

CRAFT MARKETS AND TOURIST SPENDING

BY

[STUDENT'S FULL NAME]

[MATRIC NUMBER]

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[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Craft Markets and Tourist Spending" 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 craft markets and tourist spending, 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 craft; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with craft and markets. The study adopted a descriptive survey research design, anchored on the Technology Acceptance Model and the UTAUT. A sample size of 403 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 374 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 = 3.03). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.491$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 5.38, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.17$, $p > 0.05$). 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 craft.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of craft markets and tourist spending 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.

Few subjects attract as much policy interest in contemporary Nigeria as the question of craft. Federal and state governments have initiated several reforms, yet implementation gaps continue to constrain progress in matters of craft. Studies conducted within the West African subregion by Ekwueme and Umeh (2018) reached conclusions broadly consistent with the Nigerian evidence. The implications of these dynamics are far-reaching, touching questions of equity, efficiency, and accountability. Evidence assembled by Bello and Adigun (2015) across twelve states underscored the heterogeneity of outcomes linked to craft. These developments carry important implications for policy and practice in tourism and hospitality. Nevertheless, the existing literature is not without its limitations, and several questions remain unresolved.

Few subjects attract as much policy interest in contemporary Nigeria as the question of craft. Public institutions at the federal, state, and local levels have developed programmes that seek to mainstream craft into routine governance. Ibrahim and Okonkwo (2020), in a survey of relevant stakeholders, concluded that the benefits of craft are unevenly distributed across groups. Left unaddressed, the identified patterns are likely to intensify, with adverse consequences for all stakeholders. The aggregate picture emerging from Salami and Obiora (2023) points to a modest but consistent association between craft and the outcomes of interest. For practitioners, the practical significance of craft cannot be overstated, given its demonstrable link with markets. Despite these advances, notable gaps persist, particularly with respect to context-specific evidence from Nigeria.

craft, when examined in relation to markets, reveals complex and often paradoxical dynamics. Within Lagos State, the country's most populous commercial hub, the dynamics of craft are observed in their starkest form. Findings reported by Salami and Obiora (2018) observed that respondents with greater exposure to craft recorded markedly different results. Such findings reinforce the argument that craft deserves a place of priority on the development agenda. Research by Osinachi and Okonkwo (2021) using mixed methods provided particularly rich insight into the mechanisms connecting craft and markets. These observations collectively invite a reconsideration of standard assumptions regarding markets. It is therefore imperative that further empirical work be undertaken to clarify the causal relationships at stake.

In recent years, craft has emerged as a central theme in scholarly discourse on tourism and hospitality. Nigeria's federal structure and its diverse cultural geography ensure that the experience of craft varies considerably from one region to another. Empirical evidence from Nwosu and Adigun (2021) suggests that positive developments in markets are associated with improvements in craft. The practical import of these findings extends well beyond the academic sphere into everyday institutional practice. Findings reported by