

PATRONAGE OF LOCAL HOTELS BY BUSINESS TRAVELLERS

BY

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[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Patronage of Local Hotels by Business Travellers" 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 patronage of local hotels by business travellers, 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 patronage; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with patronage and local. The study adopted a descriptive survey research design, anchored on the Technology Acceptance Model and the UTAUT. A sample size of 417 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 388 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 = 3.1). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.458$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 5.37, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.22$, $p > 0.05$). 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 patronage.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of patronage of local hotels by business travellers 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 patronage. Public institutions at the federal, state, and local levels have developed programmes that seek to mainstream patronage into routine governance. Empirical evidence from Nnamdi and Aderemi (2021) suggests that positive developments in local are associated with improvements in patronage. The cumulative effect of these dynamics is a situation that demands urgent and coordinated intervention. Research by Adekunle and Nnamdi (2021) using mixed methods provided particularly rich insight into the mechanisms connecting patronage and local. The practical import of these findings extends well beyond the academic sphere into everyday institutional practice. A recurring weakness in the literature concerns the difficulty of isolating the precise influence of {k0} from confounding factors.

Over the past two decades, patronage has become increasingly significant within the Nigerian landscape and beyond. Globalisation and technological change have intensified both the opportunities and the challenges associated with patronage. Empirical evidence from Osinachi and Ogunlana (2021) suggests that positive developments in local are associated with improvements in patronage. These observations collectively invite a reconsideration of standard assumptions regarding local. Research by Chukwu and Umeh (2021) using mixed methods provided particularly rich insight into the mechanisms connecting patronage and local. For practitioners, the practical significance of patronage cannot be overstated, given its demonstrable link with local. It is therefore imperative that further empirical work be undertaken to clarify the causal relationships at stake.

The salience of patronage in national discourse has grown steadily, driven by changing social conditions and technological penetration. Rapid urbanisation and demographic expansion across Nigerian cities have heightened the salience of patronage in everyday life. The work of Chukwu and Umeh (2023) extended earlier analyses by demonstrating that local reinforces the effects of patronage. Sustained engagement with the issues raised here is therefore essential if meaningful progress is to be recorded. Empirical evidence from Alade and Adigun (2021) suggests that positive developments in local are associated with improvements in patronage. The practical import of these findings extends well beyond the academic sphere into everyday institutional practice. Despite these advances, notable gaps persist, particularly with respect to context-specific evidence from Nigeria.

patronage occupies a prominent position in contemporary debates about local and national development. Evidence from national agencies indicates that patronage has grown considerably in recent times, underscoring the need for systematic inquiry. Longitudinal research by Ekwueme and Famuyide (2016)