

## PROJECT HIGHLIGHTS AND RESULTS

- 300 trees were planted covering about 2.5 Km of beach front;
- 48 local tour guides and 18 boat operators were trained in visitor handling and safety. Afterwards participants organized themselves in an association;
- 136 local participants trained in local art and craft production;
- 7 000 copies of a new visitor guide book as well as tourist maps were developed and distributed in all major tourist spots in the town;
- Formation of the Small Scale Allied Tourism Enterprise (S.C.A.T.E.), a multi-stakeholder body, to support tourism advocacy beyond the end of the COAST Project;
- Resuscitation of the craft and souvenir skill as a cottage industry;
- New tourism products like boat safari, village excursions, cultural experiences and nature trails were developed;
- Awareness created on the negative impacts of improper waste disposal on the health of the local people and the environment.



FOR MORE INFORMATION ON THE COAST PROJECT AND OTHER RELATED ACTIVITIES IN BADAGRY, NIGERIA, PLEASE CONTACT THE FOLLOWING:

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# SUSTAINABLE COASTAL TOURISM IN NIGERIA

## LESSONS FROM BADAGRY



**ABOUT THE BADAGRY DEMO SITE**

With a 700 km coastline, tourism is increasingly being considered as a sector with important potential for growth and economic diversification in coastal areas in Nigeria. In Badagry, a heritage town near Nigeria’s border with Benin, large scale tourism infrastructure are transforming the Badagry waterfront and boosting the local economy. However deficient waste management and lack of capacity in tourism management may hamper the town’s tourism potential.

Badagry was a focal point of the slave trade in Nigeria and the first place in the country where Christianity was introduced. Various historic buildings and sites in and around the town reflect the area’s heritage and a number are open as visitor attractions. The area has considerable natural assets, including a waterfront on the west side of the town along Badagry Creek and a long expanse of Atlantic beach with coconut palms.

*“...The COAST Project was developed with an aim of reducing the harmful impacts of tourism practices to the coastal ecosystems....”*

**OVERVIEW OF THE COAST PROJECT**

The Collaborative Actions for Sustainable Tourism (COAST) Project was implemented over a five year period (January 2009 - June 2014) in nine sub-Saharan African countries (Cameroon, The Gambia, Ghana, Kenya, Mozambique, Nigeria, Senegal, Seychelles and Tanzania). The project was developed with an aim of reducing the harmful impacts of tourism practices to the coastal ecosystems. It was a Global Environment Facility (GEF) funded Project with the United Nations Environment Programme (UNEP) as the implementing agency and United Nations Industrial Development Organization (UNIDO) as executing agency in partnership with the United Nations World Tourism Organization (UNWTO).

**THE COAST PROJECT IN NIGERIA**

The COAST Project implemented activities at the Badagry Demo Site focusing on Eco-tourism. This Eco-tourism work followed UNWTO’s, ‘Sustainable Tourism – Eliminating Poverty’ (ST-EP) approach. Project activities were implemented by a Demo Site Management Committee (DSMC) comprising of: private sector, civil society organization and government representatives. One of the Lagos State Government employees in the Badagry Museum was seconded to act as the Demo Project Coordinator.

**ENVIRONMENT**

**ENVIRONMENT KEY FACTS**

- Badagry Coastline length: approximately 50 km;
- Badagry coastal area under regular clean up: 30%;
- Flagship species under threat: Marine Turtles, Monkeys and Pythons, among others.

**ENVIRONMENTAL CHALLENGES**

- Mangrove destruction;
- Pollution and poor waste management practices;
- Rising human socio-economic activities on the fragile coastline area (e.g. sand mining);
- Policy overlaps and general enforcement failures;
- Rising sea water levels changing the lagoon salinity levels;
- Unplanned and unregulated tourism development;
- Depletion of the Coconut Plantation.

**TOURISM**

**TOURISM KEY FACTS**

- Contribution to national GDP: 2.5%;
- Number of tourists/visitors to Badagry: 90 000 (2013).

**MAJOR TOURISM FEATURES OF BADAGRY**

- Wide sandy beaches;
- Wide variety of marine life forms;
- Increasing number of small hotels and guest houses;
- Increasing interest as a weekend destination for the middle class and expatriate communities from Lagos;
- Presence of thriving heritage tourism with a focus on the Slave Route and other heritage experiences;
- Zoological garden.



The project focused on developing self-employment opportunities in the cultural sector in Badagry and enhancing the interpretation of Badagry’s rich heritage. Improvement of environmental management around tourism sites and involvement of local government bodies in improved management of these tourism and cultural assets were other components of the project.

Between November 2012 and June 2014, the COAST Project activities contributed to creating awareness about, and interpretation and understanding of the Badagry heritage sites, as well as to strengthening the involvement of communities in local tourism services. As a result of it, more than 200 people received vocational training, and trading benefits to communities from engagement with tourists were improved. These additional sources of income for local people have helped to diversify their livelihoods. Customer care in tour guiding to the “Point-Of-No-Return” was enhanced and formalized through the establishment of a formal Tour Guides Association.

**Key Activities implemented under the Eco-Tourism Thematic Area included:**

- A partnership between communities and the Badagry Heritage Museum to develop the arts and crafts sector;
- Enhancing the Slave Route and the “Point-Of-No-Return” circuit to the Gberefu beach;
- Better quality Tours including boat guiding, town guiding and development of tourist routes and information;
- Restoration and protection of the Gberefu beach;
- Building tourism management capacity in local government offices;
- Organization of beach clean ups;
- Sensitization Lectures on Waste Management;
- Formation of a Livelihood Analysis Team.

**DSMC STAKEHOLDER MEMBERS IN BADAGRY**

Organization	Type of organization (Private sector/NGO/CBO/Government)
Society of Badagry Artists	CBO
Africa Renaissance Foundation	NGO
Small Scale Allied Tourism Enterprise (SCATE)	CBO
Hoteliers Association, Badagry	CBO
Badagry Local Government	Government
Association of Badagry Tour Guides	CBO

