

Eleko Rural Beach Initiative: Maximizing Economic Benefit Of Domestic Tourism Destination In Littoral Lagos Community

Adejumo O.T. Ph.D
Department of Urban and Regional Planning,
University of Lagos, Lagos.
tadejumo@unilag.edu.ng;
Tel 08034431439

ABSTRACT.

The catalytic effect of tourists spending across the economy entrenched leisure industry in the current globalization paradigm. Tourism has become an appealing sustainable economic development for third world nations in dire need of alternative source of foreign exchange earning and poverty eradication program. This is true of sustainable community base tourism that marries the needs for economic development and quality of life with the protection of natural resources. Eleko community rural beach in Ibeju-Lekki Local Government of Lagos State is a typical example. Through community participatory initiative, this 600 coastal village embarked on domestic tourism development as an alternative to dwindling fortunes from predominantly artisanal fishing industry. This paper examined the economic impact of this simple rural beach tourism initiative. The finding showed that the benefit accrued to the people is from ownership of small scale tourism enterprises and wages from employment. Increasing this benefit requires an efficient management that will explore the development of unique tourism product marketable in metropolitan Lagos. Such product must have a strong linkage to the primary farming and fishing occupation.

1.0 INTRODUCTION.

Tourism has in the last three decades become a major industry providing significant economic benefits. Recent indicator of the size and impact have shown that tourism industry accounted for 7% of the world's gross domestic product and 8% of the world's export (de Villers 2001). It is currently the foremost export earner ahead of automobile, chemical, telecommunication and food industries. World Tourism Organization (2001) annual report recorded 690 million international tourist arrivals for the year 2000 with a corresponding global receipt of US\$ 476 billion. The continent of Africa's arrival for the same year was 26.9 million which 3.8% of the global figure.

The steady growth had established tourism as an appealing economic developmental strategy for third world nations. Goodwin (2000) revealed that tourism has overtaken groundnut as the economic main stay of Gambia accounting for 7% of her gross domestic product. In 1997 one million arrivals were registered in Kenya (Kenya 1997). Tourism employed 210,000 people, which is 11% of the work force. Tjingate (2000) confirmed the success of the industry in Namibia where 862,000 people visited in 2001 contributing US\$.2 billion to the gross domestic product. The catalytic effect of tourism spending across the economy in terms of production and employment generation entrenched the industry in the current globalization paradigm. World Tourism Organization (2002) projected 1.56 billion international arrivals for the year 2020. This includes 77.3 million arrivals for Africa. Southern Africa sub region is forecasted to receive 36 million followed by 19 million from Northern Africa states. Statistical information on tourism influence on Nigeria's economy is scanty. But Roe et al (2004) reported a 327.89 % growth in visitor's arrival between 1990 and 2000. The reality of tourism global economic benefit and its ability to accommodate the poor entrenched it in the current National Poverty Eradication Programmed (NAPEP 2000).

Federal Government interest in tourism was formalized through the 1976 decree number 54 that was later amended in 1992 as decree 81 (NTDC 2002). Nigeria Tourism Development Corporation created by the decree was mandated to package tourism as a foreign exchange earner, a vehicle for rural enterprises development and a means of mass employment. Renewed interest in tourism development was established through the Presidential Council on Tourism (Babatunde 2003) with a fresh goal of using tourism to strengthen and diversify the ailing national economy. This resembles the Lagos State Government proposal documented in the 1978 Lagos State Regional Master Plan (Doxiades 1978). The plan zoned 55,000 hectares of prime coastal land resources in three littoral local government areas including Badagry, Epe and Ibeju/Lekki for beach tourism.

In 1985 Lagos State set up a Review Committee on Tourism Development. The policy objective emphasized the use of tourism as a rallying point for community development. The adopted strategy focused on the provision of basic infrastructures that will open up the numerous rural communities along the waterways. Epe-Maroko expressway constructed in 1984 and Ibeju-Lekki coastal road completed in 1988 are some of these infrastructures. The rural road exposed the

attractive environmental capital of the coastal settlements. Eleko is one of such villages. Through a community effort Eleko embarked on rural recreational beach development as an alternative to the dwindling fortunes from artisan fishing industry in 1990. Without State government's facilitating program, civil society influence, and corporate body sponsorship Eleko evolved a home grown participatory mechanism at a time when sustainable tourism as a global environmental management cliché was unknown in Nigeria. This study examines the economic impact of the simple rural beach tourism on the predominantly peasant fishing community.

2.0 THE SETTING AND SCOPE OF STUDY.

Eleko is a typical south western Nigeria sandy barrier coastal village in Lekki peninsular with a population of 600 people (NPC 1991). It is 75 kilometers from metropolitan Lagos and fronts Atlantic Ocean on longitude 13⁰ east of the Greenwich Meridian and latitude 4⁰ north of the equator. Littoral climatic variables prevail throughout the year with average daily maximum temperature of about 30⁰ C and 29 mill bars of vapor pressure in the air at critical sunny dry season days. The village runs linearly along the 150 meters recommended set back starting from the landward base of primary sand dune line. The golden recent dune sandy beach and the 30 nautical miles Atlantic continental shelf constitute the natural capital of the community.

Eleko village is encumbered with challenges that other rural settlements along the 180 kilometers Lagos State Atlantic coast endure. Pollution of lagoons, absence of fishing regulations in the various creeks and destructive fishing practices has drastically reduced the aquatic stocks. Unemployment and poverty enhanced the migration of the community's active labour force to metropolitan Lagos. The completion of Lekki-Ibeju coastal road in 1988 exposed the scenic beach landscape to picnickers from the metropolis and marked the beginning of tourism in the community. The purpose of this paper is three fold namely to examine the economic impact of this home grown recreational beach tourism initiative on the village, to identify leakages, and to highlight positive policy objectives that may benefit other rural coastal villages.

3.0 SUSTAINABLE COMMUNITY BASE COASTAL TOURISM

The modern concept of sustainable development is rooted in the report of World Commission on Environment and Development referred to as 'Our Common Future' (WCED 1987). It took the

form of a global environment and development action plan (Agenda 21) signed by world leaders at the Earth Summit I held in Rio de Janeiro in 1992. As a developmental model, sustainable development optimizes prevailing socio- economic benefits of nature's deposits without depriving future generations the same benefits. Environmental sustainability cares for ecozone carrying capacity. It supports continuous functioning of the ecosystem through interrelated physical and biological process. Development, on the other hand, emphasized continuous economic growth. Resource development that benefits generations without been degraded and diminished is said to be sustainable.

Sustainable developments in all its ramifications draw strength from participatory action research (PAR) framework. According to Ishida (1991) the main principle of PAR emphasized the valuing of local knowledge, transformation of local knowledge into a major resource and using the knowledge to bring about social transformation. PAR is a grass root developmental approach in which the people rather government or developmental agencies define the problem, assess the needs, agreed on the knowledge and method to solve the problem. This is community participatory developmental strategy. Local communities are involved through a consultative and participatory mechanism. Community participation relies on collective benefits of investments in physical and human capital enhanced by the principle of social capital. Social capital according to Zacharakin–Julzes (1999) is the structural relationship between different actors and organization within the community. These are the stake holders. Whether 'age grade', land lord associations, cooperative societies, religious groups or traditional institutions social capital is dependent on the use of social resources to generate other resources.

Sustainable tourism concept is a developmental strategy that marries the need for economic growth and quality of life with the protection of natural resources. This concept fosters a symbiotic relationship between ecological, socio-cultural and economic sustainability. Such developments have always been a special interest to communities where natural resources based industries suddenly decline. This nature oriented tourism, referred to as ecotourism, helps to diversify local economic base, create jobs and revive ailing peasant means of livelihood. The concept of ecotourism revolves around three issues namely promotion of public awareness about conservation of scenic landscapes, tourists satisfaction and participation of local population. Community base

ecotourism therefore provides present and future generations opportunities to cautiously use environmental capital for eternal leisure benefits of mankind. It is particularly relevant in coastal zones under the threat of urbanization, industrialization and poorly operated water transportation system. Coastal ecotourism concept manifests in form of marine parks, ecologies, wetland nature reserves and sandy beach management program. Besides diversifying rural economic base, jobs from rural coastal ecotourism areas help families to sustain basic inputs into fishing, maintain natural environment and quality of life.

But research works is recent time tend to disagree with the insinuation that community base tourism is a formula for rural poverty eradication. Tourism development has been found to be characterized by inequity access to resources. Local communities do become marginalized within developmental process and subsequently displaced. According to Renard (2001) ‘enhancing community participation do not guarantee that rural poor will benefit from developmental intentions’. The view of Ashley *et al* (2003) is that most third world governments and donor agencies promote private sector driven tourism that focused on foreign exchange earnings without taking into consideration low income group. Since most of these private investors are multi national organizations and local elites, profits from tourism industry are repatriated abroad or to metropolitan centres leaving rural economy weak. This corroborates Pentagon (2000) study. He observed that in some developing countries more than 75% of international tourism revenue never reaches the local economy. Inappropriately packaged community tourism may even contribute to local people loosing access to water and land resources and creation of tourist enclaves managed by proxy. This had been the situation in rural Kalam area of Pakistan where ‘81% of hotels, motels and other accommodations are owned by people living in cities’ (Pleumaron 2002). Getting tourism proceeds to the grass root require an institutional framework that allows informal sector to participate in tourism destination development. Such institutions rely on community development participatory tourism program that alleviates poverty at the grass root. This concept is referred to as “ pro-poor tourism” (PPT).

PPT provides an ample opportunity for poor people to access tourism market formally and informally. PPT emphasis introduction of small-scale enterprises, ample employment for the local populous and financial benefits from centrally managed community resources. PPT micro business

opportunities include laundry, grocery stores, tour guiding, crafts and souvenir centers and cottage memorabilia industries. Additional source of livelihood income from well packaged local folklore; cultural activities and local food outlets may be creatively included in community tourism program.

Goodwin (2002) definition of PPT as tourism developmental approach that generate net benefits for the poor is relevant to the current domestic tourism initiative of the Federal Government of Nigeria. Domestic tourism is an important market for the poor. Such tourism destination relies on visitors within the country that stay a minimum of 24 hours and not more than one year. They are easily accessed by the low-income entrepreneurs than closely monitored international tour packages. Eleko community rural recreational beach is a typical domestic tourism destination in Lagos State. This study examined its economic benefit to the predominantly peasant fish men.

4.0 METHODOLOGY

This research recognizes community participation as a viable planning tool in post implementation evaluation. Relevant primary data was obtained through a combination of three participatory research techniques including questionnaire, structured interviews and community forum. The questionnaire was addressed to household representatives, often the head, in the village. A 100% household's survey was undertaken. The structured open-ended interview was programmed to collect information from the community and Ibeju-lekki Local Government officials.

5.0 RESULT

Structured interview to the Traditional Institution and opinion leaders in the community traced the origin of the beach program to Eleko Seaside Club - an informal village club with a beach cabin club house overlooking the ocean. The clubhouse served as landing spot for fisher men operating on the continental shelf and weekend social meeting point for Eleko indigenes that migrate weekly to the metropolis in search of employment. More beach cabins were built to meet the sudden rise in demand by tourists from the metropolis. This additional source of income drew the attention of the entire community. Subsequent developments on the beach took a new dimension with the active participation of Eleko traditional institution. Each household was encouraged by the Traditional Institution to construct cabins along the seaward edge of stabilizing coconut plantation.

The one-kilometer beach is intuitively planned to accommodate a row of gabled 8m x8m beach cabin. Another row of 3mx3m make shift shed for additional beach users during peak festive seasons is periodically introduced. The last set of cabins runs parallel to the outer edge of coconut buffer. These are service cabins for food centers, grocery, barbeque grill and craft works. Eleko community beach respond to domestic tourists from metropolitan, Lagos, Ijebu-Ode, Epe and Ibadan. The only accommodation for overnight stay is a six bed guest house owned by a community elite. Tourism activities is highly seasonal. Peak season corresponds with the Christmas/ New Year holidays, Easter and Eid-el Fitri festivals.

Household survey of primary occupation shows that while the community accepts tourism as an alternative financial source, the artisan fisher men did not give up their trade. In Table 1, 33.1% of the respondents are fisher men while 19.1% are farmers. Artisans including welders, tailors carpenters and auto mechanics constitute 21.1%. 15.45 and 21.2% are engaged in Petty traders and public servant are 15.45% and 21.2% respectively.

TABLE 1
PRIMARY OCCUPATION

PRIMARY OCCUPATION	FREQUENCY	VALID %
Petty Trading	11	21.2
Fishing	12	33.1
Farming	10	19.1
Artisan Tradesmen	11	21.2
Public Servants	8	15.4

SOURCE: Field Survey 2003.

The household survey of the employment status in beach related enterprises shows that 45.7% of the respondents operate small scale business that absorbs the village's jobless work force (Table 2). The remaining 54.3% of the respondents are employed in the recreation enterprises and Council office. This provides a fair indication of the ability of tourism to support micro business activities. Table 3 shows the current small-scale tourism enterprises. 58.3% of respondents own permanent

8m x 8m gabled cabin. Each cabin has a 3meters x 3meters room space, a broad 5meters x 8meters living space, an outdoor kitchen attachment and a privatized rear yard that flows into the golden sand beachscape. The cabin is a privatized picnic shelter that sometimes serves as an accommodation in the mode of camp facility. At peak season a cabin is hired for N 3,000 per day for group activities and N2, 000 off season. Each cabin is owned and managed by a household.

24% of the respondents operate food related enterprises. Three categories of food services operated include local restaurant popularly known as “mama put”, snack bar dispensing beverages and local barbeque ‘Suya’. 2.8 % of the respondents have fresh fruits stalls especially coconut, banana, tomatos and oranges at their season. The aquatic products from the Atlantic ocean including fish, prawn and periwinkles are sold daily directly off the boats on the beach. Fish landing from Lekki lagoon and adjoining mangrove wet land have dwindled drastically in recent years.

Only 5.6% of the respondents operate souvenir and gift item stalls. Most of the arts, crafts and gift items are not produced locally. The crafts include bead work, and jewelries from the middle belt states of the nation. The remaining 2.8% invest in the guesthouse. The 6-bedroom accommodation is the only lodging facility and has a high vacancy rate. Two reasons may be responsible for this namely poor operational standard and the tourists preference for ‘Eko Holiday Resort’ at Akodo and La Campaign Eco-lodge at Ikegun about 8 and 15 kilometers respectively away on the good coastal road.

TABLE 2
STATUS IN BEACH ENTERPRISES

STATUS	FREQUENCY	PERCENTAGE
Employee	25	54.3
Employer	21	45.7
TOTAL	46	100

Source: Field Survey, 2003.

TABLE 3
TOURISM ENTERPRISES OWNERSHIP

ENTERPRISES	FREQUENCY	PERCENTAGE
Guest House	1	2.8

Picnic Cabin	21	58.3
Fruit Stalls	1	2.8
Food Services	11	30.5
Souvenir Stall	2	5.6
TOTAL	36	100

Source: Field Survey, 2003

The collapse of artisan fishing trade due to poor fish landing from lagoon and high financial capital involvement in deep-sea fishing increased the unemployment in the community. Table 3 shows the nature of Beach tourism jobs the community active labour force is involved in 34.2% of the respondents work as cabin attendants. These are family members of Beach cabin entrepreneurs. They solicit for picnickers, attend to the needs of the tourists including parking cars, stand by as local security and cleaning up the cabin at the end of the day. Remuneration for a cabin attendant is through 10% commission of daily cabin charges as well as free tips from tourists. 31.6% of respondent are under the pay roll of Ibeju/Lekki Local Government Council helping in the collection of toll fee on the coastal road. There is on going disaffection between the Council and the community on the issue of toll fee. The Local council substituted entry fee for toll fee and disallowed the community from car parking fees. Adults are charged N50 while juniors pay N20. The community argument is that since 95% of all facilities including the cabins, guest house, food and fruit stalls, parking facilities were developed by them, they should not be denied the right of charging entrance fee. In addition the community maintains the earth road and collect the solid wastes. The only Council facility is dilapidated public toilet. The state of the toilet was so bad that a Non-Government Organization-Rotary Club of Ibeju-Lekki provided another toilet in 2000. At peak periods over 3000 adults daily use the beach. That translates to N150, 000 entrance fee per day.

Another 21.1% of the respondents are employed in the various food service enterprises. These are mostly women who also control the 10.5% hawkers on the beach selling fruit and non alcoholic beverages. The remaining 2.6% respondent s work in the only guest house and Eko Tourist Resort at Akodo

TABLE 4
NATURE OF BEACH EMPLOYMENT

JOB DESCRIPTION	FREQUENCY	VALID %
Cabin Attendants	13	34.2
Council Workers	12	31.6
Accommodation	1	2.6
Retail Market	8	21.1
Hawking	4	10.5
TOTAL	38	100

Source: Field Survey, 2003

Determining the economic impact of tourism on the village requires daily data on tourist's expenditure over a period of time. Unfortunately the adopted intuitive managerial approach, the poor culture of data collection and the unwillingness of tourism entrepreneurs on the beach to declare actual profit are major hindrances. Through structured interview, available secondary data and visitor enumeration, daily visitor expenditure on the beach at peak festive period, weekday and weekend was estimated. Peak festive period refer to 20th day of December to 5th day of January that mark the Christmas and new year holiday, five days before and after Easter holiday and five days before and after Muslim festival of Eid el Fitri. The result is documented in Table 5.

Total revenue accrue to the community is derived from cabins, food services and craft sale profits.. This amounts to =N= 212,000 which is 7% of the total expenditure from domestic tourists from metropolitan Lagos. Ibeju-Lekki Local Government claims a daily revenue of about =N=150,000 through toll fee (5%) and metropolitan Lagos economy nets N3,621,000. During regular week days total expenditure on the beach is N103, 500. Community entrepreneurs realize 32% of this amount. The amount is higher during weekends--Saturdays and Sundays. The total expenditure obtained is =N= 414,000. The breakdown shows the net benefit of =N=330,000 to the metropolitan economy, =N=74,000 to Eleko tourism enterprises and =N=40,000 as toll fees to the Local Government.

6.0 DISCUSSION

Communities optimize economic impact of tourism through wages from formal employment; earnings from goods and services, casual labour from food services, craft based rural industry and

building materials; dividends and profits from locally owned enterprises; collective community income including land rentals; and strong linkage to local agricultural base local economy. Tourist accommodations constitute the core of employment generation. Accommodation in rural community tourism ventures include small scale hotels, guesthouses, eco-lodges, bed and breakfast catering homes, camp grounds and well organized decent rooms in individual homes for visitors desiring village experiences. With the exception of the poorly finished and managed 6-bed guesthouse, accommodation as the major source of job creation is deficient at Eleko. Accommodations do not only create jobs but also new business opportunities such as laundry services and supply of basic food produce. There is a need for a participatory decision by relevant stakeholders on a fresh drive to provide affordable domestic tourists accommodation. Such decision should bear in the vacancy rate at nearby Eko Tourist Resort.

The current food services standard is very low. Attracting more tourists demand unique food enterprises that appeal to a broad range of people. Such restaurants, eateries and snack bars must evolve menu that incorporate food resources of the community. Renard (2001) reports on the creative introduction of weekly seafood restaurant on the beach of Ans la Rouge village at St Lucia is a typical example of broadening the economic base of rural tourism areas. The group of seafood café put to use the coastal resources thereby enhancing local fishing industry. Bar and Goodwin (2003) highlighted the ‘juice pressers’ enterprises on Kotu beach in Gambia. This group of women juice pressers went beyond hawking fruits to hygienically producing fresh and chilled fruit drinks for beach users.

Small-scale industries tailored towards the needs of visitors will minimize tourism leakages. Memorabilia industry is one of such enterprises that will attract additional financial benefits. Arts, crafts, sports wear, and textiles are cottage industries that package creative gift items for visitors. Eleko beach is grossly deficient in local arts, crafts and gift items. The existing beads and ornamental souvenirs are not produced locally. Expanding the financial benefit will require craft enterprises that source raw materials from the abundant mangrove and marine ecosystem.

Development of collective community income is a major strategy in achieving economic benefit in community base tourism initiative. The income often comes from equity dividends, lease fee, revenue share and donations established in partnership with tourism development, operation and

government institution. The only feasible community income for Eleko village is the entrance fees the Local Government Council charge as toll fees on the coastal road. The Local Government justification for this toll gate is questionable bearing in mind the ownership of the road. Lekki - Ibeju coastal road is a federal road not a council road. Besides, toll plazas have been abolished. This action negates the Federal Government tourism policy that emphasis the role of private sector as the main tourism development driver while government at any level retains the position of a facilitator.

Goodwin (2003) and Renard (2001) advocate a strong linkage between tourism that alleviates poverty and local economy. Such linkage contributes to the resuscitation of the ailing local economy in dire need of financial capital. The primary occupation of Eleko community is artisan fishing. Tourism as an alternative livelihood is expected to enhance the fishing industry. Though 33.1% of the respondents still practice fishing on the continental shelf, the linkage between aquaculture and tourism is very weak. There is no standard fresh fish sales outlet, specialized seafood restaurant or any tourism product developed around fishing industry. Nor is there any small scale enterprises that rely on coconut plantation and the remaining natural capital of mangrove ecosystem as raw material.

A cursory look at the estimated daily revenue derived from tourism on the beach shows the inability to maximize net financial benefit to these rural people. In Figure 5, only 7% of the estimated N 3,621,000 net benefit at peak season is recorded by the community. In a typical weekday and weekend daily estimate, the economy of the metropolis again absorbs most of the expected gain. This disparity is due to two factors. Firstly, most of the tourists rely on home made meal. This is probably due to the absence of decent café and appealing eatery on the beach. The second factor has to do with transportation. The visitors rely mainly on private mode of transportation purchasing gasoline from the metropolis. Even the few commercial buses and cars are not owned by Eleko people. Increasing net benefit to the community require a plan of action that will encourage the tourists to spend more on food services and public transportation managed by the community.

7.0 CONCLUSION AND RECOMMENDATION

Inspite of the inability to optimize economic benefit as described above, the community beach tourism program did relieve the people of economic hardship that resulted from the collapse of primary artisan fishing enterprises. This is evident from the extra income derived from beach related activities. The awareness that the community has a major nature oriented industry that draws the consumer from the metropolitan Lagos is high. This awareness creates a concern to safeguard the beach tourism product in its simplest form. A synopsis of hindrances to full economic benefit derivation is itemized as follows:

- *Lack of Human Resources.* The community lacks basic skills in tourism development that can raise the standard of the current beach product and conceive a profit oriented one.
- *Lack of Financial Resource.* The existing beach related enterprises are built from the meager family capital. The community is not exposed to any micro credit facility.
- *Poor Social Capital.* There is big void in the organization mechanism. There is no operational beach management team that oversees tourism activities. Neither is there anybody to control quality of products and services.
- *Lack of Tourism Product Development.* This community beach tourism attracts mostly day users. This is due to the absence of unique products that draw tourists that will stay more than two days. Hence employment and patronage is limited.
- *Lack of Government Support.* There is absolutely no form of government input. The relationship between local government and community is not cordial. The community is conscious of the fact that the Local Government is depriving her of the full benefit from this scenic seascape by collecting toll fee without any form of contribution.

Overcoming these obstacles will improve the financial benefit to the village. Recommendations for increased economic input include the following:

1. ***Community Based Organization:*** There is need for a formal community organization that will relate to government, civil society, tourists and financial institutions. Such community based tourist organization will define the management organization that will coordinate the various activities on the beach, contact relevant agencies for sustainable tourism capacity building.
2. ***Unique Beach Product:*** The new management team must exploit the possibility of developing unique beach tourism product within the entire peninsular. Such exercise

requires the assistance of tourism consultants that will determine the actual touristic value of this sand barrier coastline.

3. *Memorabilia Enterprises*: Development of more tourism enterprises especially souvenir industry that reflect the culture of the community and rely on local raw materials.
4. *Community Income*: Standardization of the parking facility and collection of parking fee as community source of income should be explored. This is addition to possible derivations from partnership with private individuals, corporate bodies or relevant government agencies that show interest in developing compatible tourism product.
5. *Accommodation*: Development of affordable and environmentally friendly accommodation that can compete successfully with Eko Tourist Resort, will increase employment and strengthen the linkage to peasant fishing industry is necessary.
6. *Marketing Strategy*: Marketing of the beach project in metropolitan Lagos will solve the problem of patronage seasonality and increase the number of tourists on daily basis.
7. *Role of State Government*. Lagos State Government through Lagos State Tourism and Water Front Corporation is responsible for the formulation of tourism policy and developmental strategy. Community tourism and “Pro Poor Tourism” concepts are not entrenched in the State Government tourism strategy. The State should clearly define the role of private sector, civil society and community base organization in tourism development. Such role must respond to the micro credit needs of interested communities and protect them from the predatory tendencies of other government agencies.

The local Eleko Community Rural Beach tourism initiative is a testimony to the success of participatory decision making in alleviating poverty through sustainable tourism. Improvement on this developmental strategy will certainly increase net economic gain to Eleko people. The experience from this initiative will be useful in designing a standard community base tourism agenda for other coastal villages.

TABLE 5
DAILY VISITORS EXPENDITURE

S/N	CATEGORY	PEAK PERIOD		WEEK DAY		WEEK END	
							14

	QTY	UNIT COST	COST	QTY	UNIT COST	COST	QTY	UNIT COST	COST
1. ACCOMMODATION									
1.1 Cabin A	35 no	3,000	105,000	2	3,000	6,000	8	3,000	24,000
1.2 Cabin B	50no	300	15,000						
1.3 Guest Chalet	10,000			2,000			3,000		
2. 0 ENTRANCE FEE									
2.1 Adult	5000	50	150,000	No Charges			50	200	10,000
3. TRANSPORTATION									
3. 1 Private Cars (fuel only)	500no	1,000	500,000	10	1,000	10,000	50	1,000	50,000
3.2 Public Cars (Lagos-Eleko)	500no	500	250,000	20	500	10,000	50	500	25,000
4. FOOD SERVICE									
4.1 Private Meal	5,000	5,000	2,500,000	10	5,000	50,000	50	5,000	250,000
4.2 Local Restaurant	15,000						5,000		
4.3 Snacks/Beverages	15,000			500			2,000		
4.4 Barbeque "suya"	15,000						10,000		
4.5 Fruit Hawking	3,500						1,000		
4.6 Fish and Shrimps	30,000			25,000			30,000		
5. SOUVENIR									
5.1 Crafts-Bead works	10,000						3,000		
5. 2 Crafts-carving	2,500						1,000		
TOTAL VISITOR EX PENDITURE	3,621,000			103,800			414,000		
Revenue to Community	212,000			33,500			74,000		
Revenue to Council	150,000						10,000		
Net Benefit to Metropolitan Lagos	3,250,000			70,000			330,000		

Source: Field Survey 2003

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