

COMMUNITY ATTITUDES TOWARDS TOURISTS IN HOST TOWNS

BY

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[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Community Attitudes Towards Tourists in Host Towns" 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.

PROJECT SUPERVISOR

Date

HEAD OF DEPARTMENT

Date

EXTERNAL EXAMINER

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.

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ABSTRACT

This study examined community attitudes towards tourists in host towns, 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 community; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with community and attitudes. The study adopted a descriptive survey research design, anchored on the Technology Acceptance Model and the UTAUT. A sample size of 405 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 382 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 = 2.99). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.461$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 6.61, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.07$, $p > 0.05$). 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 community.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of community attitudes towards tourists in host towns 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.

Contemporary scholarship increasingly frames community as inseparable from the broader question of attitudes. Nigeria's federal structure and its diverse cultural geography ensure that the experience of community varies considerably from one region to another. Field evidence gathered by Adebayo and Obiora (2016) suggested that stakeholder engagement materially improves the results achieved in matters of community. The weight of evidence therefore points toward a renewed commitment to evidence-based decision-making. An examination by Umeh and Ibrahim (2019) attributed much of the observed variation in outcomes to institutional capacity and policy continuity. Accordingly, there is a growing consensus that deliberate policy action is required. The reviewed studies, while valuable, are frequently dated, small in scale, or confined to a single locality.

The salience of community in national discourse has grown steadily, driven by changing social conditions and technological penetration. National policies and programmes have sought, with varying degrees of success, to respond to the realities of community and attitudes. Empirical evidence from Kalu and Adeniyi (2021) suggests that positive developments in attitudes are associated with improvements in community. The weight of evidence therefore points toward a renewed commitment to evidence-based decision-making. Studies by Dauda and Nwosu (2019) largely support the view that community exerts a measurable influence on outcomes of interest. These observations collectively invite a reconsideration of standard assumptions regarding attitudes. Despite these advances, notable gaps persist, particularly with respect to context-specific evidence from Nigeria.

The salience of community in national discourse has grown steadily, driven by changing social conditions and technological penetration. Federal and state governments have initiated several reforms, yet implementation gaps continue to constrain progress in matters of community. Comparative work by Dauda and Nwosu (2022) across several states uncovered a consistent pattern linking community with attitudes. These developments carry important implications for policy and practice in tourism and hospitality. Evidence assembled by Ogunlana and Nnamdi (2015) across twelve states underscored the heterogeneity of outcomes linked to community. For practitioners, the practical significance of community cannot be overstated, given its demonstrable link with attitudes. A recurring weakness in the literature concerns the difficulty of isolating the precise influence of {k0} from confounding factors.

The phenomenon of community, while not new, has acquired fresh analytical urgency in Nigeria. Economic pressures and resource scarcity frequently determine the pace at which community advances in practice. Research by Aderemi and Salami (2021) using mixed methods provided particularly rich insight into the