociocultural and environmental resources of the destination. On the other hand, Waligo et al. (2013) proposed that stakeholders can be divided up into the following six broad categories: the government, the industry, the community at large, special interest groups, educational institutions, and tourists. However, Bowen et al. (2017) divided the tourism stakeholders into four main categories based on their power and role in evaluating the success of tourism development in the destination, where they excluded the tourists and included the educational institutions as part of the community; the groups are as follows:

- The government, along with its various executive branches, is widely regarded as the most influential group of stakeholders in the process of planning and developing tourist destinations. The government is responsible for conceiving of and directing the implementation of tourism plans in order to guarantee the achievement of the planned goals and the preservation of social, cultural, and environmental resources (Scheyvens, 2011).
- Entrepreneurs and investors in the tourism industry have been identified as an important group of stakeholders. The significance of private investors stems from the fact that they are the ones who own tourism projects and provide the necessary funding (Waligo et al., 2013). Because the private sector seeks to maximize financial returns, investors from the private sector are primarily motivated by profits (O'Brien, 2012; Patanakul et al., 2016).
- The local community constitutes an important group of stakeholders. Jenkins (2015) emphasized the importance of community participation in tourism development and noted that it should take place at the local level. To a large extent, the success of any tourism development is dependent on the support of the local community. Therefore, in order to

improve the success of development, planners and decision-makers need to engage with the community and gain their support (Nunkoo and Ramkissoon, 2009).

- Non-governmental organizations are rapidly becoming important stakeholders in the tourism industry (Getz and Timur, 2012), as the importance of their work in developing and enforcing policies has grown in recent years (Kennedy and Dornan, 2009). They have the ability to put pressure on governments and industries regarding a variety of issues, including the protection of the environment, education, and the social aspects of the expansion of the tourism industry.

It's possible that each stakeholder group has different interests; however, cooperation between them is essential to maintaining a healthy supply and demand balance, mitigating the effects of the situation, and allocating resources (Bregoli, 2013). The degree to which stakeholders' wants and needs are taken into account during the design and planning of developments is directly proportional to the degree to which they are receptive to tourism in general (Davis et al., 1988). On the basis of an understanding of the perspectives held by each stakeholder, even if a particular stakeholder group does not participate in the process, whether voluntarily or involuntarily, their interests and concerns should be taken into consideration (Byrd and Gustke, 2011).

## **Chapter Five**

### **Methodology**

#### **5.1 Introduction**

Bryman (2008) defined methods as "instruments used in the process of acquiring new information" (p. 4). A methodology is the foundation of a method, and it is important to note what Gray (2014: 19) stated, which is that "the choice of methods will be influenced by the research methodology chosen." Research on tourism can be carried out using a wide variety of methods, including qualitative, quantitative, or mixed methods. Indeed, Xin et al. demonstrated that "tourism research is commonly labelled as quantitative, qualitative, or mixed" (Xin et al., 2013: 66). Notably, the investigation conducted by Walle (1997) came to the conclusion that "since World War II, scientific (quantitative) methods have dominated" (p. 524).

On the other hand, Goodson and Phillimore (2004) state that "qualitative research is now increasingly popular" (p. 4). The qualitative research method was utilized in the current investigation. The interpretative paradigm is what distinguishes qualitative research from quantitative research. This paradigm places an emphasis on an individual's subjective experiences and the meanings that they have for that person. As a result, the findings of a study are highly influenced by the researcher's own personal opinions and perspectives regarding the subject matter of the investigation. Qualitative research also has an idiographic approach (Vogrin 2008, p. 14), which focuses on a person's point of view about a situation, process, relationship, etc. that is being looked into.

Ketokivi and Choi (2014) said that the investigation of concepts, as well as their meanings and interpretations, in relation to particular contexts of research is what is meant by the term "qualitative research" (p. 233). In line with this statement, Fawcett et al. (2014) say in their guide to publishing success that "qualitative research as scientific inquiry relies on storytelling to make sense of real-world dilemmas." A qualitative research approach can either be phenomenological, ethnographic, grounded theory, historical, case study-based, or action research. This study employed the case study method.

## **5.2 Case Study Method**

It is helpful to read Ketokivi and Choi's (2014) seminal article on the renaissance of case research as a scientific method. Case studies have been widely used in the social sciences, and they have been shown to be especially useful in more practice-oriented subjects (such as education, management, public administration, and social work). But despite its long history and extensive use, case study research has gotten relatively little attention among the numerous approaches used in social science research (Mills et al. 2010). A case study offers an "in-depth assessment of a topic, event, or phenomenon of interest in its natural real-life setting." This promotes a "multi-faceted comprehension of a difficult subject in its real-life context" (Crowe et al., 2011). According to Stake (1995), there are three different kinds of case studies: intrinsic, instrumental, and collective. Intrinsic case studies focus on a single social phenomenon, whereas instrumental and collective case studies examine one setting in detail (by studying multiple cases to generate a broader understanding of a particular issue). In the topic of tourism, one of the most important methodological approaches that has been used to develop information that is pertinent to the

industry is the use of case studies (Xiao and Smith, 2006). Therefore, the case study approach was the most appropriate method for the study.

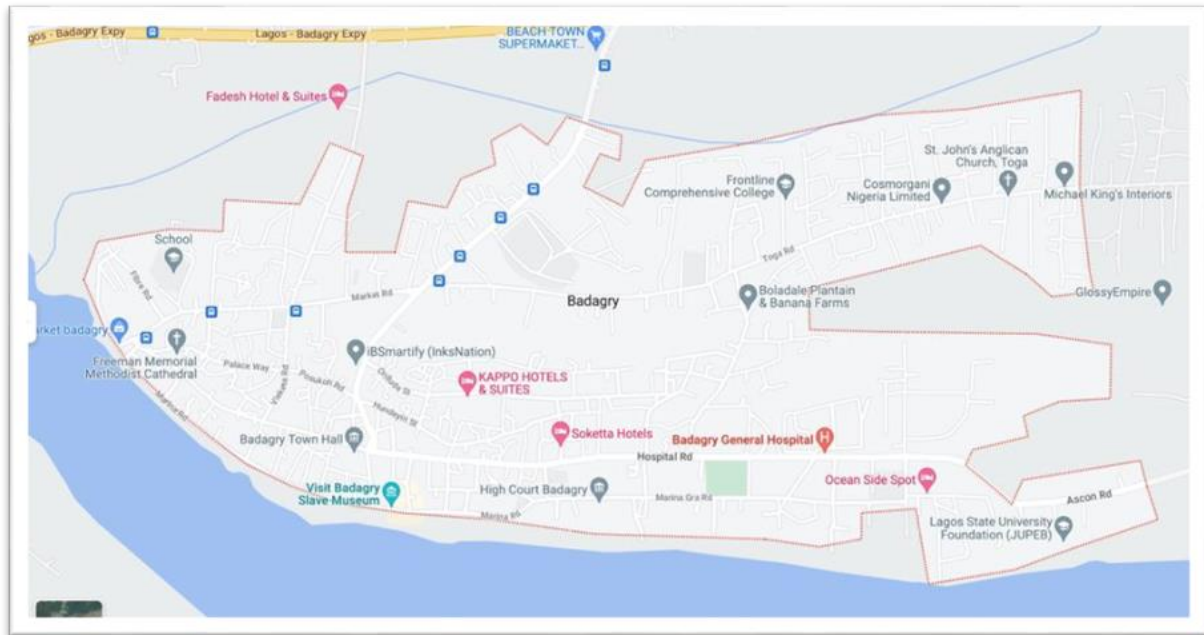
### **5.3 Study Site**

The current study focused on Badagry, Lagos, tourist sites, with more emphasis on the impacts of tourism in Badagry, Lagos. Badagry, also spelled Badagri, is a town and a lagoon port in Lagos state, south-western Nigeria, lying on the north bank of Porto Novo Creek, an inland waterway that connects the national capitals of Nigeria (Lagos) and Benin (Porto-Novo) and on the crossroads to Lagos, Ilaro, and Porto-Novo. Based on the characterization of Encyclopaedia Britannica (Britannica 2022) and the entry prepared by Amy McKenna, the ancient city of Badagry was founded in 1425. It is located along the ancient Slave Coast of West Africa, now known as the Bight of Benin.

In the XVII century, this ancient city had become a thriving community reputed for trade in salt and saltpeter (potassium nitrate) by evaporation at Gberefu Beach, which was soon to become known as the ancient slave port of Badagry. It became host to European slave traders led by George Freemingo, a Portuguese slave merchant who came to Badagry around the 1660s. By 1740, Badagry had become a thriving town for its sole industry, the slave trade. It grew to be an important commercial center flourishing on the export of slave trade through the creeks and lagoons and across the Atlantic to Europe and the Americas (Anago, 2016).



**Fig. 1.** Map of Badagry Town



Source: Google Maps, 2023.

When the European ships arrived, slaves were taken out of the jails and chained together in single file, except for children, who were chained to their mothers. They were taken by boat to Gberefu Island, just across a small body of water. Originally, the slave traders used a traditional wooden canoe, but the slaves crossed in a small motorboat with a dodgy motor. Amy McKenna (1840) underlines that Badagry remained a leading port and mission center; a Yoruba mission (Anglican) was also established in the early 1840s—until the attack in 1851 by the army of Lagos, when the city was destroyed by fire. That attack, combined with the constant threat of the Fon and the poor sandy soils in the vicinity, led to a general exodus of the town's traders, missionaries, and farmers. Coconut plantations were first established in the vicinity in the 1880s.

Modern Badagry exports coconuts, copra, coir (coconut husk fiber), fish, vegetables, and cassava to Lagos (34 miles [55 km] east). After the establishment in the mid-1960s of a factory that makes bags for packing farm products, the collection of kenaf, cultivated for its fibers, became increasingly important. Local trade is primarily in fish, palm oil and kernels, cassava, corn (maize), and coconuts. Badagry is the seat of a local government council and is mainly inhabited by Popo and Gun people. Badagry rapidly became a major residential suburb of Lagos after the opening of an expressway in 1976. Badagry, Lagos, is a relevant tourist site in the Africa West Coast context and is of interest as a case study of tourism impacts in this particular geography.

#### **5.4 Sampling**

For the purposes of a research study, a sample is defined as "a group of items, events, or persons picked from a parent population" (Gray, 2009: 581). For any study, the sample is of the utmost significance since, if it is enough, it will make it possible for the study to be more reliable, and the conclusions that result from the study will be more convincing (Brunt et al., 2017: 94). The research made use of a method called purposive sampling. The term "purposive sampling" refers to a category of non-probability sampling procedures in which units are picked because they contain traits that one needs in his or her sample. This kind of sampling is not considered to be based on probability. To put it another way, units are chosen for inclusion in the sample "on purpose" when purposive sampling is used. This sampling technique, also known as "judgmental sampling," focuses on the researcher's judgment when identifying and selecting the persons, cases, or events that may provide the most information to meet the study's goals. This approach is also known as purposive sampling (Nikolopoulou, 2022).

When doing qualitative research, the sampling method that is considered more acceptable is called purposeful or judgmental sampling. This is especially true when the study includes choosing participants based on unique circumstances. In this method of sampling, either the judgment of an experienced professional is used in the selection of instances or the researcher picks cases with a particular aim in mind. When conducting a case study, purposeful sampling is beneficial in the following three scenarios: (1) when a researcher wants to select unusual cases that are particularly informative; (2) when a researcher would like to select members of a specialized population that is difficult to access; and (3) when a researcher wants to identify specific types of cases for further investigation. It is not the intention of this study to generalize the results; rather, it is to get a more in-depth knowledge of those specific sorts of instances (Neuman, 2009). The purposeful sampling helped in selecting studies in the field of tourism.

## **5.5 Data Collection and Procedure**

The case study includes a variety of data collection methods, including document analysis and interviews, as well as the technique of data triangulation to establish the validity of the data (Yin, 2003). Document analysis was the data collection instrument used in this study. Document analysis is a qualitative research technique used by researchers.

The process involves evaluating electronic and physical documents to interpret them, gain an understanding of their meaning, and develop upon the information they provide (Indeed, 2022). Bowen (2009) added that the researcher interprets document analysis to give voice and meaning to an assessment topic (Bowen, 2009). Analyzing documents incorporates coding content into

themes similar to how focus group or interview transcripts are analyzed (Bowen, 2009). This process allows researchers to evaluate the quality and purpose of the documents they use to determine if the information they contain will benefit their studies (Indeed, 2022).

This dissertation firstly analyzed case study research in tourism destinations, particularly in the context of developing regions and in Africa. Several articles from recent volumes (2012–2022) of the *Annals of Tourism Research*, *Journal of Travel Research*, *Tourism Analysis*, and *Tourism Management* were selected for a reflexive literature review. It revealed (1) topics case studies addressed, (2) case specificity in research purposes, objectives, or questions, (3) the presentation of case study reports, and (4) themes.

Key terms were used in a more transversal search for relevant studies about tourism impact in Nigeria and Badagry in particular. This helped identify emergent themes, gaps in knowledge, and opportunities for future research. The Google Scholar database was selected for this as it allows users to search a wide variety of publications, including articles, books, and "grey literature", on a vast number of topics (East Carolina University, 2021). Complementarily, a selection of news from leading Nigerian and local online journals was collected (2012–2022).

## **5.6 Data Analysis**

Following the collection of the key information, the data was analyzed using a content analysis method. The premise upon which content analysis is based is that texts are a rich collection of data that have a high potential to offer useful information about certain occurrences (Kondracki, Weillman, and Amundson, 2002). It is the process of grouping text into groups of related categories

with the goal of identifying similarities and differences, patterns and relationships, both on the surface and implicitly within the text (Graneheim, Lindgren, and Lundman, 2017; Hsieh and Shannon, 2005; Julien, 2008). Because it is adaptable and may be used in either qualitative or quantitative research, the methodology is regarded as having a high yield in the field of educational research (Krippendorff, 2012). The content analysis helped to define key topics of tourism impacts and governance in this town. Through this case study approach, the study illustrated the impacts of tourism in Badagry, Lagos.

## **Chapter Six**

### **Findings and Discussion**

#### **6.1 Introduction**

This chapter regards the data search, eligibility criteria, screening, reviews from journals, reviews in relation to tourism in Badagry, and reflection about the review. The reviews are presented in tables and figures.

#### **6.2 Data Search**

The available literature was reviewed first by electronically searching four databases of selected journals: Annals of Tourism Research, Tourism Analysis, Tourism Management, and Journal of Travel Research. These journals were selected based on their relevance in the Scopus and Web of Science metrics. The Web of Science collection was used for the first data search. The four journals were selected. Key words such as "destination in a developing region" and "destination in Africa" were placed into the respective journals search engines to search for the studies on them. The second electronic search was done using Google Scholar. The focus was to collect studies in relation to tourism impacts in Badagry, Lagos. The main key word used for the search was "tourism impacts". This option was preferred as finding specific studies using the case of Badagry in the Web of Science was particularly challenging.

### 6.3 Eligibility Criteria

In relation to the reflexive literature review, studies that were not case studies were excluded from the first data search. This review included studies on tourism destinations, both in developing regions and in Africa, which revealed tourism impacts. In the second data search, studies that were related to Badagry were included in the study. Studies not in English and not published from 2012 to 2022 were excluded from the study.

### 6.4 Data Screening

The data screening entails two tables illustrating the total number of studies recorded and the studies that met the eligibility criteria.

*Table 1, Selected Journals, Articles and Accepted Studies*

<b>Journal</b>	<b>Articles</b>	<b>Accepted Articles</b>
Annals of tourism research	9	3
Tourism analysis	16	2
Tourism management	37	7
Journal of travel research	10	4

Source: Researcher's Work, 2023.

According to Table 1, the search yielded nine articles or studies from the Annals of Tourism Research; however, only three articles or studies were eligible to be used for the review. Tourism analysis reveals 18 articles, but only 2 were eligible. Tourism management had 37 articles, but

only 7 articles met the eligibility criteria, and finally, journal of travel research revealed only 10 articles, but 4 were eligible to be used for the review.

**Table 2, Badagry “tourism impact” using Google scholar**

	Articles	Accepted
Badagry, tourism impact	35	5

Source: Researcher’s Work, 2023.

According to table 2, the data search using Google scholar yielded a total of 35 in which 5 articles or studies were selected to be used for the reflexive literature review.

### 6.5 Reflexive Literature Review

This reflexive literature review addresses two main aspects. First, scientific production directly related with economy, environmental and social impacts of tourism. Second aspect, scientific production about Badagry, tourism and policy measures.

Table 3 regards the first aspect, identifying the authors, title, focus of the study and main findings.

**Table 3. Tourism destination in developing regions and Africa**

Author and Date	Case study/ Title	Study focus	Study finding/ report
1. Richards (2020)	Designing creative places: The role of creative tourism	Placemaking in tourism destinations through	Case studies of creative development indicate strategies need to be sensitive to local



		different design strategies	context, and follow some basic design principles. Creative placemaking includes consideration of resources, meaning and creativity, driven by clear vision, enabling participation, leaving space for creative expression and developing a coherent narrative
2. Taylor, Frost and Laing (2019)	Path creation and the role of entrepreneurial actors: The case of the Otago Central Rail Trail	Emergence and evolution of a cycle of tourism attraction	Insights drawn from the case highlight the potential of path creation concepts such as distributed and embedded agency, action nets and mindful deviation to understand the decisive role that

			entrepreneurial actors and the organisations they belong to may play in the development of significant tourism products.
3. Mottiar, Boluk and Kline (2018)	The roles of social entrepreneurs in rural destination development	Social entrepreneurs and rural destination development	SEs play a vital role in rural destination development. The paper has demonstrated rural SEs are a significant force in identifying the tourism potential in rural destinations (opportunists), catalyzing a collective vision, and operating as network architects to achieve social objectives, in three destinations, differing

			in geographical and social contexts
4. Berselli, Pereira, Pereira, and Limberger (2022)	Overtourism: Residents' perceived impacts of tourism saturation	Residents' perceptions of tourist saturation as an indication of overtourism.	The perception of excessive numbers of tourists is increased by environmental indicators, economic costs, and behavioral indicators. In contrast, the indicators of economic benefits and public services show a negative relationship with the perception of overtourism. This research indicates that when the population realizes the economic benefits and has access to quality public services, the perception of overtourism is lower.

<p>5. Van Niekerk (2014)</p>	<p>The role of the public sector in tourism destination management from a network relationship approach</p>	<p>Suitability of the dyadic approach and the network relationship approach when engaging destination stakeholders and to identify the roles of the public sector within destination management</p>	<p>Network relationship approach was the most suitable approach for the engagement of destination stakeholders. Destinations can engage their stakeholders more effectively and increase the attractiveness of their destinations.</p>
<p>6. Hernández, Suárez-Vega and Santana-Jiménez (2016)</p>	<p>The inter-relationship between rural and mass tourism: The case of Catalonia, Spain</p>	<p>Inter-relationship of these two types of tourism and the conditions for sustaining both in</p>	<p>Rural and mass tourism in the region share several attributes, some of them with opposite effects. Both types of tourism are compatible, but should</p>

		Mediterranean destinations	be developed and promoted independently to preserve the attractiveness of the destination.
7. Grossi and Mussini (2021)	Seasonality in tourist flows: Decomposing and testing changes in seasonal concentration	Changes in the seasonal pattern and magnitude of tourism	The magnitude of seasonality significantly decreased in some destinations characterized by diversified tourist products, such as Euganean spas and Lake Garda. The seasonal pattern remained substantially stable for all destinations except Venice, where a non-negligible shift in the seasonal pattern occurred.

<p>8. Jarvis, Stoeckl, and Liu (2016)</p>	<p>The impact of economic, social and environmental factors on trip satisfaction and the likelihood of visitors returning</p>	<p>Explores and quantifies risks to visitor numbers, utilising tourist survey data supplemented by objective data from secondary sources.</p>	<p>Economic, social and environmental factors affecting trip satisfaction are identified, which itself is found to affect the likelihood of a tourist returning. Linkages between tourism and other industries are clearly demonstrated; increased construction work, decreased water clarity and decreased perceptions of tourist safety are all estimated to significantly reduce likelihood of repeat visits and hence impact tourist revenues, placing the financial viability of the industry at risk.</p>
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<p>9. Banerjee, Cicowiez and Gachot (2015)</p>	<p>A quantitative framework for assessing public investment in tourism—An application to Haiti.</p>	<p>The regional economy-wide and poverty impacts of a US\$36 million investment in tourism in the south of Haiti.</p>	<p>The investment helps lift some of the poorest in the Haiti’s South out of poverty, reducing the poverty headcount by 1.6 percentage points. Driving this result is an increase in employment, the average wage and non-labor income. The linked RCGE-MS approach proves to be a powerful tool for assessing how tourism investments affect regional economic activity and revealing the mechanisms through which tourism can contribute to increase employment</p>
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			opportunities and reduce poverty.
10. Ayikoru (2015)	Destination competitiveness challenges: A Ugandan perspective	Analyses and explicates the limiting role of multiple and varied challenges in the realisation of a country's tourism potential using Uganda as an exemplar	The complexity of challenges faced by Uganda, a non-traditional destination, makes the notion of competitive advantage used in conventional strategy and tourism destinations competitiveness literature seem inappropriate. This has implications for tourism development and management in such destinations with particular focus on resource allocation and utilisation.
11. Carlisle, Kunc, Jones	Supporting innovation for	The importance of	A trade association in The Gambia and a



<p>and Tiffin (2013)</p>	<p>tourism development through multi- stakeholder approaches: Experiences from Africa</p>	<p>multi- stakeholder collaboration by drawing on two distinct African case studies</p>	<p>training programme building entrepreneurial capacity in a university in Tanzania both of which have helped provide supportive environments for indigenous entrepreneurship and innovation. The Gambian case study is based on a collaborative marketing approach, the Tanzanian case study on the Triple Helix model. Both demonstrate the importance of institutional support in stimulating networking, transfer of</p>
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			knowledge and best practice in the For Less Economically Developed Countries (LEDC) destinations.
12. Ribeiro, Pinto, Silva and Woosnam (2017)	Residents' attitudes and the adoption of pro-tourism behaviours: The case of developing island countries.	How residents perceive tourism and ultimately develop pro-tourism behavior using both economic and non-economic factors	Economic factors have direct influence on residents' pro-tourism development behaviour. The relationship between non-economic factor and pro-tourism development behaviour is mediated by positive attitudes only. Both attitudes to positive impacts and negative impacts have direct influence in residents' pro-tourism development behaviour.

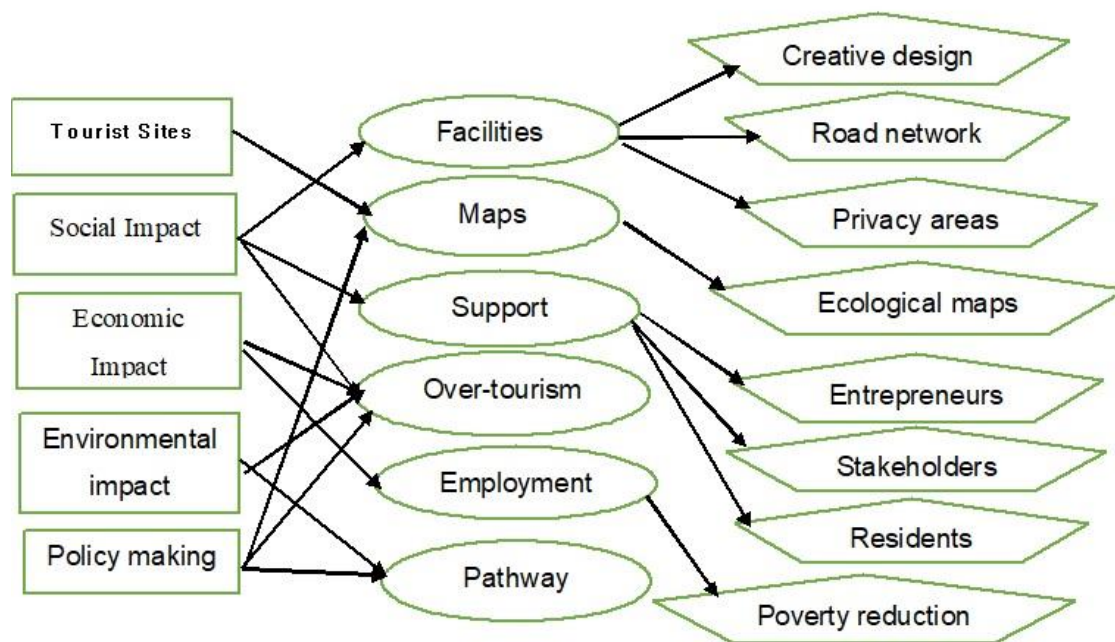
<p>13. Becken, Zammit, and Hendrikx (2015)</p>	<p>Developing climate change maps for tourism: essential information or awareness raising?.</p>	<p>Links tourism operators' information requirements with climate change projections</p>	<p>Climate change maps were produced based on global and regional models to generate detailed climate projection information for the A2 emission scenario in the form of regional scale, color-coded maps. A final stakeholder workshop confirmed the usefulness of the maps as a planning tool.</p>
<p>14. Park, Kim and Pan (2021)</p>	<p>The influence of Uber on the tourism industry in sub-Saharan Africa</p>	<p>Empirically validates the impact of the Uber service availability on a country's tourism industry</p>	<p>Since 2013, the introduction of Uber contributed to 88 million USD in total tourist spending—99 USD per tourist spending—to a country's economy. Uber service can</p>

			generate a country's tourism receipts by providing a reliable and efficient means of travel.
15. Stone and Nyaupane (2019)	The tourist gaze: Domestic versus international tourists	Investigates domestic and international tourists' "gaze" using tourism imagery	Dissimilar tourist gazes between international and domestic tourists. Culture, livelihoods, and crowded spaces, with a variety of activities, influence domestic tourists' gaze, whereas privacy, tranquility, and quietness influence the international tourists' gaze. Results help explain low visitation by domestic tourists to protected areas in Botswana and Africa

<p>16. Papastathopou los, Ahmad, Al Sabri and Kaminakis (2020)</p>	<p>Demographic analysis of residents' support for tourism development in the UAE: A Bayesian structural equation modeling multigroup approach</p>	<p>Gaining knowledge on the understudied emerging countries, the underexplored geographical area of Middle East and North Africa</p>	<p>Residents' perceptions influence residents' support for tourism development. Additionally, the multigroup analysis reveals that gender, education, and nationality influence the perceptions of residents while length of residency and age do not have a significant effect.</p>
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Source: Researcher's Work, 2023.

Reflecting on table 3, we identified several key themes concerning tourism impacts.



**Fig. 2.** Illustration of reflexive reviewed note coding/theming

Source: Researcher’s Work, 2023.

The figure 2 depicts how the content analysis was presented. The rectangle shapes are the main content topics, the oval shape or circles are the main themes and the pentagon shape are sub themes.

From figure 2, tourist sites can easily be identified using maps such as ecological maps. Tourism can be impacted socially by support from stakeholders, entrepreneurs and the residents in the area or host community or country. Facilities such as creative designs that are attractive, good road networks and privacy areas contributes to the social impact of tourism. Overtourism also contribute to the social impact of tourism.

Overtourism and employment contribute to the economic impact of tourism. Employments leads to poverty reduction in developing countries since the visitors brings a lot of money into the

economy of the host country or community. Overtourism and pathway (sense of direction) reveals the environment impact of tourism. This pathway helps to preserve the natural environment and the culture of the people. The pathway to successful policy making helps ensures the progress of tourism activities in a particular region and management developing maps can help tourist identify tourist sites.

Table 4 below, presents details about the studies about tourism in Badagry

***Table 4. Review on Badagry tourism impact***

<b>Author and Date</b>	<b>Title</b>	<b>Tourist sites</b>	<b>Findings</b>
1. Sunday and Funmilayo, (2020)	Impact of tourism products development on Osun osogbo sacred grove and badagry slave trade relics	Osun osogbo sacred grove and Badagry slave trade relics	Tourism facilities can contribute to economic development, create jobs, upgrade local infrastructures, bring about souvenir production, conserve natural resources, encourage intercultural appreciation and communication, help the inheritance of culture, protect traditional culture, and impact cultural exchange.
2. Olugbemi, Awotide, Akinreti and	Assessment of Patronage of Tourist Sites in Badagry Local	Sultan beach and Whispering Palms	The study discovered that Sultan beach and Whispering palms were the most patronized. The respondents were dissatisfied with

<p>Akerele (2020)</p>	<p>Government Area of Lagos State</p>		<p>the road network of the tourist centres meaning that much more hours were spent on the road due to the poor road network. The major challenges facing the tourist centres were inadequate funding of tourist centres by the government and under developed tourism infrastructures. The socioeconomic characteristics of the tourists had significant relationship on level of satisfaction of the tourists</p>
<p>3. Aina (2020)</p>	<p>Badagry beach development: issues and planning implications in Badagry Lagos State Nigeria.</p>	<p>Badagry beach</p>	<p>The water-based tourist destinations experienced lack of basic coastal tourism destination infrastructure. Such infrastructure includes: transport, piers, canoes and boats for pleasure rides and sightseeing, properly designed areas for relaxation and passive leisure, tourism support facilities such as restaurants, shopping</p>



			<p>facilities and conveniences and other necessary facilities at these beaches. The result of the study also showed lack of standard physical planning, in effective management and in-active participation of all stakeholders in the development and management of these destinations. The results further revealed that more than 84% of the respondents believed that effective physical planning would enhance proper management of Beach environment.</p>
4. Metilelu (2021)	An Assessment of Socio-cultural Heritage Complementing Sustainable Ecotourism in Selected Coastal	Badagry, Lekki and Epe tourist zones	<p>The study concludes that socio-cultural heritage complementing tourism in coastal areas is a source of funding to preserve and conserve cultural heritage, thereby giving back cultural price, revitalize customs and tradition as</p>

	Communities of Lagos State.		well as open door for cultural sharing and learning.
5. Oyebamiji, Babatola, Bolaji, Yahya and Olaniyan (2019)	Application of GIS in Tourism: A Case Study of Lagos Metropolis.	French Village Badagry; Seat of the British Canon; Vekete Slave Market; Seat of the Fallen Agia Tree; Early Missionary Cemetery in Nigeria; First Storey Building in Nigeria; Mobee Slave Relics Museum, Badagry; Slave Port, Badagry; Slave "Point of No Return"; Badagry Heritage Museum	This study demonstrated that it is possible to generate a GIS enabled spatial database of tourist centres in Lagos state through hotlinking, hyperlinking and querying. Central coordination should be employed to make information on tourism available, and a unit or department should be set up to use GIS in tourism. More effort should be put into maintaining and renovating tourist centres to ensure a wide range of facilities are available in the right conditions.

Source: Researcher's Work, 2023.

Reflecting on this review, it was found that, in terms of its impact on the economy, tourism in Badagry was responsible for the creation of a significant number of jobs, which in turn contributed to the region's overall economic growth. Any attempt to underfund tourism in Badagry would always result in an increase in unemployment.

Regarding social impacts, the improvement of local infrastructure, the promotion of cross-cultural appreciation, and the influence on the flow of cultural interchange are all factors to consider. Nevertheless, the most significant obstacles that the tourist sites need to overcome are insufficient financial resources and an underdeveloped infrastructure, as well as a poor road network, physical planning, and passive participation. Environmental impact, conservation of natural resources, and preservation of traditional culture are key challenges. The lack of capacity to deal with these issues will lead to poor management of tourist attractions and the surrounding ecosystem if physical planning is not done.

In addition, georeferenced information showed up as being of the highest importance when it comes to identifying tourist destinations in the city of Badagry. Tourists will benefit from this, and the administration of Badagry will be able to better understand the issues that each location is facing as a result.

Also, the management of Badagry or the local government of Lagos should pen down some policies that will help preserve the culture of Badagry. Moreover, a policy that will enable most of the residents to be educated will help them to be able to learn from the tourists when they visit. Management must generate a GIS-enabled spatial database of tourist centers in Lagos State through hotlinking, hyperlinking, and querying.

## **6.6 Discussion**

### **6.6.1 Tourist Sites**

Tourism is an industry that involves going to a certain location. As previously mentioned, a place is considered a tourist destination if there is an existing demand for tourism there or if it offers appealing features that are complementary to one another, as well as products that combine these features in a way that satisfies the preferences of tourists (Nguyen Van Dang, 2007; Vinh et al., 2019a, 2019b). The reflexive review found out that there are a lot of tourist sites in Badagry, ranging from resort centers to educational sites to historical sites. A good and more attractive site will lead to a lot of tourists paying a visit to Badagry.

There are a great number of tourist attractions identified in this literature review, namely: Badagry slave trade relics, Sultan Beach, Whispering Palms, French Village Badagry, Seat of the British Canon, Vekete Slave Market, Seat of the Fallen Agia Tree, Early Missionary Cemetery in Nigeria, First Storey Building in Nigeria, Mobee Slave Relics Museum, Slave Port, Slave "Point of No Return," and Badagry Heritage Museum. The following are pictures of some of the tourist sites in Badagry.



**Fig. 3.** Tourism sites identified in the case studies

Source: Rights reserved for respective copyright owners. Photographs extracted from thefisayo.com, travelwaka.com, ng.dailyadvent.com, and www.pulse.ng.

### 6.6.2 Social Impacts of Tourism at Badagry

According to the reflexive review, improved infrastructure and other tourism facilities may help boost tourism in Badagry. A lot of facilities in place to sort out the needs of the residents and tourists will be of utmost importance. Not just any facility, but one that has a creative design, privacy areas, is very attractive, and can help other foreigners give a good recommendation about it. Due to the fact that tourists travel to various locations in search of mental relaxation and other motivations (e.g. exploration, education and self-development), a shortage in the quantity and quality of services offered results in a decrease in the number of tourists and prevents the achievement of sustainable tourism (Kermani, 2017). This indicates that if tourists are pleased with their experience at a destination, they are likely to return there or to recommend it to others. The

happiness of visitors has emerged as an important focus area for the vast majority of service companies (Nahid and Akbar, 2016; Salleh, Omar, Yaakop, and Mahmmod, 2013).

A higher level of support given to the tourism industry in Badagry by residents of the city, entrepreneurs, and other stakeholders such as investors will lead to a greater impact in the area. It is important for destination managers to understand the attitudes of stakeholders in order to ensure greater support for tourism and long-term sustainability. Residents of the area can build their perspectives on tourism and its prospects for the future (Jurdana and Frleta, 2016). The support from residents will lead to residents and foreigners learning about each other's cultures. The promotion of cross-cultural appreciation and its influence on the flow of cultural interchange are of the utmost importance. Tourists appreciating the culture of the Badagry residents will encourage the Badagry people to always support tourism.

Also, when there is overtourism, that is, an excessive number of tourists making their way to Badagry, and if proper measures are not put in place, it will result in an increase in demand for several resources. The overtourism will lead to both parties destroying Badagry's facilities and eventually result in underdeveloped infrastructure as well as a poor road network. Negative social impacts of tourism can include, but are not limited to, the following: a change in or loss of indigenous identity and values; clashes between cultures; physical causes of social stress (such as increased demand for resources); and ethical issues (such as an increase in sex tourism or the exploitation of child workers), amongst other things (Nunkoo, 2015).

### **6.6.3 Economic Impacts of Tourism at Badagry**

A large number of Badagry residents finding work in tourism will help to alleviate poverty in the area. Employment cannot happen unless there are a lot of jobs created in the area. Tourism in Badagry will contribute to the overall economic growth of the region. Tourism has a close relationship with other sectors of the economy due to its ability to increase the demand for commodities and create employment. It also helps develop other industries and spread their goods around the world, increasing global demand for those goods (Adrain, 2017). According to the International Labour Organization (ILO, 2017), tourism creates stable incomes and jobs for workers without affecting the environment or culture, and ensures the feasibility and competitiveness of the tourist destination and its businesses. It is important for development to be a rewarding experience for residents, employees, and tourists. On the other hand, overtourism will have a negative economic impact. This implies that when a lot of tourists make their way to Badagry, it may lead to a reduction in residents' disposable income, particularly due to increased prices and gentrification. This is to say that many of the residents are likely to lose quality of life when they are unable to overcome pressure. Also, when infrastructures are underdeveloped, a lot of jobs are not created around tourism. Odunayo (2014) established that the country stands to benefit economically from this sector if it is developed in an appropriate manner.

### **6.6.4 Environmental Impacts of Tourism at Badagry**

People often say that the environment is the most important part of tourism because it is the base for any growth in the industry (Holden, 2008). The home environment and the environment of the

tourist destination are both considered to be part of the environment. This is due to the fact that the relationship between tourism and the environment is concerned not only with the places that tourists visit but also with the societies from which they originate. The setting in which tourist activities are carried out is the most important factor in the development of tourism (Holden, 2008).

The reflexive review shows that tourism will increase if there is a good and proper pathway that is also good for the environment. Pathway, as in the direction and strategies to increase the positive environmental impact of tourism. In Badagry, a path toward the conservation of natural resources and the preservation of traditional culture may improve tourism. An improper pathway will lead to poor management of tourist sites and the surrounding ecosystem.

According to Mai and Nguyen (2015), it is said that the natural environment, along with all things, exists in nature without being made or caused by humans. Tourism may also threaten the benefits of the environment, such as by obliterating living things, altering the wild life, lowering the quality of the water supply, and endangering the local community as a result of its excessive development, density, and disruption of the local culture in the absence of appropriate policies. According to the findings of that study, eco-friendly development and management strategies are the only ones capable of producing sustainable tourism.

#### **6.6.5 Policy Measures (Making)**

Management of Badagry should come out with policies and be based on maps, pathways, and overtourism. Maps, as in ecological maps and GIS, require management to develop georeferenced information that will help locate the tourist sites and also a map that will help identify what is



happening at a particular site. A policy should be written to put residents of Badagry in check in order for them not to misuse the facilities or infrastructure at Badagry.

On the issue of overtourism (mass tourism), they should adopt sustainable tourism approaches to mitigate the issue. The contentment of visitors may be attained via the development of suitable procedures that ensure that the services offered live up to the standards set by tourists (Taghavi and Soleimani, 2017). For example, if the government establishes some rules or policies, it would help get rid of social problems, create work for people, help them use resources in the right way, and keep natural resources around for the next generation to use.

Regarding the pathway, proper policies will align the tourism strategies and help shape tourism in Badagry. Policies such as every child in Badagry must receive an education. Parents or guardians will be punished when their ward is found on the streets of Badagry. Also, schools around should teach children the history of Badagry and the different tourist sites in Badagry. This will help the children become vested in knowledge.

Lisa (2012) claimed that local authorities or institutions should have a bigger role and engage in planning and developing tourist destinations. According to this research, local governments need to facilitate the agenda of sustainable tourism. The absence of powerful leadership from industries, top-down directives from state and federal governments, power struggles, and the lack of participation of the local community have all contributed to the prevention and inhibition of the development of sustainable tourism. CBT is often mentioned both as an alternative to mass tourism and as a strategy for making tourism more environmentally responsible. CBT has the potential to become a tool for the relief of poverty as well as a means of gaining access to improvements in quality of life, giving people in local communities more economic advantage and empowering

them (Dodds, Ali, and Galaski, 2018). This form of tourism has three primary objectives: to generate economic benefits, safeguard the natural environment, and maintain the cultural significance of local communities (Phuong, Van Song, and Quang, 2020).

## **Chapter Seven**

### **Conclusion**

Tourism is a social, cultural, and economic phenomenon that involves travel outside one's home country or region for personal, professional, or business purposes. Around ten percent of the global workforce and a similar percent of capital formation are predicted to be employed by the tourism sector. It has a significant influence on a nation's economy, promotes development, preserves cultural legacies, and contributes to the upkeep of global harmony and understanding. It also promotes the national integration of people from diverse cultural and linguistic backgrounds.

Tourism is one of the most significant economic industries in the world. It is also seen now as needing to be more environmentally friendly, and many nations are working to expand the tourism industry to support the development of the green economy.

Tourism also presents significant social impacts. The most evident is an improvement in people's quality of life, here understood as social development. Many studies are focusing on local populations' views toward tourism as a result of the ongoing changes in tourism supply and demand, particularly at a time when many locations are struggling with issues related to negative tourist impacts. Locals form their opinions about tourism and its future growth by assessing these effects.

However, economic growth originating from tourism does not immediately lead to an improvement in the social and economic circumstances in which people live. Therefore, it is important for development to be a rewarding experience not only for tourists but also for residents.

Residents of the destination may build their perspectives on tourism and its prospects for the future by analyzing its consequences. To ensure greater support for tourism and long-term sustainability, it is important to understand residents' attitudes towards the impacts of tourism and the future development of tourism.

Tourism is responsible for a number of unfavorable effects, so it is suggested that firms that are involved in hospitality should adhere to a number of predetermined quality criteria. The international reports analyzed in this dissertation showed that the number of foreign tourists is reaching the highest levels ever, making it a major source of economic growth for both developing and developed countries. However, many nations, particularly the developing ones, continue to face important challenges. These concern issues such as a greater dominance of short-term economic objectives orientation, a deficiency in political management, and a low proficiency in communication. In general, the field of the sustainable development agenda has not made any appreciable headway on a global basis for many decades.

Agglomeration has been shown to contribute to higher rates of economic growth and is now generally recognized as an essential component of urban and regional development. It can have an effect on the economics of the firm in both the internal and external environments and is a viable option for the development of regional economies and a preferred model for the growth of businesses, particularly in tourism. However, it can also generate a "backwash effect" when the fast expansion of industrial groupings produces a monopoly, preventing the development of other regions surrounding it. Many forms of inter-regional tourism development factors can be broken down into categories based on the agglomeration phenomenon and the geographical relationship between neighboring areas.

Localization economies are economies that arise from the concentration of businesses in the same or closely related industry, while urbanization economies are the externalities of aggregate economic activity involving enterprises and industries from many sectors.

This study employed the case study method to investigate concepts, as well as their meanings and interpretations, in relation to the particular context of the research. This study focused on Badagry town in Lagos, Nigeria, paying attention to its tourist sites and the impacts of tourism in this place. On the topic of tourism, the case study approach was the most appropriate method for the study. Badagry is a town and a lagoon port in Lagos State, south-western Nigeria, lying on the north bank of Porto Novo Creek, an inland waterway that connects the national capitals of Nigeria (Lagos) and Benin (Porto-Novo). It is located along the ancient Slave Coast of West Africa.

Data was collected using data analysis collection and employing reflexive literature review to review journals and Badagry's "tourism impact" using Google Scholar entries. The study specifically sought to identify the main tourist sites in Badagry, Lagos; examine the social, economic, and environmental impacts of tourism in this town; and finally, suggest some tourism policy measures to improve the tourism sector in Badagry.

Based on the reflexive literature review, the study found out that there are several tourist sites in Badagry. Tourism in Badagry has a big effect on the economy. It creates jobs and helps the region's economy grow as a whole. But the biggest problems that tourism faces are a lack of money and an underdeveloped infrastructure, as well as a bad road network, poor planning, and people who don't get involved. Environmental impact, such as conservation of natural resources and preservation of traditional culture, are also important factors to consider in Badagry. There is a limitation concerning the available information, so any type of tourism map or more georeferenced

information seems of the highest importance to identify tourist resources. The city of Badagry and destination tourism management stakeholders must generate a GIS-enabled spatial database of tourist centers in Lagos State. Additionally, management should pen down policies to preserve the culture of the city and enable most of the residents to be educated.

The study was limited to Badagry, Lagos Nigeria and focused on the impacts of tourism. The impact of tourism was limited to social, economic and environmental impact of tourism. The study was also limited to Google scholar and Web of science core collection for the data collection. In relation to the web of science, the study was limited to four journals that is Annals of tourism research, Tourism analysis, Tourism management and Journal of travel research.

Future studies may be developed about Badagry, for example focusing on the perception of Badagry citizens on tourism impacts or on managing tourism impacts in Badagry, Lagos Nigeria. There is the need for additional information about "who" is visiting and why, i.e., what the motivations of the tourists visiting Badagry, thus more studies have to be done on tourism impact on Badagry.

Tourism may play a significant role in the development of Badagry. Socially, the community will enjoy, if tourism development is accompanied by the improvement in infrastructures and other amenities. Economically, many residents may benefit but the environment and the culture of Badagry needs to be protected in order to mitigate the negative impacts of tourism development.

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