

EFFECT OF INSECURITY ON HOTEL OCCUPANCY RATES

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 "Effect of Insecurity on Hotel Occupancy Rates" 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.

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 effect of insecurity on hotel occupancy rates, 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 effect; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with effect and insecurity. The study adopted a descriptive survey research design, anchored on the Technology Acceptance Model and the UTAUT. A sample size of 393 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 358 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 ($r = 0.46$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 9.05, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.31$, $p > 0.05$). 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 effect.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of effect of insecurity on hotel occupancy rates 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.

Scholars have long recognised effect as a critical determinant of outcomes in tourism and hospitality. Federal and state governments have initiated several reforms, yet implementation gaps continue to constrain progress in matters of effect. Longitudinal research by Umeh and Bello (2016) revealed that sustained attention to effect yields appreciable dividends over time. Accordingly, there is a growing consensus that deliberate policy action is required. Longitudinal research by Aderemi and Adigun (2016) revealed that sustained attention to effect yields appreciable dividends over time. These observations collectively invite a reconsideration of standard assumptions regarding insecurity. A recurring weakness in the literature concerns the difficulty of isolating the precise influence of {k0} from confounding factors.

Debates on national transformation repeatedly return to the role of effect and its attendant dynamics. Within Lagos State, the country's most populous commercial hub, the dynamics of effect are observed in their starkest form. Field evidence gathered by Ekwueme and Adeniyi (2016) suggested that stakeholder engagement materially improves the results achieved in matters of effect. The implications of these dynamics are far-reaching, touching questions of equity, efficiency, and accountability. Findings reported by Nwosu and Osinachi (2018) observed that respondents with greater exposure to effect recorded markedly different results. Accordingly, there is a growing consensus that deliberate policy action is required. Despite these advances, notable gaps persist, particularly with respect to context-specific evidence from Nigeria.

In recent years, effect has emerged as a central theme in scholarly discourse on tourism and hospitality. Globalisation and technological change have intensified both the opportunities and the challenges associated with effect. Studies by Nwosu and Osinachi (2019) largely support the view that effect exerts a measurable influence on outcomes of interest. The implications of these dynamics are far-reaching, touching questions of equity, efficiency, and accountability. The aggregate picture emerging from Ogunlana and Oyelaran (2023) points to a modest but consistent association between effect and the outcomes of interest. Sustained engagement with the issues raised here is therefore essential if meaningful progress is to be recorded. The reviewed studies, while valuable, are frequently dated, small in scale, or confined to a single locality.

Scholars have long recognised effect as a critical determinant of outcomes in tourism and hospitality. Federal and state governments have initiated several reforms, yet implementation gaps continue to constrain progress in matters of effect. A notable study by Ekwueme and Nwosu (2017) argued that the impact of effect is substantially mediated by the quality of institutions. Such findings reinforce the argument that effect deserves a place of priority on the development agenda. Studies conducted within the West African subregion by Ekwueme and Chukwu (2018) reached conclusions broadly consistent with the Nigerian evidence. Sustained