

Harnessing Nature for Leisure and Creativity in Lagos Tourism and Planning



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Abstract: *This study reviews the recent quantitative and qualitative evidence on the need to develop our natural environments for creative and leisure purposes. Previous studies described the problem of tourism to be a universal one, as virtually all countries are faced with the problem of providing inadequate tourism for their citizens. In Nigeria urban centres the tourism conditions were not properly documented. The study investigated the tourism condition in Lagos, Nigeria. The study observed that tourism condition in the nation is presently not provided for all citizenry. The need of the majority was not considered while some of the existing few are in deplorable condition. Previous literatures reviewed shows that almost 75 percent of tourist centres are for children meaning they lack creative environment. This paper also attempts to discuss in detail the little infrastructural evidences that exists in tourism. Fifteen centres were selected and eight were investigated in this study. The study discuss the consistency of findings across Lagos State, using different methodological approaches with consideration to the major key compares the magnitudes of developing natural environment. The study adopted questionnaire as the tool for the investigation, the tool was randomly administered after which the outcomes were analysed with the use of Statistical Package for the Social Sciences, SPSS version 16. Furthermore, aside that personal observation data was also recorded. The study identifies the emerging policy, business opportunity strategy and activities for good governance and better environment. Service provider should be willing to create the inspiration garden in other to have a greater benefits and more patronage. Since most of the centres investigated are static in nature, the study suggested that in the future, research should focus on the analysis of respondent welfare in a dynamic sense.*

Index Terms: ccreativity, Lagos, leisure, sustainability, tourism

I. INTRODUCTION

The concept of tourism has received considerable attention from one place to the other. Tourism can provide benefits for local people and thereby upsurge the provision for upkeep and contribute to development of any host town or settlement. Tourism is highly insecure, it exposes people to different moods, which can bring about increase in personal incomes, preferences and changes due to external forces in national and international places. Many, of the needs of tourists are not always available, some of which usually require to be imported and resulted in additional costs.

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According to Ijasan and Izobo-Martins (2013) tourist and thus tourism is clearly described a people who travels for non- business motives more than 50 miles from their everyday place of residence and sometimes overnight. Tourism has a high potential in reducing social tension, eradicating conflict and enhancing unity because majority of the workers are immediate kinship group and dwellers of the host community. This bring about distribution of the wealth brought by tourism. Tourism can be used to improve on nature without causing its demise. This paper is about tourism in Lagos. The concept of tourism is not well understood by many, as tourism becomes increasingly important to communities around the world, the need to develop tourism sustainably also becomes a primary concern. The paper examines some of the recent literature relating tourism of which three major concept emerged and discussed in this study. Firstly, the issues of tourism and challenges leaving the creativity of Lagos tourism centres, showing that tourism in Lagos is difficult to manage because of the grave risks posed by host community. Secondly, there is no resolution against the dilemmas facing the tourism centres in Lagos despite that there is a great potentials. Majority of tourism businesses employs their immediate kinship groups, there is no preference in allocation of funds for infrastructure maintenance and improvement. Thirdly, resident in the host community see tourism as elements of distraction.

Tourism has always been identified to be a good investment to government and individuals who invest into it. Tourism if improved upon would bring about increase in the source of wealth transfer from other places into the state. This changes would not only increase the state income but also has the potential to result in rural transformation, employment opportunity, ethnic interaction and national development. The economic situation is another factor, which is really beating hard on a lot of things that is making tourism to become a demanding task.

The goal of the study is to find out the factors resulting in the stagnancy of tourism in order to improve the operation system for better income and environment in Lagos State.

1.1. Research Questions

There are different recognition of the relevance of tourism benefits in the state poses a number of interrelated questions:

1. What are the optimistic commercial profits from tourism?
2. How are the tourism trades unlike with other trades?
3. Since inbound tourism generates result, does outbound tourism impose a cost on the economy?
4. How can Lagos State benefits from tourism business?
5. How large are tourism paybacks likely to be, for the state?

6. How can creativity and leisure be incorporated into tourism for the benefit of the tourist and a change in lifestyles for tourism service provider within Lagos State?
7. Lastly, gratitude of commercial tourism fixes benefits, what are the tourism significant difference to the natural environment? These questions are reconnoitred in this paper.

1.2. The Study Area

Lagos State has many tourist attractions, some of which are registered and unregistered with the government. This implies that the state has a good potential for tourism business. The identified tourist attraction in Lagos state are listed below while only eight (8) centre were visited for data gathering and walkthrough observation. The eight attractions visited are indicated in and are the last eight (8).

1. National Museum, Onikan, Lagos.
2. The first storey building, Badagry Lagos.
3. National Arts Theatre, Iganmu, Lagos.
4. The first store building, Badagry.
5. Silverbird Cinema and Galleria, Victoria Island Lagos.
6. Lacampne Beach, Ajah Lagos.
7. Terra Kulture, Tiamiyu Savage St, Victoria Island, Lagos.
8. *Bar Beach, Victoria Island.*
9. *Oniru Private Beach, Ozumba Mbadiwe Avenue, Eti-Osa, Lagos.*
10. *Eleko Beach, Eleko Beach Rd, Lekki, Lagos*
11. *Elegushi Beach, Road 3, Lekki Phase I, Lekki, Lagos.*
12. *Suntan Beach, Km 67, Lagos-Seme Expressway, Sakpo, Badagry, Lagos.*
13. *Lekki Conservation Centre Lekki - Epe Express, Lekki Lagos.*
14. *Jhalobia Recreation Park and Garden, 67 M/M International Airport Road, Orile Oshodi, Ajao Estate, Lagos.*
15. *Whispering Palms Ajido Road, Badagry Express Way, Iworo, Badagry.*

II. LITERATURE REVIEW

A. Tourism Planning in Nigeria

Since the development of a tourism policy in Nigeria, some stated guidelines were provided to approach the entire policy. There was provision for institutional framework to implement the strategies at all levels of government. It all started with the Federal Ministry of Trade and Tourism which later metamorphosed into National Council on Trade and Tourism. On the other side, the changes developed into State Tourism Boards and Local Government Tourism Committees respectively. Alongside, for adequate development, an institution tagged National Hotel Tourism Corporation was also established. Considering the establishment of all these, tourism in Nigeria ought to be flying high. These various groups were established for tourism policy initiation and monitoring nation-wide. They are to ensure the coordination of tourism planning, promotion, marketing and dissemination of information in the industry, Aiyelabola (2006).

B. Tourism Condition in Lagos

Tourism as a global business is one of the major supplier of

jobs on the planet. In the recent time, tourism has brought vital modifications in growth and development to the industry through the harnessing of different nature for leisure and creative environment..

Tourism is leisure, which is often seen as a portion of time and usually means the available time after work, sleep, household chores and personal obligations have been completed. Recreation is normally taken to mean the variety of activities undertaken during leisure time. However, Boniface, Cooper & Cooper (2016) pronounces tourism to be a distinctive form of recreation which demands separate consideration. According to the authors, tourism can be viewed from the geographical point of view. Tourism is just one form of momentary or leisure movement for persons who have the capacity to travel extensively. However, Ijasan and Izobo-Martins (2013) describes that earlier than 1958, there was no success towards the development of tourism in the country, but tourism is rather taking a new shape in the present age. In other words, this study would describe tourism as a form of voluntary, temporary movement in relation to where people live, as long as it is not for profit making or job obligation. Furthermore, Federal Government of Nigeria on July 10, 1990 in Lagos strictly permitted a tourism policy for Nigeria and since then, it became a relevant document for the citizens. Since then, Lagos state became a major player in tourism related issues while other follows in Nigeria.

According to Richard (2014), creativity in tourism has developed progressively essential for the improvement of tourism and tourist in various cities in the modern years. The rivalry amongst cities raises, the increasingly willingness to promote tourism, the passion involved then dictates and distinguish the centres and dictates the creative strategies to adopt. There are many places of attraction in Lagos of which some of them are increasing the inflow of fund, they are domestic based tourist enterprises. Over the years, some places are now known as places of preserving cultural heritage and monument. It is becoming imperative to make tourism a preferred commercial sector.

Previous authors always emphasis that something must attract the people to a tourist centre. Different things attract people to different centres in Lagos, some of which are natural and artificial resources, which enhances the activities that take place in those places. The list of the existing attraction places are endless in Lagos, some with social infrastructural facilities, accommodation, transport services and accommodation. These tourist centres are not only attractive but also with different problems and issues.

There are many challenges problems with most of the tourist centres in Lagos. Some of the centres do not suit the life styles of the tourist while many of them do not put into consideration the lifestyle of the expected tourist when designing and constructing the centres. The economic recession is also hampering the growth of some tourist centres. Federal ministry of trade and tourism (1991) declared that poor marketing is the major problem with tourism. Macbeth (1997), describes some negative things that detract the people to be damaged by vehicles to bush roads and tracks the invasion of privacy,



lack of respect for private land, poor landscapes and location, lack of space, poor or lack of accommodation, poor transportation system, poor or no maintenance and leaving of gates open. This study adopted all these as part of the variables investigated, focusing on tourism in Lagos state, Nigeria. The concept of tourism is not well understood by many especially those who are in the host communities. It is high time that tourism in Lagos needs to be improved upon.

2.2 Creative and Leisure Environment

In the recent years, having spaces for creativity has become increasingly important in the development of tourism especially in cities. Considering that there is a high competition between within cities because they are increasingly seeking to distinguish themselves through creative strategies in tourism. There are several principles with which to plan for tourism. According to Williams (2006), the fundamental design principle is creating the tourist domain, with sense of place that is unique and authentic; a form of place making this is achievable when diversity is introduced to tourism. This would contribute to the development of tourism. Another principle is the use of nature to achieve a supply of right tourism products, particular attraction and creativity. Creativity is perhaps not just an end in itself, but also a means to progress, distinction, economic spin-off and authenticity (Richards, 2012). Surprisingly, tourism has also been trapped up in this creative turbulence. Creative tourism has been taken in many destinations around the globe, it is an extension of cultural tourism. The creative turn has therefore disturbed tourism in a different ways as well as increased creative content being integrated into tourism products. Tourism has converted a creative arena for the development of skills and performance. It is high time that the Lagos state tourism gave a priority to creativity in their operations. This creativity must consider the people, process, product and environment. Creative tourism is therefore often seen as a development of cultural tourism, which has arguably increase over the years. In some cases, creativity tourism was adopted for concealing the boundaries between work and leisure (serious leisure, work as play, lifestyle entrepreneurship). Creativity was adopted in tourism as a form of expression and to promote the relationship between creativity and tourism which may therefore force us to harness nature with care.

III. METHODOLOGY

The study adopted a survey research approach used by Izobo-Martins et al 2018. A structured questionnaire was developed as the survey instrument. The study was conducted using a questionnaire for data gathering. The study is essentially an empirical study that required the gathering of data on tourism conditions of tourism facilities and environment and the need for creativity garden in the study area. Eight (8) semi structured interview were conducted at each tourist centres visited. The research adopted strictly quantitative research techniques method approach in the study. For data gathering from tourists at the 8 randomly selected tourist centres, accidental sampling techniques was engaged, using closed ended questionnaire, interview and observation as the instrument. It is essential to adopt those tools since data on patronage were not available at some of

the centres while some were not even gated to the extent of keeping track of tourist patronage. The distribution and retrieval of copies of questionnaire at tourist attractions is shown on Table 1. A total of 280 copies of the questionnaires were administered and 250 resulting in 89.3% response rate for the distribution. Data presentation was mainly with descriptive statistics.

Table 1: Distribution and Retrieval of questionnaire at tourist attraction centres

S/n	Tourism Attraction Centre	Distributed questionnaire	Retrieved questionnaire
1.	Lekki Conservation Centre	30	28
2.	Oniru Private Beach	35	33
3.	Eleko Beach	40	32
4.	Jhalobja Recreation Park and Garden	40	37
5.	Bar Beach (30)	30	26
6.	Elegushi Beach	30	25
7.	Whispering Palms	40	38
8.	Suntan Beach	35	31

Source: Authors' collation from fieldwork, 2017

The study was conducted by the researchers using a closed ended questionnaire which represent researchers' agenda for good views. The tool was randomly administered after which the outcomes were analysed with the use of **Statistical Package for the Social Sciences** also known as IBM SPSS Statistics, SPSS version 16. Furthermore, aside personal observation, the study collected various data from different secondary sources such as journals, thesis, research papers and textbooks. 8 number semi structured interviews were conducted one in each visited tourist centre. The research tool was very useful and assisted the study in providing some information on what the managements of the various centres reckoned with or has influences on them. It was however noticed during visitation to the resort that there was little element of maintenance in tourist centre.

IV. FINDINGS AND DISCUSSIONS

Presentation of research findings covered the major issues examined as well as across the ten tourism centre selected for this study. These include the tourists, staff and the host community dynamics regarding socio economic characteristics, accommodation, transportation system, infrastructural problems and problems of the host communities. Furthermore, the results of the chi square tests were used to determine the relationships among these variables 4.1

A. Socio Economic Conditions of Tourist in the Selected centres

The eight selected centres are located at Badagry, Lekki, Ajao Estate, Victoria Island and Ojuelegba areas of Lagos, with a majority of them located at "waterfront" or "waterside".



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The socio economic variables that were investigated were age, gender, marital status and average monthly income. The study revealed a predominantly female population across the tourist centres as shown in Table II. While 54% of the respondents were females, 46% were males, with Beaches having the highest proportion of both females and males while first storey building had the least. However, most of the females were said to have gone to these various places because of their children. Research findings show that most of the females are young mothers, 43% are between 31 and 45 years mostly visiting beach especially during the festive periods and weekends while 28% of the inhabitants are within the 16 – 30 age range. Collectively these groups make up over 66% of the respondents. The age range of 46 – 60 represents 17% of the entire population, while the elderly aged 61 years and above is made up of only 12% of the total number of respondents.

Table II: Socio-Economic Characteristics of Tourist in the Selected centres

Characteristics	Laddi Conservation Centre		Omura Private Beach		Epe Beach		Jubilee Recreation Park and Garden		Bar Beach		Epe Beach		Whispering Palms		Sumna Beach		Grand Total		
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	
Gender	Male	8	29	12	36	13	41	15	41	16	62	11	44	13	39	13	42	103	46
	Female	20	71	21	64	19	59	22	59	10	38	14	56	23	61	18	58	147	54
Age	Total	28	100	33	100	32	100	37	100	28	100	23	100	36	100	31	100	250	100
	16-20	13	46	10	30	9	28	19	51	8	31	6	24	9	24	11	35	85	34
	21-30	6	22	13	40	12	38	13	35	10	38	10	40	20	53	11	35	95	38
	31-45	9	32	8	24	7	22	5	14	8	31	5	20	4	10	9	30	55	22
	46-60	-	-	2	6	4	12	-	-	4	16	3	13	-	-	13	43	15	6
Average monthly income in Naira	Total	28	100	33	100	32	100	37	100	28	100	23	100	36	100	31	100	250	100
	Below N18,000	2	7	4	12	2	6	2	5	10	38	1	4	1	2	5	16	27	11
	N18,001-60,000	11	39	20	61	15	47	30	81	10	38	21	84	28	74	15	48	150	60
	60,001 & above	15	54	9	27	15	47	5	14	6	24	3	12	9	24	11	36	73	29
Marital status	Total	28	100	33	100	32	100	37	100	28	100	23	100	36	100	31	100	250	100
	Single	14	50	12	36	14	44	12	32	12	46	9	36	7	18	11	35	91	36
	Married	13	46	21	64	14	44	23	62	14	54	14	56	26	69	17	53	142	57
	Others	1	4	-	-	4	12	2	6	-	-	2	8	3	13	3	10	17	7
Occupation	Total	28	100	33	100	32	100	37	100	28	100	23	100	36	100	31	100	250	100
	Public/Civil Service	4	14	4	12	3	9	3	8	2	8	3	12	4	11	2	6	25	10
	Private Sector	2	7	5	15	6	19	3	8	5	19	5	20	4	11	8	26	38	15
	Self-Employed	7	25	7	21	10	31	18	49	8	31	7	28	20	52	8	26	85	34
	Unemployed/Retired/Dependant	15	54	17	52	13	41	13	36	11	42	10	40	10	26	13	42	102	41

Source: Authors Fieldwork, 2017

In analysing the monthly income of respondents, the basic minimum wage of N18, 000 in Nigeria was adopted as the threshold level for absolute poverty. Tourist that earn less than the monthly minimum wage make up 11% of the respondents and are considered as in the absolute poor category and this is minor. Majority of the respondent, 60% indicated that they earn N60,001 and above. On the other hand, 29% earn between N18,000 – N60,000. These different earning capacities are spread scarcely across the tourist investigated. The study will later attempt to understand how incomes affect their leisure time. From the fore-going, it can be concluded that these participant earn well and they could plan and go for tourism at different times.

B. Environmental and Conditions of Tourist centres

The environmental factors that were investigated include types of building, drainage facilities, sources of water, waste disposal methods, toilet facilities and kitchen facilities. These are all indicated in table 2 and discussed forthwith.

Characteristics	Transportation modes	Study Location								Total %
		Laddi Conservation Centre %	Omura Private Beach %	Epe Beach %	Jubilee Recreation Park and Garden %	Bar Beach %	Epe Beach %	Whispering Palms %	Sumna Beach %	
Means of Transportation	Foot	-	-	-	-	3	-	-	-	3
	Public transport	-	5	6	5	5	5	4	8	36
Infrastructural Problems	Private Car	6	7	5	6	10	8	11	7	61
	Poor Utilities	8	10	9	8	12	11	7	11	76
	Poor shopping place	4	14	8	10	12	10	6	9	73
	Inefficient staff	9	4	6	5	6	5	4	9	65
	Lack of maintenance	10	11	8	6	13	9	7	12	75
Environmental problems	No Poor recreational facilities	10	6	15	6	6	7	4	9	63
	Poor/ No Accommodation	14	8	9	10	12	6	4	15	78
	Inadequate government attention	8	12	11	10	9	8	10	12	80
Environmental problems	Poor market segment	10	12	11	10	11	10	10	12	86
	Communal conflicts	5	9	12	6	8	4	5	4	53
	Poor users attitude	-	-	-	-	-	-	-	-	60

Source: Authors Fieldwork, 2017

C. The Need for Creative Environment

The need for creative or inspirational environment in the tourist centres was investigated. The results of the analysis is presented in Table IV below.

Table IV: Expectations of the tourist at the centres

S/No.	Creativity indicators	Agree (%)	Disagree (%)	Ranking
1	Lack of inspirational garden	92	8	1st
2	Not Maximising the natural resources	84	16	2nd
3	Poor Environmental development	84	14	2nd
4	Need for improved managerial competency	81	19	4th
5	Low Operational Competence	76	24	5th
6	Poor Building Design	65	27	6th
7	Lack of Health Facility	58	42	7th
8	Poor Communication Proficiency	45	55	8th

Source: Authors Fieldwork, 2017

The study investigated the existence of some basic tourism support amenities. Eight different factors were adopted in the measurement, the respondent were given two alternatives to either agree or disagree. The results of the analysis is presented in Table V below. The respondents were asked to indicate if lack of inspiration garden was a deterioration factor. Table 4 shows the result of the analysis.

D. Infrastructural Problems in the Selected Centre

For further clarification and in other to understand the present condition of the selected centres. The respondents were asked to indicate the condition of the centres. Table V below is used to present the result.

Table V: Infrastructural Problems in the Selected Centres

Characteristics	Laddi Conservation Centre	Omura Private Beach		Epe Beach		Jubilee Recreation Park and Garden		Bar Beach		Epe Beach		Whispering Palms		Sumna Beach	
		f	rank	f	rank	f	rank	f	rank	f	rank	f	rank	f	rank
Infrastructure Problem	Poor Utilities	20	1 st	23	3 rd	26	1 st	15	2 nd	20	5 th	19	1 st	5	4 th
	Poor Shopping Place	18	3 rd	22	4 th	24	2 nd	12	4 th	22	3 rd	14	4 th	8	1 st
	Inefficient Staff	10	5 th	18	3 rd	14	3 rd	9	5 th	16	6 th	16	3 rd	6	2 nd
	Lack of Maintenance	17	4 th	12	6 th	24	2 nd	15	2 nd	25	1 st	18	2 nd	5	4 th
	Poor Recreational facilities	6	6 th	24	2 nd	8	6 th	6	6 th	21	4 th	9	6 th	6	2 nd
	No Poor lodging	20	1 st	25	1 st	22	4 th	32	1 st	25	2 nd	12	3 rd	-	6 th

Source: Authors Fieldwork, 2017



In the analysis, majority of the centres lack a good shopping place which may discourage the tourist and that was followed by poor utilities. However the existence of poor recreation centre has the least. This implies that the centres are in a good condition and adequate for the purpose of design.

E. Summary of findings

Findings – Overall, results showed 15% of them having increased crowding only during festive period which is the peak season. This is evidence in parking creating a problem to the host community. The road to some of the visited places 16% were in poor condition leading to high traffic to the centres. Some of the tourist claimed to come on vacation for spiritual activity seeking personal enhancement and fulfilment.

The problem identified with tourism in Lagos includes: environmental damages (10%), local neglected, littering of rubbish in the premises, lack of good infrastructure, transportation, poor communication systems, poor communal facilities, shortage of staff, lack of unity among different ethnicity, pitiable research facilities, underprivileged access routes and lack of benefits accruing to the host community.

The organisations pointed that there was poor maintenance culture on the part of the users' and workers, while the people of the host community act chivalrantly towards the environment. They however were quick to add that there must be positive reaction towards the development of the centres, to improve the infrastructures, as a sign of their willingness towards having a tourism development. The data shows that some motivation for tourism in the various centres differs. However, they include curiosity, health reasons, recreation and education. The management made it clear that from personal interaction with the tourists, that most of the visitors are educated and that the sexual distribution of visitors shows that majority are females.

From the structured questions during the interviews with the different management, the respondents stated that if this centres are properly planned to an ideal condition, they are likely going to have the following abilities:

1. Tourist would be more encouraged to take their holiday and vacation
2. The existence of the centres will lead to community interrelation among the members.
3. They would help regenerate the local businesses, especially the housing market and land values.
4. The centres would promote and deliver tourism at an affordable cost.
5. They would increase utilisation of resort plant and stabilise employment
6. It will create new jobs and facilities that will benefit all the host community
7. It will enable people (Nigerians) to get to know their country better.

V. RECOMMENDATIONS AND CONCLUSION

Based on the empirical data available for this research and after a careful descriptive analysis of the collected data, the following recommendations are made.

There is a need for tourism promotion and awareness. It is

indeed disheartening when majority of people living in a neighbourhood are unaware of the vast natural endowment within their community. Service provider should be willing to create the inspiration garden in other to have a greater benefits and more patronage. This would bring about more income to the operators, government and Lagos State pause while the tourist benefits through inspiration from the uniqueness of the place.

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