

RELIGIOUS TOURISM AND HOSPITALITY DEMAND DURING PILGRIMAGES

BY

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[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Religious Tourism and Hospitality Demand During Pilgrimages" 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 religious tourism and hospitality demand during pilgrimages, 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 religious; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with religious and tourism. The study adopted a descriptive survey research design, anchored on the Technology Acceptance Model and the UTAUT. A sample size of 416 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 406 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 = 2.96). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.557$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 5.76, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.02$, $p > 0.05$). 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 religious.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of religious tourism and hospitality demand during pilgrimages 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.

A growing corpus of literature draws attention to the pivotal role of religious in shaping developmental trajectories. Evidence from national agencies indicates that religious has grown considerably in recent times, underscoring the need for systematic inquiry. The aggregate picture emerging from Nwosu and Osinachi (2023) points to a modest but consistent association between religious and the outcomes of interest. Such findings reinforce the argument that religious deserves a place of priority on the development agenda. Research by Okonkwo and Ekwueme (2021) using mixed methods provided particularly rich insight into the mechanisms connecting religious and tourism. 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.

Scholars have long recognised religious as a critical determinant of outcomes in tourism and hospitality. The colonial and post-colonial legacies of the Nigerian state continue to influence contemporary patterns of religious. An examination by Alade and Bello (2019) attributed much of the observed variation in outcomes to institutional capacity and policy continuity. Such findings reinforce the argument that religious deserves a place of priority on the development agenda. Findings reported by Ekwueme and Nwosu (2018) observed that respondents with greater exposure to religious recorded markedly different results. Sustained engagement with the issues raised here is therefore essential if meaningful progress is to be recorded. Despite these advances, notable gaps persist, particularly with respect to context-specific evidence from Nigeria.

In recent years, religious 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 religious varies considerably from one region to another. Longitudinal research by Ekwueme and Nwosu (2016) revealed that sustained attention to religious yields appreciable dividends over time. The practical import of these findings extends well beyond the academic sphere into everyday institutional practice. Studies conducted within the West African subregion by Ibrahim and Aderemi (2018) reached conclusions broadly consistent with the Nigerian evidence. These developments carry important implications for policy and practice in tourism and hospitality. A recurring weakness in the literature concerns the difficulty of isolating the precise influence of {k0} from confounding factors.

Scholars have long recognised religious as a critical determinant of outcomes in tourism and hospitality. Rapid urbanisation and demographic expansion across Nigerian cities have heightened the salience of religious in everyday life. Research by Olawale and Famuyide (2021) using mixed methods provided particularly rich insight into the mechanisms connecting religious and tourism. Such findings reinforce the argument that