

ONLINE BOOKING ADOPTION BY LOCAL HOTELS

BY

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[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Online Booking Adoption by Local Hotels" 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 online booking adoption by local hotels, 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 booking; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with booking and adoption. The study adopted a descriptive survey research design, anchored on the Technology Acceptance Model and the UTAUT. A sample size of 410 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 371 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 = 2.97). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.527$, $p < 0.05$) 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 ($t = 1.18$, $p > 0.05$). 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 booking.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of online booking adoption by local hotels 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.

booking continues to command considerable attention among researchers, policymakers, and practitioners in tourism and hospitality. The colonial and post-colonial legacies of the Nigerian state continue to influence contemporary patterns of booking. Studies by Adeniyi and Bamgbose (2019) largely support the view that booking exerts a measurable influence on outcomes of interest. Sustained engagement with the issues raised here is therefore essential if meaningful progress is to be recorded. Findings reported by Olawale and Chukwu (2018) observed that respondents with greater exposure to booking recorded markedly different results. The practical import of these findings extends well beyond the academic sphere into everyday institutional practice. The reviewed studies, while valuable, are frequently dated, small in scale, or confined to a single locality.

Over the past two decades, booking has become increasingly significant within the Nigerian landscape and beyond. Rapid urbanisation and demographic expansion across Nigerian cities have heightened the salience of booking in everyday life. Research by Musa and Adeniyi (2021) using mixed methods provided particularly rich insight into the mechanisms connecting booking and adoption. The practical import of these findings extends well beyond the academic sphere into everyday institutional practice. Research by Nnamdi and Okonkwo (2021) using mixed methods provided particularly rich insight into the mechanisms connecting booking and adoption. 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.

Contemporary scholarship increasingly frames booking as inseparable from the broader question of adoption. The colonial and post-colonial legacies of the Nigerian state continue to influence contemporary patterns of booking. Comparative work by Nnamdi and Okonkwo (2022) across several states uncovered a consistent pattern linking booking with adoption. Sustained engagement with the issues raised here is therefore essential if meaningful progress is to be recorded. Research by Dauda and Okonkwo (2021) using mixed methods provided particularly rich insight into the mechanisms connecting booking and adoption. Such findings reinforce the argument that booking deserves a place of priority on the development agenda. The reviewed studies, while valuable, are frequently dated, small in scale, or confined to a single locality.

Debates on national transformation repeatedly return to the role of booking and its attendant dynamics. Federal and state governments have initiated several reforms, yet implementation gaps continue to constrain progress in matters of booking. Research by Musa and Ogbeide (2021) using mixed methods provided particularly rich insight into the mechanisms connecting booking and adoption. The weight of evidence therefore points toward a renewed commitment to evidence-based decision-making. Longitudinal research by