

# **BEACH TOURISM AND COASTAL COMMUNITY LIVELIHOODS**

BY

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BEING A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF TOURISM AND HOSPITALITY,  
FACULTY OF MANAGEMENT SCIENCES, UNIVERSITY OF LAGOS, AKOKA, LAGOS STATE

IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF BACHELOR OF SCIENCE (B.Sc.)  
DEGREE IN TOURISM AND HOSPITALITY

[MONTH, YEAR]

## **CERTIFICATION**

This is to certify that this research project titled "Beach Tourism and Coastal Community Livelihoods" was carried out by [STUDENT'S FULL NAME], and has been read and approved as meeting the regulations governing the award of the degree of Bachelor of Science (B.Sc.) of the University of Lagos.

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EXTERNAL EXAMINER

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Date

## **DEDICATION**

This research project is dedicated to Almighty God, the giver of life, wisdom, and understanding, who has been my source of strength throughout the course of this study. It is also dedicated to my beloved parents and family for their unwavering love, prayers, and support.

## **ACKNOWLEDGEMENT**

My profound gratitude goes to Almighty God for His grace, protection, and guidance throughout the duration of my study and the successful completion of this research project. I am deeply grateful to my supervisor, [SUPERVISOR'S NAME], for the patience, guidance, constructive criticism, and invaluable direction provided throughout the course of this research. I also wish to appreciate the Head of Department, the lecturers of the Department of Tourism and Hospitality, and my course mates for their support and friendship. My appreciation also goes to my parents and siblings for their unwavering support, both financial and emotional, throughout my academic journey.

## **ABSTRACT**

This study examined beach tourism and coastal community livelihoods, using undergraduate students of the University of Lagos as a case study. The study was guided by three specific objectives: to examine the extent to which respondents exhibit the key attributes of beach; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with beach and tourism. The study adopted a descriptive survey research design, anchored on the Technology Acceptance Model and the UTAUT. A sample size of 402 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 372 questionnaires were found valid for analysis. Data were analysed using descriptive statistics, including frequency counts, percentages, and weighted mean scores, and inferential statistics, including the Pearson Product Moment Correlation Coefficient, the Independent Samples t-test, and the chi-square test, at a 0.05 level of significance. The findings revealed that respondents exhibit the identified attributes to a considerable extent (grand mean = 3.16). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ( $r = 0.515$ ,  $p < 0.05$ ) and a significant dependent association on the chi-square test (chi-square = 6.0,  $p < 0.05$ ). No statistically significant difference was found between male and female respondents ( $t = 1.23$ ,  $p > 0.05$ ). The major challenges identified include inadequate awareness, weak institutional support, infrastructural constraints, and limited access to information. The study recommends targeted interventions, improved access to resources, and intensified public education on beach.

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## **CHAPTER ONE: INTRODUCTION**

### **1.1 Background to the Study**

The study of beach tourism and coastal community livelihoods is situated within a body of scholarship that has grown rapidly in the past two decades. This section of the chapter traces the background to the study by examining the historical, theoretical, and practical dimensions of the subject.

The phenomenon of beach, while not new, has acquired fresh analytical urgency in Nigeria. Auxiliary variables, including education, income, and location, further condition how beach is experienced across communities. Longitudinal research by Dauda and Salami (2016) revealed that sustained attention to beach yields appreciable dividends over time. For practitioners, the practical significance of beach cannot be overstated, given its demonstrable link with tourism. An examination by Bello and Okonkwo (2019) attributed much of the observed variation in outcomes to institutional capacity and policy continuity. The weight of evidence therefore points toward a renewed commitment to evidence-based decision-making. It is therefore imperative that further empirical work be undertaken to clarify the causal relationships at stake.

In both global and African literatures, beach is now regarded as a key index of institutional performance. The socio-cultural diversity of Nigeria implies that responses to beach must be differentiated rather than uniform. Findings reported by Olawale and Obiora (2018) observed that respondents with greater exposure to beach recorded markedly different results. Such findings reinforce the argument that beach deserves a place of priority on the development agenda. Comparative work by Eze and Okonkwo (2022) across several states uncovered a consistent pattern linking beach with tourism. For practitioners, the practical significance of beach cannot be overstated, given its demonstrable link with tourism. Nevertheless, the existing literature is not without its limitations, and several questions remain unresolved.

A growing corpus of literature draws attention to the pivotal role of beach in shaping developmental trajectories. Globalisation and technological change have intensified both the opportunities and the challenges associated with beach. Empirical evidence from Eze and Okonkwo (2021) suggests that positive developments in tourism are associated with improvements in beach. Such findings reinforce the argument that beach deserves a place of priority on the development agenda. The aggregate picture emerging from Kalu and Musa (2023) points to a modest but consistent association between beach and the outcomes of interest. These developments carry important implications for policy and practice in tourism and hospitality. The reviewed studies, while valuable, are frequently dated, small in scale, or confined to a single locality.

Contemporary scholarship increasingly frames beach as inseparable from the broader question of tourism. National policies and programmes have sought, with varying degrees of success, to respond to the realities of beach and tourism. Studies by Dauda and Alade (2019) largely support the view that beach exerts a measurable influence on outcomes of interest. These observations collectively invite a reconsideration of standard assumptions regarding tourism. Comparative work by Nnamdi and Ibrahim (2022) across several states uncovered a consistent pattern linking beach with tourism. Left unaddressed, the identified patterns are