

SIGNAGE AND DIRECTION TO TOURIST ATTRACTIONS

BY

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[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Signage and Direction to Tourist Attractions" 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 signage and direction to tourist attractions, 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 signage; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with signage and direction. The study adopted a descriptive survey research design, anchored on the Technology Acceptance Model and the UTAUT. A sample size of 419 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 401 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 = 2.98). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.586$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 8.46, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.19$, $p > 0.05$). 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 signage.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of signage and direction to tourist attractions 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.

In recent years, signage has emerged as a central theme in scholarly discourse on tourism and hospitality. Federal and state governments have initiated several reforms, yet implementation gaps continue to constrain progress in matters of signage. An examination by Ekwueme and Adebayo (2019) attributed much of the observed variation in outcomes to institutional capacity and policy continuity. Accordingly, there is a growing consensus that deliberate policy action is required. Comparative work by Adeniyi and Alade (2022) across several states uncovered a consistent pattern linking signage with direction. Such findings reinforce the argument that signage 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.

The phenomenon of signage, while not new, has acquired fresh analytical urgency in Nigeria. Federal and state governments have initiated several reforms, yet implementation gaps continue to constrain progress in matters of signage. Research by Adeniyi and Bello (2021) using mixed methods provided particularly rich insight into the mechanisms connecting signage and direction. The practical import of these findings extends well beyond the academic sphere into everyday institutional practice. The work of Bamgbose and Kalu (2023) extended earlier analyses by demonstrating that direction reinforces the effects of signage. 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.

The phenomenon of signage, while not new, has acquired fresh analytical urgency in Nigeria. The Nigerian context presents peculiar challenges, ranging from infrastructural deficits to institutional weaknesses, which shape the manner in which signage unfolds. Studies by Bamgbose and Kalu (2019) largely support the view that signage 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. The aggregate picture emerging from Famuyide and Ibrahim (2023) points to a modest but consistent association between signage and the outcomes of interest. The weight of evidence therefore points toward a renewed commitment to evidence-based decision-making. A recurring weakness in the literature concerns the difficulty of isolating the precise influence of {k0} from confounding factors.

Contemporary scholarship increasingly frames signage as inseparable from the broader question of direction. The colonial and post-colonial legacies of the Nigerian state continue to influence contemporary patterns of signage. Comparative work by Famuyide and Obiora (2022) across several states uncovered a consistent pattern linking signage with direction. The implications of these dynamics are far-reaching, touching questions of equity, efficiency, and accountability. Comparative work by Adebayo and Adigun (2022) across several