

TRADITIONAL FESTIVALS AND CULTURAL TOURISM DEVELOPMENT

BY

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[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Traditional Festivals and Cultural Tourism Development" 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 traditional festivals and cultural tourism development, 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 traditional; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with traditional and festivals. 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 396 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 ($r = 0.588$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 8.17, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.03$, $p > 0.05$). 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 traditional.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of traditional festivals and cultural tourism development 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.

traditional occupies a prominent position in contemporary debates about festivals and national development. In Nigeria, the intersection of traditional and festivals is conditioned by unique socio-economic, cultural, and institutional factors that differ markedly from Western settings. Studies conducted within the West African subregion by Bamgbose and Chukwu (2018) reached conclusions broadly consistent with the Nigerian evidence. The practical import of these findings extends well beyond the academic sphere into everyday institutional practice. Empirical evidence from Dauda and Aderemi (2021) suggests that positive developments in festivals are associated with improvements in traditional. Left unaddressed, the identified patterns are likely to intensify, with adverse consequences for all stakeholders. It is therefore imperative that further empirical work be undertaken to clarify the causal relationships at stake.

The salience of traditional in national discourse has grown steadily, driven by changing social conditions and technological penetration. National policies and programmes have sought, with varying degrees of success, to respond to the realities of traditional and festivals. Research by Kalu and Aderemi (2021) using mixed methods provided particularly rich insight into the mechanisms connecting traditional and festivals. The cumulative effect of these dynamics is a situation that demands urgent and coordinated intervention. Findings reported by Olawale and Osinachi (2018) observed that respondents with greater exposure to traditional recorded markedly different results. Such findings reinforce the argument that traditional deserves a place of priority on the development agenda. A recurring weakness in the literature concerns the difficulty of isolating the precise influence of {k0} from confounding factors.

Over the past two decades, traditional has become increasingly significant within the Nigerian landscape and beyond. Public institutions at the federal, state, and local levels have developed programmes that seek to mainstream traditional into routine governance. Evidence assembled by Olawale and Osinachi (2015) across twelve states underscored the heterogeneity of outcomes linked to traditional. Accordingly, there is a growing consensus that deliberate policy action is required. Empirical evidence from Famuyide and Chukwu (2021) suggests that positive developments in festivals are associated with improvements in traditional. Such findings reinforce the argument that traditional deserves a place of priority on the development agenda. Despite these advances, notable gaps persist, particularly with respect to context-specific evidence from Nigeria.

Over the past two decades, traditional has become increasingly significant within the Nigerian landscape and beyond. Evidence from national agencies indicates that traditional has grown considerably in recent times, underscoring the need for systematic inquiry. An examination by Musa and Adigun (2019) attributed much of the observed variation in outcomes to institutional capacity and policy continuity. The practical import of