

EVALUATION OF SUSTAINABILITY STANDARDS USED IN THE DEVELOPMENT AND MANAGEMENT OF SELECTED TOURISM DESTINATIONS IN LAGOS STATE

Enemuo, O.B., Ijoma, M.M. & Mbagwu, I.J.

Department of Home Science/Hospitality
Management and Tourism,
Michael Okpara University of Agriculture,
Umudike, Abia State.

Corresponding Author: enemuo.ogechi@gmail.com

DOI: <https://doi.org/10.33281/JTHS20129.2021.1.2>

Abstract

This work centres on the evaluation of sustainability standards used in the development and management of selected tourism destinations in Lagos state, with special reference to Badagry, owing to the various attractions available in Badagry. Badagry is often referred to as the cradle of civilization and Christianity in Nigeria, apart from being the land of wonders, Badagry also unlocks the history of the slave trade era in Nigeria. The utmost benefit of any tourist destination is its sustainability over time while increasing in development and being able to withstand the competitive tourism business environment. This paper identified the sustainability standards used in the development and management of the study area, evaluated the application of the identified sustainability standards in the development of the research area, ascertained the problems encountered in the application of sustainability standards in the study area, and proffer solutions on ways to improve the sustainability standard in the development and management of the tourism destination in the study area. The study was guided by four research questions, the instrument for data collection was a questionnaire, data were analyzed using frequencies, percentages, mean and standard mean deviation in a tabular form. It was found that some sustainability standards are not being put in place in these selected tourist destinations in Badagry, Lagos State. The study, therefore, recommends that set sustainability standards that have been identified in this study should be adhered to and improved in order to achieve long term goals and be available to present and future generations.

Keywords: sustainability, standards, development, management, tourism destinations

Introduction

Tourism can be defined as the temporary movement of people from their normal place of abode to another for leisure, pleasure or business activities, staying for not less than 24hours or more than 365days (WTO 2013, Wikipedia). All travel is not tourism, "tourism comprises the activities of persons travelling to and staying in places outside their usual place of residence for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited." (WTO, 2013).

The criteria to characterize a trip as belonging to tourism according to WTO are:

- I. **Displacement outside the usual environment:** domestic or international travel.
- II. **Type or Purpose of travel:** the travel must occur for any purpose different from wage-earning in the place visited. Tourism is not only restricted to recreation or visiting family and friends.
- III. **Duration:** maximal duration (12 months), not minimal. Where overnight visitors are Tourists and same-day are excursionists.

Tourism is identified as an effective way to revitalize the economy of any destination as noted by Long (2012). The continuous and rapid growth of tourism is not in isolation of the stable economic growth experienced in the global economy, this growth has facilitated increased global disposable income, demand for leisure, and this combined with global economic restructures in response to globalization has ensured global tourism industry (Marinescu, & Burcea, M., 2012). Thus, tourism has become a major source of economic growth, employment, earnings and foreign exchange for many countries and is considered by developing countries as the main source of development and growth (Haller, 2012).

A destination, according to the New Shorter Oxford Dictionary is defined as “the place to which a person or thing is going, the intended end of a journey”. However, when applied to the tourism context, authors have offered different perspectives of what constitutes a tourism destination. Long (2012) defines destinations as a place that offer an amalgam of tourism products and services, which are consumed under a brand name of the destination; Long (2012) further argued that ‘destinations are well defined geographical regions, understood by visitors as unique entities with a core of six main provisions, often referred to as elements of tourism destinations which are; attractions, amenities, accessibility, human resource, image or character, and price. The World Tourism Organization (WTO, 2013), defined a tourism destination as “a physical space in which visitors spend at least one night and is made up of tourism products such as support services and attractions, and tourism resources with physical and administrative boundaries that define its management, image and perceptions of market competitiveness”. Local destinations incorporate various stakeholders often including a host community and can nest and network to form larger destinations. Destinations could be on any scale, from a whole country (such as Nigeria), a region (such as the Eastern region of Nigeria), an Island, to a village, town or city.

The concept of sustainable tourism emerged in the early 1990s, by connecting sustainable development ideas and principles with tourism (UNWTO, Handbook on Tourism Destination Branding, 2009). The term sustainability simply refers to maintaining well-being over a long, perhaps even indefinite period, it covers the triple bottom line which are the environment, the economy and the society (Haller, 2012). The United Nation World Tourism Organization (UNWTO, 2010) defined sustainable tourism ‘as

an enterprise that achieves a balance between the environmental, economic, and socio-cultural aspects of tourism development to guarantee long term benefits to recipient communities, this is commonly called the triple bottom line for sustainable development, for instance, the International Union for Nature Conservation, World Federation for Nature Protection, and the European Federation of National and Natural Parks in (1991) defined sustainable tourism as development, marketing, and management of all forms of tourism taking into account the natural, social, and economic environment and preserving the natural and cultural resources for future generations, from this definition, it follows that tourism (ecotourism, rural tourism, business tourism, etc.) should be based on the principles of sustainable development.

Sustainability principles refer to the environmental, economic, and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability, UNWTO (2010) Sustainability principles include; Minimizing the impact of tourism activity on the environment to acquire ecological sustainability, by contributing to maintaining and enhancement of conservation through the return of the revenue towards the protected areas. Minimizing the negative impact of tourism activity on the local community and its members to obtain social sustainability, avoidance of hostile situations. Minimizing the negative impact of tourism activity on culture/traditions/customs of the local communities, by developing tourism capable of determining the authenticity and individuality of local cultures to be preserved, and avoid their saturation with 'external' cultural influences also, maximizing the economic benefits of the local population as a result of developing tourism to obtain economic sustainability.

Development according to Thomas (2013), is a specified state of growth or advancement, a new and advanced product or idea; an event constituting a new stage in a changing situation'. Sustainable development may be defined as an all-embracing concept which involves all aspects of human activity and in which all the nations of the world should be involved (Zaharia et al., 2010). The World Tourism Organization (2013) also defined the development of sustainable tourism as one that responds to the present needs of tourists and those of the host regions, protecting and increasing future chances and opportunities.

Tourism has immense power to do positive things but developed without concern for sustainability, tourism can only damage societies and the environment (Long 2012). Firstly, this is because of the dynamism and growth of the sector, and the major contribution that it makes to the economies of many countries and local communities, secondly, it is because tourism is an activity which involves a special relationship between visitors, the industry, the environment and local communities. This special relationship exists because, unlike most other sectors the tourist travels to the destination (Saayman, 2013). Therefore, through sustainable tourism, all resources can be managed to satisfy needs while maintaining cultural integrity, biological

diversity, ecological dimensions, and life support systems (Stoddart, 2011). The net result is that all those involved in tourism who are the stakeholders of tourism have a huge responsibility to recognize the importance of sustainable tourism development.

Standards or criteria are published documents that establish specifications and procedures designed to ensure the reliability of materials, products, methods, and services people use every day. The Global Sustainable Tourism Council (GSTC, 2013) provided a criterion which effort is to come to a common understanding of sustainable tourism, and which will be the minimum that any tourism business should aspire to reach. The criteria are part of the response of the tourism community to the global challenges of the United Nations' Millennium Development Goals; Poverty alleviation, environmental sustainability including climate change are the main cross-cutting issues that are addressed through this criterion.

According to Business Dictionary (2015), management consists of the interlocking functions of creating corporate policy, organizing, planning, controlling, and directing an organization's resources to achieve set objectives of that policy. Therefore, tourism destination management does not just involve managing the destination alone, but also the tourists who visit the destination, the role of destination management is to manage and support the various integrated resources, activities and stakeholders through suitable policies and actions. It implies then both governmental, decisional and functional competencies (planning, organization and control of business activities), which should be generally performed by the public sector (Cox et al., 2014).

Lagos State is home to 2,000 industrial establishments, 10,000 commercial ventures and 22 industrial estates, Lagos is responsible for 30% of the nation's Gross Domestic Profit (GDP); the state accounts for 70% of national maritime cargo freight; 80% of international aviation traffic and 50% of national energy consumption (UNWTO, 2012). If Lagos were a country in its own right, its Gross Domestic Profit (GDP) of \$80 billion in 2012 would make it the eleventh biggest economy in Africa (UNWTO, 2012). With these robust statistics that hugely support accelerated development in tourism ventures in the state, sustainable tourism becomes imperative as the appropriate policy to adopt for its implication on the environment, the economy and control of tourism activities. Several attempts have been made by the Federal government to boost the tourism industry in Lagos state and Nigeria as a whole, this was overtly expressed in 1990 with the formulation of the Nigerian Tourism Policy and the subsequent promulgation of Decree 81 Of 1992 establishing the Nigeria Tourism Development Corporation (NTDC). More than ever, there is a need to create sustainable tourism development, and this cannot be attained without taking into account the sustainability standards, aimed at reducing the negative impacts of tourism while protecting tourism resources for future generations.

Sustainability is the bedrock for a long term plan of any tourism destination, but there has been a limitation in adopting and application of sustainability standards that would cater for the development and management of tourism destinations while preserving these tourism resources for future generations (UNWTO, 2012). As was rightly pointed out by Ayeni & Ebohon (2012), Nigeria has failed to evolve into a prominent tourism destination in Africa let alone in the world even though the country is enormously blessed with several resource-based tourist attractions. Lagos state is endowed with natural landscape and topography traversed by sea, lagoon waters and beautiful beaches, waterfronts coupled with its diverse tangible and intangible cultural and natural heritage.

Theories of Sustainability

The proponents of this theory include Koizumi, Neto and others. This theory was postulated in the 1992 Earth summit tagged "Agenda 21(Okpoko 2001). The theorists argued that all aspects of development including tourism should be sustainable" The theorists argued that tourism development can only be sustainable if it is environmentally compatible, socially acceptable and economically beneficial to the present and future stakeholders (Okpoko 2006). The debate about whether Earth's limited natural resources will continue to provide life support for humanity's burgeoning population began with the work of the English political economist Thomas Malthus in the early 1800s (Dixon and Fallon, 1989). Since the days of Malthus, people have tended to ignore the dilemma of resource depletion; they have been slow in developing economic, environmental and social models that adequately account for resource scarcity and pollution. Only rarely has the world been worried that some resources may be in short supply and that if these resources are used indiscriminately, they may become exhausted and constrain the very growth for which they are developed.

Hence, economic theories explaining long-term growth and technical progress have remained unsettled into the modern era (Freeman, 1973). Economists have begun to address the question first posed by Malthus whether exponential growth in population and resource use but only linear growth in technology and subsistence is bound to lead to a social catastrophe in a word, whether the contemporary course of economic development is 'sustainable'. The term, 'sustainable development, first appeared in the World Conservation Strategy drafted by the United Nations Environment Program (UNEP) and the International Union for the Conservation of Nature (IUCN) in 1980. It should be advanced through 'conservation', defined as 'the management of human use of the biosphere so that it may yield the greatest sustainable benefit to present generations while maintaining its potential to meet the needs and aspirations of future generations' (Eblen and Eblen, 1994).

Economic sustainability implies a system of production that satisfies present consumption levels without compromising future needs. The 'sustainability' that 'economic sustainability seeks is the 'sustainability of the

economic system itself. The notion of economic sustainability was originated by Hicks. In his classic work *Value and Capital* (1939; second edition 1946), Hicks defined 'income' as 'the amount one can consume during a period and still be as well off at the end of the period. The growing scale of the economic system has strained the natural resource base, this has caused many commentators, such as Goodland, to question the feasibility of uncontrolled growth and exponential consumption. An economic system designed in light of the theory of economic sustainability is one constrained by the requirements of 'environmental sustainability. It restrains resource use to ensure the 'sustainability of natural capital. It does not seek to achieve 'economic sustainability at the cost of environmental sustainability.

In the most basic sense, social sustainability implies a system of social organization that alleviates poverty. In a more fundamental sense, however, social sustainability establishes the nexus between social conditions such as poverty and environmental decay compounded by (Ruttan, 1991). This theory of social organization identifies a negative linkage between sustained colonization, sustained poverty levels, and sustained natural resource exploitation. The theory of social sustainability calls for economic growth constrained by the requirements of social equity. To link these, an enabling environment must be created that optimizes resource use, prioritizes resource allocation, and fosters equitable resource distribution.

Environmental sustainability requires maintaining natural capital as both a provider of economic inputs (called 'sources') and an absorber called ('sinks') of economic outputs called ('wastes') formed by (Daly, 1973; 1974; World Bank, 1986; Pearce and Redclift, 1988; Pearce et al., 1990; Serageldin, 1993). At the 'source site', harvest rates of resources must be kept within regeneration rates. At the 'sink site', waste emissions from industrial production must be controlled to not exceed the capacity of the environment to assimilate them without impairment (Goodland, 1995). It has become commonplace for 'sustainable development' or 'sustainability' to be defined strictly in terms of environmental sustainability. Goodland (1995) has identified the overlap among economic, social, and environmental sustainability, particularly the strong linkage between economic sustainability and environmental sustainability.

According to this sustainability theory, it is therefore imperative for a destination to protect all-natural and cultural systems, which are the raw materials for tourist destinations and representing a panacea for achieving environmental and economic vitality also social justice. A necessary component of an entire system for achieving economic, social and environmental sustainability, in which environmental, economic and social reforms are as important (Goodland 1995).

The Butler's Theory of Development

Prof. Richard W. Butler's work in 1980 started a discussion about tourism **carrying capacity** and **sustainability**. He saw that tourism attractions

are fragile and need to be carefully managed so that they are not allowed to exceed their capacity limits. After all, who wants to stay at a resort that feels overcrowded and over-commercialized? As Butler points out, tourism destinations carry with them the seeds of their destruction. The trick is to manage tourism destinations so that they do not self-destruct.

The purpose of the Butler Model is to look at the way that tourist resorts, grow and develop. The tourist industry, like all industries, is dynamic and constantly changing. Therefore, the Butler Model is a way of studying tourist resorts and seeing how they change over time and with the changing demands of the tourist industry. These changes can then be compared to the predictions as shown on the model. The Butler Model (Figure 2.2.1) breaks down tourist resort development into five distinct stages. Which are:

1. Discovery/Exploration Stage

A settlement is 'explored' or 'discovered' by a small number of people who later tell others about their experiences. In time other people visit and local people seize upon the new economic opportunities provided by these visitors and provide services to meet the needs of these visitors or tourists.

2. Growth and Development Stage

More tourists arrive having heard about the place by word of mouth, articles in Travel Supplements in papers such as The Sunday Times, brochures or tourist guides. The extra tourists attracted by the publicity and people willing to visit somewhere new will lead to the building of new hotels, restaurants, shops and services to cater for the influx of people.

3. Success Stage

As more people visit the resort, the facilities are now fully utilized. At this stage mass tourism replaces what was once the original economic function of the settlement. This may cause some resentment with people in the town who have not benefited from the new industry or from the loss of distinct identity that the settlement held before. It may appear that the local culture is being diminished by a more international and non-unique culture compared to what may have existed before.

4. Problem - Stagnation Stage

Popularity may be short-lived. People may become bored with the resort once its initial appeal had waned. Little of the original natural environment will remain and negative comments about what it used to be like may lead people to find somewhere new to discover. The effect of falling tourism if a resort goes out of fashion leads to economic decline and the under-utilization of tourist infrastructure. The eventual closure of some of the businesses will lead to a rise in unemployment.

5. Decline or Rejuvenation

The tourist resort then has two options; either go into decline or rejuvenate and develop more sustainable strategies based upon lower visitor numbers.

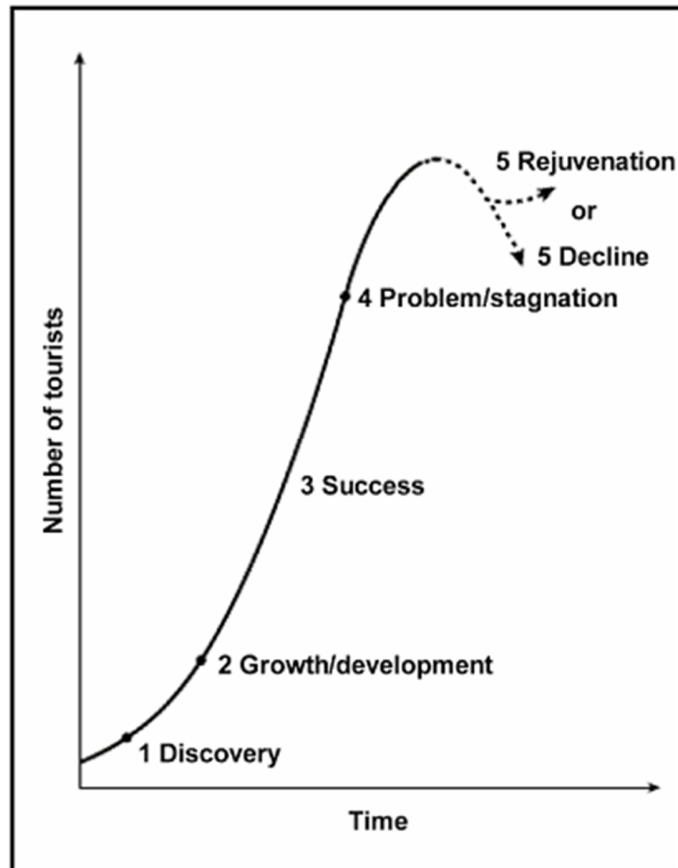


Figure 2.2.1. Hypothetical evolution of a tourist area.
Source: Butler, 1980.

In his own words, Butler explains his concept of the tourism cycle of evolution:

“Visitors will come to an area in small numbers initially, restricted by lack of access, facilities, and local knowledge. As facilities are provided and awareness grows, visitor numbers will increase. With marketing, information dissemination, and further facility provision, the area’s popularity will grow rapidly. Eventually, however, the rate of increase in visitor numbers will decline as levels of carrying capacity are reached. These may be identified in terms of environmental factors (land scarcity, water quality, air quality), physical plant (transportation, accommodation, other services), or social factors (crowding, resentment by the local population). As the attractiveness of the area declines relative to other areas, because of overuse and the impacts of visitors, the actual number

of visitors may also eventually decline." (Butler, 1980).

According to this theory, the changes in development with the changing demands of tourists should be observed to understand the stage of evolution to effect and discover means that can aid in increasing the level and growth of the destination while minimizing other negative effects such as environmental and social factors and to avoid going into the decline stage.

The Social Exchange Theory

The researcher is worried that there could be the possibility of inadequate sustainability standards, where the environmental, economic and socio-cultural aspects are not being integrated into the planning processes of establishing tourism destinations in Lagos State, and this could lead to losing these tourism resources and cultural identity in the long run. With this insight, this work focused on identifying and evaluating the sustainability standards used in the development and management of selected tourism destinations in Lagos state, Nigeria.

This study aims to explore the sustainability standards used in the development and management of selected tourism destinations in Lagos State, to know if the destinations have a long term plan where the triple bottom line of sustainability which is the environment, the economy and socio-culture are being integrated into the plan to preserve and conserve these destinations for future generations. In this context, an economically and environmentally sustainable tourism destination must produce sustainable performance, forming the basis for the development of a sustainable competitive advantage through management.

Objectives of the Study

The main objective of this study is to evaluate the sustainability standards used in the development and management of tourism destinations in Lagos state. Specifically, the work:

1. Identified the sustainability standards used in the development and management of the study area.
2. Evaluated the application of the identified sustainability standards in the development of the research area.
3. Ascertained the problems encountered in the application of sustainability standards in the study area.
4. To proffer solutions on ways to improve the sustainability standard in the development and management of the tourism destination in the study area.

Research Questions

The study was guided by the following research questions;

1. What are the sustainability standards used in the development and management of the study area?

2. How are the identified sustainability standards applied in the development of the research area?
3. What were problems encountered in the application of identified sustainability standards in the study area?
4. What possible solutions can be given in other to improve the sustainability standard of the study area?

Methodology

Research Design: The study adopted a survey research design.

Area of Study

This study was carried out at Badagry in Lagos state. Lagos state is located in the southern part of Nigeria with Ikeja as its capital and a total land area of 3,577km² where 22% of its 3,577km² are lagoons and creeks. It is bounded by Ogun State in the North and East, in the west it shares boundaries with the Republic of Benin and in the south lies the Atlantic Ocean (Wikipedia, 2016). While the state is essentially Yoruba speaking environment, it is nevertheless a socio-cultural melting point attracting both Nigerians and foreigners alike.

The study area for this research is the Badagry Local Government Area of Lagos State an ancient city located in the southwestern part of the Nigerian border with the Benin Republic. It is located at latitude 6.5°N of the Equator and Longitude 3.25°E of the Greenwich Meridian. It is bounded on the west by Porto Novo and Seme, on the North by Ilogbo, Ipokia, on the South by the Osa Lagoon and Atlantic Ocean on the east. Badagry has the Awori settlements of Ojo and Lagos, as a result of its strategic location, Badagry became a cultural transition zone at a time in its history. The municipality has a population of 241,093 and a total land size of 441Km² as a result of this rich history spanning four centuries, Badagry has become a major tourist destination along the ancient Slave Coast of West Africa.

Population for the Study:

The population of the study is 1,215 respondents made up of staff and tourists in the tourist destinations, based on the information collected from each tourist destination (Whispering Palms, Suntan Beach and The Black Heritage Museum) tourist centre in badassery, Lagos State

Sample and Sampling Techniques:

A sample size of 300 was used for the study, Simple random sampling and purposive sampling techniques were used for the study.

Instrument for Data Collection:

The instruments used in carrying out this study were questionnaires and scheduled interviews.

Data Collection Techniques:

The questionnaire was distributed to 300 respondents by the researcher in the study area, 265 copies of the questionnaire were completed with 13 incomplete copies were collected back by the researcher and 22 copies were not collected back.

Data Analysis Techniques:

The analytical tool used were mean and standard deviation, the average mean of these perceptions was 2.5, and response with a mean of 2.5 and above was regarded as agreed (indicating positive impact).

Presentation

Research question 1: What is identified sustainability standards used in the development and management of the study area?

Table 1: The identified sustainability standards used in the development and management of the study area.

S/N	FACTORS	X	SD	REMARK
Economic				
1.	The tourism destination has helped in increasing profit generation for management of the tourism attraction.	2.77	0.91	AGREED
2.	The tourism destination has helped in creating job opportunities for host communities.	2.71	0.96	AGREED
3.	The tourism destination has helped in the generation of funds for both maintenance and conservation of the tourism attraction	2.79	0.99	AGREED
4.	The tourism destination has helped in the generation of foreign exchange for the development	2.57	0.90	AGREED
5.	The tourism destination has helped in income generation for the local community through local handicrafts and arts.	2.51	0.87	AGREED
Environment				
1.	The tourism destination has helped in creating alternatives for energy consumption and waste management	1.77	0.70	DISAGREED
2.	The tourism destination has helped	2.00	0.91	AGREED

	in increasing awareness on conservation and preservation of natural resources			
3.	The tourism destination has helped in encouraging the planting conservation of indigenous trees	2.52	0.89	AGREED
4.	and shrubs to enhance the beauty of the destination	2.61	0.81	AGREED
5.	The tourism destination has helped in increasing the environmental performance of the tourism attractions	2.41	0.71	DISAGREED
1.	The tourism destination has helped in sustaining carrying capacity to have less impact on environmental quality.	2.95	0.93	AGREED
2.		2.74	0.99	AGREED
	Socio-Cultural			
3.	The tourism destination has helped in informing tourists of the cultural and natural essence of the local community	2.89	0.82	AGREED
4.		1.82	0.89	DISAGREED
5.	The tourism destination has helped in increasing awareness of the local community's cultural heritage	2.55	0.75	AGREED
	The tourism destination has helped in social exchange between tourists and local community			
	The tourism destination has helped in supporting local projects and enhancing the development of facilities and infrastructures for the host community			
	The tourism destination has helped in encouraging positive attitude towards tourism development by the host community			

Table 1 above shows the identified sustainability standards used in tourist destinations. Where the respondents agreed to all economic factors, agreed to all environmental factors except numbers 1 and 5, where it was disagreed that the destination has helped in creating alternatives for energy consumption and waste management and that it has helped in sustaining carrying capacity. All questions were agreed to in socio-cultural factor except number 4, where it was disagreed that the tourist destination has helped in supporting local

projects (From the decision rule, any mean response of 2.5 and above should be regarded as positive).

Research Question II: How are these identified sustainability standards applied in the development of the research area?

Table 2: How these identified sustainability standards are applied in the development of the research area.

S/N	FACTORS	X	SD	REMARK
Economic				
1.	The locals are employed in the tourism destination	2.77	0.91	AGREED
2.	The locals are used as tour guides in the tourism destination	2.81	0.96	AGREED
3.	The tourism destination should encourage foreign earnings through foreign investments.	2.59	0.99	AGREED
4.	The addition of unique products to encourage more economic activities in the tourism destination	2.77	0.93	AGREED
Environment				
1.	The tourism destination should provide measures for conservation/reduction of water, waste and energy management.	2.57	0.70	AGREED
2.	The use of carpool (i.e. more people using one vehicle in the destination) to reduce pollution in the tourism destination	1.70	0.91	DISAGREED
3.	The tourism destination provides information and training of staff on how to be more environmentally responsible	2.52	0.89	AGREED
4.	The tourism destination should adhere to environmental policy by environmental bodies.	2.61	0.81	AGREED
5.	The provision of signage at the destination on acceptable behavioral codes concerning environmental protection in the tourism destination	2.89	0.80	AGREED
1.		2.81	0.71	AGREED
Socio-Cultural				
2.	The tourism destination should encourage the provision of	2.95	0.73	AGREED

3.	government funds for infrastructural development.	2.74	0.99	AGREED
4.	The tourism destination should provide fiscal policies and incentives for private sector's investment	2.89	0.82	AGREED
5.	Showcasing the cultural and natural resources of the tourism attraction to attract potential tourists to the tourism destination	1.63	0.77	DISAGREED
	The tourism destination should encourage the development of local arts and crafts which constitute the cultural values of the host community			
	The presence of a representative of the host community in the decision making of the tourism destination.			

Table 2 above shows how the identified sustainability standards are applied in the development of tourist destinations. Where the respondents agreed to all questions in the economic factors, agreed to all questions in the environmental factor except number 2 where it was disagreed about the use of carpool, all questions in socio-cultural factors were agreed to except number 5, where the respondents disagreed on the presence of a representative of the host community in decision making (from the decision rule, any mean response of 2.5 and above should be regarded as a positive).

Research Question III: What are the problems encountered in the application of identified sustainability standards in the study area?

Table 3: Problems encountered in the application of identified sustainability standards in the study area.

S/N	FACTORS	X	SD	REMARK
1.	High cost of environmentally-friendly products	2.84	0.98	AGREED
2.	Lack of support from the government on funds for facilities and infrastructural development	3.11	1.34	AGREED
3.	Accessibility (bad roads to destination)	2.89	0.92	AGREED
4.	Unqualified personnel with no	2.71	0.87	AGREED

	knowledge of sustainability culture and management			
5.	Corruption/Embezzlement of funds for tourism development	2.55	0.82	AGREED
6.	Inflation in prices arising from developing tourism in the host community, to both tourists and locals	2.24	0.81	DISAGREED
7.	Irritant behavior from locals to tourists	2.82	0.96	AGREED
8.	Inadequate security measures	2.75	0.90	AGREED
9.	Insufficient sanitary infrastructures in the destination	2.66	0.81	AGREED
10.	Harassment from local youths due to joblessness	2.75	0.90	AGREED
11.	Poor performance measures in implementation of plans and	2.71	0.88	AGREED
12.	management of activities	2.99	0.97	AGREED
13.	Lack of constant monitoring and evaluation process	2.61	0.79	AGREED
14.	Inability to identify limits and	2.77	0.85	AGREED
15.	opportunities in the planning process	2.65	0.73	AGREED
	Poor branding and publicity of tourist destination			
	Delivering poor quality experience and inferior value for money			

Table 3 above shows that the respondents agreed to all questions associated with the problems encountered in the application of sustainability standards in the tourist destination, but disagreed on number 6 (from the decision rule, any mean response of 2.5 and above should be regarded as a positive)

Research question IV: What possible solutions can be given in other to improve the sustainability standards of the study area?

Table 4: possible solutions can be given in other to improve the sustainability standards of the study area

1	per Proinvestment of time in understanding the concept of sustainable development	3.22
2	Engaging in preventive maintenance measures	2.85
3	Purchasing environmentally-friendly products for	2.81

	building materials and consumables	
4	Implementation of waste management plan	2.71
5	Utmost support for natural protected areas and cultural heritage	2.69
6	Customer satisfaction is measured and corrective actions taken were appropriate	2.86
7	Motivating staff towards set sustainability standards	2.88
8	Comply with local community in decision making	2.53
9	Respect for local culture and sacred sites	2.78
10	Implementation of policy against commercial exploitation	2.80
11	Undertaking regular survey on sustainability standards	2.99
12	Use of direct labor (locals) in executing environmental projects	2.72
13	Providing socio-economic benefits to all stakeholders that are fairly distributed	2.88
14	Identification of negative impacts and use of corrective measures appropriately	2.91
15	Greater accountability (credible information to the public, especially potential foreign investors)	3.19

Table 4 above shows that the respondents agreed to all questions associated with the possible solutions that can be given in order to improve sustainability standards.

Findings of the Study

The findings of the research showed that respondents perceived the overall idea of sustainability standards as positive because the mean responses of sustainability standards were greater than 2.5. The need to identify these sustainability standards was perceived to be positive, the respondents agreed to all the possible solutions that can be given to improve the sustainability standards of the tourist destinations. The problems or challenges that can be encountered in the application of these sustainability standards are evident and also agreed to by the respondents, which shows that sustainability standards would be of great importance if properly planned and adhered to.

Discussion of Findings

Table 1 showed the identified sustainability standards used in the development and management of tourist destinations. Where the respondents

agreed that the tourist destination has helped in increasing profit generation, helped in creating job opportunities for host communities, helped in generating funds for both maintenance and conservation of the tourism attraction, helped in generation of foreign exchange and in income generation for local communities, with mean of 2.77, 2.71, 2.79, 2.57 and 2.51 mean respectively. Under the environmental factor, the respondents disagreed with the tourism destination helping in creating alternatives for energy consumption and that the tourism destination has helped in sustaining carrying capacity with mean of 1.77 and 2.41 respectively, all other answers were agreed positively to. Finally, all factors under socio-culture were agreed to accept that the tourism destination has helped in supporting local projects and enhancing the development of facilities and infrastructures for the host community with a mean of 1.82 (from the decision rule, any mean response of 2.5 and above should be regarded as a positive).

This result is in line with Manwa (2012) that for tourism to be sustainable, the community has to benefit directly from it, this will enable them to protect and conserve the resources upon which it is based.

Table 2 showed how these sustainability standards can be applied in the development of the tourist destination. Where the respondents agreed to all economic factors, that the locals are employed in the tourist destination, are used as tour guides, encourage foreign earnings and add the addition of unique products to encourage more economic activities with mean of 2.77, 2.81, 2.59, and 2.77 respectively. Under the environmental factors, the respondents agreed to the tourism destination providing measures for conservation/reduction of water, waste and energy management, providing information and training of staff on how to be more environmentally responsible, adhere to environmental policy by environmental bodies and provision of signage at the destination on acceptable behavioural codes concerning environmental protection in the tourism destination with means of 2.57, 2.52, 2.61, and 2.89, the use of carpool was disagreed to with mean of 1.70. The socio-cultural factor, the respondents agreed to encourage the provision of government funds for infrastructural development, provision fiscal policies and incentives for private sector's investment, showcasing the cultural and natural resources of the tourism attraction and encouraging the development of local arts and crafts which constitute the cultural values of the host community with the means of 2.81, 2.95, 2.74, and 2.89 respectively while the presence of a representative of the host community in decision making of the tourism destination with mean of 1.63 was disagreed to (from the decision rule, any mean response of 2.5 and above should be regarded as a positive).

This result is in line with (Fletcher et al., 2014) that indicates that the choice of tourism as a development option should be preceded by a comprehensive analysis of its impacts on the socio-cultural, environmental and economic resources from which it draws.

Table 3 showed the problems encountered in the application of identified sustainability standards in tourist destinations. Where the

respondents agreed to all problems encountered such as the High cost of environmentally-friendly products, accessibility (bad roads to destination), Unqualified personnel with no knowledge of sustainability culture and management, Irritant behaviour from locals to tourists, inadequate security measures, poor branding and publicity of tourist destination, irritant behaviour from locals to tourists, poor performance measures in the implementation of plans, inability to identify limits and opportunities, harassment from locals, delivering poor quality experiences and inferior value for money with means of 2.84, 3.11, 2.89, 2.71, 2.55, 2.82, 2.75, 2.66, 2.75, 2.71, 2.99, 2.61, 2.77, and 2.65 while the respondents disagreed on the inflation in prices arising from developing tourism in the host community with mean of 2.24 (from the decision rule, any mean response of 2.5 and above should be regarded as a positive).

This result agrees with Yasong (2008) that it is not difficult to mitigate or lessen the negative impacts of tourism development and clarify associated benefits and that this can be effectively done through tourism planning.

Table 4 showed the possible solutions that can be given in other to improve the sustainability standards of the tourist destination. Where the respondents agreed to all possible solutions, proper investment of time, engaging in preventive maintenance measures, purchasing environmentally-friendly products, support for natural resources, customer satisfaction, motivating staff towards set sustainability standards, comply with local communities, respect for the culture and sacred sites, implantation of policies, regular survey, use of direct labour, providing socio-economic benefits, identification of negative impacts and use of corrective measures, and greater accountability, with means of 3.22, 2.85, 2.81, 2.71, 2.69, 2.86, 2.88, 2.53, 2.78, 2.80, 2.99, 2.72, 2.88, 2.91 and 3.19 respectively (from the decision rule, any mean response of 2.5 and above should be regarded as a positive).

This result agrees to Rodgers (1982) where he pointed out that the past is not dead, it is alive in our nation's prehistoric and historic site, ready to reveal itself and (Okpoko, 2006) stating the relevance of Badagry towards sustainable development, in preserving these slave relics in the museum is one ensuring its survival and contributing to its management and effective utilization as well as its economic growth and community development for sustainability

Conclusion

Tourist destinations in Badagry are wealthy, it is capable of generating millions of naira if well nurtured. It can be acknowledged that tourist centres in Badagry is a critical element to sustainable tourism development. As stressed at the beginning of this paper, tourism is expected to continue its rapid growth and this growth can be harnessed not only for the enjoyment of tourists themselves but more importantly, for maximizing economic benefits and thus increasing the living standards of host communities and the country at large. At the same time, unless corrective measures are taken, it is bound to

have negative environmental, and socio-cultural impacts on those communities.

Achieving sustainable tourism is not easy work, therefore, every person should be responsible for its role towards promoting, protecting and conserving these natural and cultural resources, its concepts and challenges should properly be planned for.

Recommendations

The management of the tourist destinations should pay more attention to tourism development and put more focus on maintenance culture, as this is one of the key factors for sustainability. Good publicity, awareness (documentary of the coastal lines of Badagry) should be done to encourage visits, this is because from the results gotten from the questionnaire most tourists did not come to the destination because of the advertisement from these tourist destinations but rather from previous experiences. This means if the experiences are good enough coupled with great advertisement through effective management strategies, the tourist destination would gain more awareness and increase of tourists into the area.

Incentives should be given in the form of discounts to tourists to motivate them to travel down especially during the holiday and weekends, the funds realized can be used to improve the infrastructure, waste management system and their security services.

References

- Ayeni & Ebohon (2012). "Exploring Sustainable Tourism in Nigeria for Developmental Growth.
- Butler, R. W. (1980): "The Concept of a Tourist Area Life Cycle of Evolution: Implications for Management of Resources," in Butler R. (ed.). *The Tourism Area Life Cycle: Applications and Modifications*. Channel View Publications, Clevedon.
- Cox, N., Gyrd-Jones, R., & Gardiner, S., (2014). Internal brand management of destination brands: exploring the roles of destination management organizations and operators. *Journal of Destination Marketing and Management*, <http://dx.doi.org/10.1016/j.jdmm.2014.01.004>
- Daly, H. E. ed (1974). The economics of the steady-state. *American Economic Review*, May 15-21
- Daly, H. E. (1991). *Steady-State Economics*. Washington, DC: Island Press, 180
- Eblen, R. and Eblen, R. (1994). *The Encyclopedia of the Environment*. New York: Houghton Mifflin Company, 432-433.
- Freeman, C. (1973). Malthus with a computer *Futures*, Feb,5. Francisco: Freeman
- Goodland, R. (1995). Environmental sustainability: universal and rigorous. *Sustainable Development*.
- Haller, A. (2012). *Growth & Development Through Tourism in Conditions of*

- Liberalisation: Theme & Concepts, Paper Presented @ The 14th International Conference "Romanian rural tourism in context of Sustainable Development, Present & Prospect" 25-26 May, 2012, vatradornei, Romania.
- Long, P. H. (2012). Tourism Impacts and Support for Tourism Development in Ha Long Bay, Vietnam; An Examination of Residents Perceptions.
- Marinescu, P.; Burcea, M(2012). Information and Ecological Behaviour towards the Natural Resources Consumption of the Population of Bucharest. *AmfiteatruEcon.* XIV, 142-156.
- Manwa. (2012). Communities Understanding of Tourists and the Tourism Industry: The Lisotho Highlands Water Project. *African Journal of Business Management*, 6(2), 6667-6674.
- Okpoko, A. I. (2006) *Fundamentals of Museum Practice*; Nigeria: Afro-orbis Publications Limited.
- Rogers, T. (1982) *Nature, Culture and Identity in French Rural Tourism.* French historical studies.
- Ruttan, V. W. (1991). Sustainable growth in agricultural production: poverty, policy and science. Unpublished paper prepared for International Food Policy Research Institute Seminar on Agricultural Sustainability, Growth, and Poverty Alleviation, Feldafing, Germany, Sept. 23-27.
- Saayman, M & Niekerk, M. (2013). The influences of tourism awareness on the travel patterns and career choices of high school students in South Africa", *Tourism Review*, vol. 68 Issue: 4, pp. 19-33, <https://doi.org/10.1108/TR-09-2013-0049>.
- Stoddart, H. (2011). *A Pocket Guide to Sustainable Development Governance.* Stakeholder Forum.
- Thomas, A. (2013). Meanings & Views of Development" in Allen and Thomas (eds) *Poverty and Development in the 21st Century*, Oxford University Press, Oxford.
- UNWTO (2012): International tourism to continue robust growth in 2013. Accessed: 18.01.2014 <http://media.unwto.org/press-release/2013-01-28/international-tourism-continue-robustgrowth-2012>.
- World Tourism Organization (2013), *Tourism Highlights*, 2013 Edition.
- World Bank 1986. *Environmental Aspects of Bank Work.* The World Bank Operations Manual Statements, OMS 2.36. Washington, DC: World Bank. www.gstcouncil.org
- Yasong, A. W. (2008). Residents' Attitudes toward Tourism and Perceived Personal Benefits in A Rural Community. *Travel Research*, 47, 84-93.