

An Assessment of Security Challenges Facing Hospitality and Tourism Industries.

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Abstract- Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited (World Tourism Organization (2020) This study access the security challenges facing hospitality industry in selected hospitality industry in Ikere Ekiti Ekiti State Nigeria, and the effect of security challenges on the industry. A survey was conducted on 70 respondents using a Purposive sampling technique, the descriptive statistics of frequency counts and mean are used. The modified four point Likert-type rating scale is adopted for the questionnaire. The result indicated there is significant security challenge faced by hospitality and tourism industries in Ikere Ekiti. Ekiti State Nigeria. The study recommends, that Adequate security facilities should be provided in hospitality and tourism industries, and security apparatus such as Close Circuit Camera (CCTV) and security guard service checklist) should be put in place by tourism and hospitality practitioners to curb security and safety threats in the industry.

Indexed Terms- Assessment, Security, Challenges, Hospitality and Tourism

I. INTRODUCTION

Hospitality industries providing of service as well as demonstrating consistent excellence and quality, hospitality should be a location where people can still be exceptional individuals and they can extend their own personality and style (Hogan, 2008). The hospitality and tourism industries are the fastest-growing industries in the world (Walker, 2019).

Tourism activities involved travelling to and staying in places outside their usual place of living to another destination for a period not more than one year for leisure, business or other purposes (World Tourism Organisation, 2017)

Since tourism concern with movement of people from their homes to various location, safety and security of lives and properties of these people have been one of the main function of tourism destination provider.

Achumba, Ighomereho, and Akpor-Robaro (2013) describe security and safety threat from two perspectives; firstly, is the state of being open or subject to danger or threat of danger, where danger is the condition of being susceptible to harm or injury. Secondly, is the state of being exposed to risk or anxiety, where anxiety is a vague unpleasant emotion that is experienced in anticipation of some misfortunes? These definitions of security and safety challenge underscore a major point that those affected by it are not only uncertain or unaware of what would happen but they are also vulnerable to the consequences when they occur.

The hospitality industry is one of the most exposed industries to crime. Crises have become frequent and complex more than ever affecting the industries and other related activities. it is better to be well equipped in other to mitigate and minimize the potential effects of these crises, whether it is natural or man-made. The security challenges posed by kidnappings and Boko Haram is serious, but equally damaging is the distraction that the challenges of these crimes pose to the broader agendas of both Federal and State governments.

Security and Safety are key to providing quality in tourism, and should be an overriding objective of

tourism destinations (United Nations World Tourism Organisation, 2020). According to Holloway, Addison and Harlow. (1998) (1998) Issue of safety and security is important to the image of tourism and hospitality environment and for visitor's satisfaction. Tourists will form an image based on a combination of cost, climate, scenery, personal safety and sanitation. For a tourist destination to remain successful, it most addressing these issues is vital security. Maxwell, (2019) on his own opined believed that adequate availability of security personnel and facility in tourism and hospitality industry contribute significantly to the security atmosphere of the industry.

The responsibilities of the security department is to make sure that guest and employees are safe and properties are prevented from damage pro-active safety and security planning is an essential in their operations. The number of terrorist attacks against tourism and hospitality industry throughout the world in recent time has underscored the need to assess each location and provide security solutions for both facilities and the people who populate them.

The solution security challenges are tools meant for security department that with help facilitate the activities of the security personnel, the tools are CCTV, metal detector device chemical/bomb detectors etc. Every security department in hospitality industries should base on current intelligence and provides a thorough evaluation of the locality, and reliable, practical solutions to close vulnerability gaps, protect assets personnel and guest of hospitality establishment. Hence, this study intends to assess the security challenges on hospitality and tourism industries.

Area of the Study

This research was carried out in Ikere Ekiti Local Government of Ekiti state. The town is located between Ado-Ekiti and Akure Ondo State According to the 2006 census recorded the population was 147,355. It is one town local government with adjourned farm settlement and camps.

The local government is bounded on North by Ado-Ekiti, the Ekiti state capital. On the East by Ise/Orun local government area of Ekiti state, on the south by

Akure north local government local government of Ondo State Ikere Ekiti is endowed with magnificent hills, including Orole and Olosunta.

Statement of the Problem

Security challenges facing the hospitality and tourism industry could expose customers to many risks, making them dissatisfied with services, and could create a high level of customer satisfaction and large turnover, also could forcing many hospitality industries out of business. In Ikere Ekiti, where over fifteen (15) Hospitality and Tourism destination are presently established, the deplorable social/security situation in the last five years makes survival for the businesses difficult.

Specifically, most tourism and hospitality industries are struggling to remain in the business as a result of obvious security threat caused by the level of business activities within the premises offering direct and indirect employment to the populace. it also provide indirect employment for the local population has been abused and used as a ploy to commit covert crimes in the industries, thereby worsening security situations within the business environment. In the light of this, the present study intends to assess the security challenges on hospitality and tourism industries.

Purpose of the Study

The objective of this research is to assess the security challenges on hospitality and tourism industries. the study is set to:

1. Investigate various security facilities in hospitality and tourism industries in Ikere Ekiti.
2. Examine the security challenges faced by hospitality and tourism industries

Research Questions

The following research questions are raised;

1. What are security facilities in hospitality and tourism industries in Ikere Ekiti?
2. What are security challenges faced by hospitality and tourism industries in Ikere Ekiti?

Hypotheses

The following hypotheses are generated from the research questions;

1. There is no significant difference in security facilities in hospitality and tourism industries in Ikere Ekiti.
2. There is no significant security challenge faced by hospitality and tourism industries in Ikere Ekiti?

Significance of the Study

The research is relevance to the hospitality and tourism industry managers, hospitality industry users, researchers, general public and government. It is expected that the outcome of this study will provide insight into the security and social problem facing hospitality and tourism industry, as this this will allowed the hospitality operators in preparing for the challenges ahead of time. The study will assist the government, at all levels, in policy making and implementation in the area of providing security assistance to tourism and hospitality industries for sustainable tourism development, especially in times of civil unrest. The strategic planner will also benefit from the research in the idea of incorporation of security facilities in the scheme of the business for immediate or future business success

This research work reveals and provides both knowledge and experiences regarding the special requirements of a professional assessment of the responsibilities of security department in hospitality and tourism industries. It also provides practical and intelligence-led solutions.

This study will undoubtedly be of immense help to hoteliers in knowing crime prevention strategies in the hospitality industry. The hospitality and tourism industry managers will benefit from this study as the findings of the will stir them up to exhibit the contemporary prestige level of security in the hospitality and tourism industry and whether the guest is really disadvantaged twice, meaning the guest has paid to be in the hospitality industry then his or her belongings are being stolen, where he or she will not get reimbursed.

The hospitality industry users will be enlightened on how to make good reservation without being defrauded by fraudsters. The findings of the study assist the general public by giving hint on the awareness on security tips on hospitality industry reservation and bookings.

This research will be of benefits to staff in hospitality and tourism industry because it will expose both the management and security department to current security measures that can be applied in the hospitality management. Hence this will lead to optimum trust from customer's employees and other state others when the issue of security measures for other industries since security is the responsibilities of everyone.

Types of Safety and Security Incidents in Tourism

Pizam and Mansfeld (2016) in work identified four major types of security incidents that triggered some form of negative impact on the host communities, the tourism industry and the tourists themselves. The four possible generators of a given security situation that might harmfully impinge on the tourism system are:

- Crime-related incidents;
- Terrorism;
- War; and
- Civil/political unrest.

Suleiman (2017) identify some safety issues as related to hospitality and tourism industries:

1. Problem with consumers: dropping litters which other people could fall over and cause injury; failure to comply with safety signs; running in a swimming pool area; offensive behaviour at events; etc.
2. Problem with staff: failure to follow instruction; inadequate training; lack of concentration due to fatigue; failure to report hazard noticed; etc.
3. Problem with buildings: damaged floors or staircase or doors; inadequate security; accessibility to buildings by outsiders.

He further identifies safety challenges in tourism and hospitality industries in Nigeria as: Bad weather; Sea condition; Problems with animals like snakes etc, Violence; Theft.

II. REVIEW OF EMPIRICAL STUDIES

Implication of Insecurity on Hospitality and Tourism industries in Nigeria

Evidence across has shown that political instability caused by violent conflict or terrorism is well known to be detrimental to economic growth of any country

at the short-run and their negative impact on hospitality and tourism industries

Dabak (2018) was of the view that political stability and safety are prerequisites for tourist visitation to any country. Violent protest, social unrest, civil war, terrorist actions, the perceived violation of human rights, or even the mere threat of these activities can all serve to cause tourists to alter their travel behaviour.

Pizam and Mansfeld (2006) highlighted the impact of security incidents to tourism and hospitality industries as follows:

- a. Impacts on the destination: forms of security incidents that occur at tourist destinations as negatively affect their image and can cause a decline in tourist patronage. Declines in tourist arrivals lead to diminishing tourist receipts and may result in a full-fledged economic recession in destinations. It also forces many investors in other sectors to close down the business.
- b. Impacts on tourists' behavior: personal security is a major concern for tourists. Thus, most tourists will seek safe and secure destinations and avoid those that have been plagued by all sorts of violent incidents.
- c. Impact on the tourism industry: security incidents at tourist destinations result in diminishing tourist arrivals. Consequently, affected destinations lose both professional employees and entrepreneurs, who are essential for the successful operation of the tourism and hospitality industries.
- d. Media behaviour: over published or mass media coverage of security incidents related to hospitality industries contributed to the decline of tourist visitation to the destinations.

III. DATA PRESENTATION AND ANALYSIS

Research Design

The researcher employs a descriptive research design to evaluate the security challenges on hospitality and tourism industries in Ikere Ekiti, Ekiti State, Nigeria. The descriptive research reveal facts and characteristics concerning an individual, group or situation. The researcher considered this design to be suitable for the study because it gives a wide coverage.

Sample and Sampling Technique

The sample size of seventy (70) respondents is used for the study. Nine (9) hospitality industries and Olosunta tourism center is was selected for the study. Purposive sampling technique is used to select seven (7) respondents from each hospitality and tourism center. The selection cuts across male and female.

Instrument for Data Collection

The instrument for the study is a self-constructed questionnaire tagged Hospitality and Tourism Industries Questionnaire (HTIQ). HTIQ will make up of two sections, A and B. Section A is used to elicit information bio- data of the respondents which include name, sex, and rank B elicit information on the research topic, containing twenty (20) items respectively. A four Point Likert-types rating scale is adopted for the questionnaire. This includes Strongly Agree (SA), Agree (A), Strongly Disagree (SD) and Disagree (D). In decision making, any calculated mean (\bar{x}) that is above the mean rating (X_r) of 2.50 is "Accepted" while calculated mean (\bar{x}) below the mean rating (X_r) of 2.50 is "Rejected".

Data Analysis

All the questionnaires are collected from the respondents as soon as they finish with their responses. Their responses are scored and organized in tabular forms. The completed questionnaire will be coded and analysed using descriptive statistics. The descriptive statistics of frequency counts and mean are used. The modified four-point Likert-type rating scale is adopted for the questionnaire, responses are of the types Strongly Agreed (SA=4 points), Agreed (A=3 points), Disagreed (D=2 points) and Strongly Disagreed (SD= 1 point). In decision making, any calculated mean (\bar{x}) that is above the mean rating (X_r) of 2.50 is "Accepted" while calculated mean (\bar{x}) below the mean rating (X_r) of 2.50 is "Rejected". Mean (\bar{X}) = $\frac{\sum fx}{n}$

$$\frac{1+2+3+4}{4} = \frac{10}{4} = 2.5$$

Testing the Hypotheses

Research Hypothesis 1

There is no significant difference in security facilities in hospitality and tourism industries in Ikere Ekiti.

Table 2: Mean Ratings on the security facilities in hospitality and tourism industries.

S/N	ITEMS	SA	A	SD	D	\bar{X}	REMARK
1	Digital still and video cameras (CCTVs)	4(20) 80	3(15) 45	2(5) 10	1(10) 10	2.90	Agreed
2	GPSs for tracking	4(22) 88	3(10) 30	2(16) 32	1(2) 2	3.04	Agreed
3	Face-recognition devices	4(15) 60	3(25) 75	2(7) 14	1(3) 3	3.04	Agreed
4	Motion sensors.	4(14) 56	3 (27) 81	2 (8) 16	1(1) 1	3.08	Agreed
5	Anti-tempering systems	4 (18) 72	3 (14) 42	2(10) 20	1(8) 8	2.84	Agreed
6.	Access controls,	4(16) 64	3(19) 57	2(11) 22	1(4) 4	2.94	Agreed
7.	Automatic doors and intercoms,	4(8) 32	3 (24) 72	2 (10) 20	1(8) 8	2.64	Agreed

Data presented on Table 2 showed that the mean ratings of items 1-7 are 2.90, 3.04, 3.04, 3.08, 2.84, 2.94, and 2.64 respectively.

All the mean ratings are above the cut-off point of 2.50. This means that the respondents agreed that the following are security facilities in hospitality and tourism industries in Ikere Ekiti; Digital still and video cameras (CCTVs), GPSs for tracking, face-recognition devices, motion sensors, anti-tempering

systems, access controls, automatic doors and intercoms. The cluster mean of 2.98 found to be above the cut-off point of 2.50. This implies that there is significant difference in security facilities in hospitality and tourism industries in Ikere Ekiti.

Research Hypothesis 2

There is no significant security challenge faced by hospitality and tourism industries in Ikere Ekiti?

Table 3: Mean Ratings on security challenge faced by hospitality and tourism industries.

S/N	ITEMS	SA	A	SD	D	X	REMARK
8.	Low guest patronage	4(11) 44	3(29) 87	2(5) 10	1(5) 5	2.92	Agreed
9.	Security challenges affect customer loyalty in Hospitality industry services	4(16) 64	3(18) 54	2(8) 16	1(8) 8	2.84	Agreed
10.	Cases of car tampering have been recorded	4(23) 92	3(7) 21	2(15) 30	1(5) 5	2.96	Agreed
11.	Invasion of hotel premises by local residents/ military personnel	4(28) 112	3(12) 36	2(6) 12	1(4) 4	3.28	Agreed
12.	Security challenges cause the losses in profitability of hospitality industry	4(10) 40	3(32) 96	2(5) 10	1(3) 3	2.98	Agreed

Data presented on Table 3, showed that the mean ratings of items 8-12 are 2.92, 2.84, 2.96, 3.28, and 2.98. All the mean ratings are above the cut-off point of 2.50. This means that the respondents agreed that the followings are the security challenge faced by hospitality and tourism industries; low guest patronage, security challenges affect customer loyalty in hospitality industry services, cases of car tampering have been recorded, invasion of hotel premises by local residents/ military personnel, security challenges cause the losses in profitability of hospitality industry. The cluster mean of 3.00 was also found to be above the cut-off point of 2.50. Therefore, there is significant security challenge faced by hospitality and tourism industries in Ikere Ekiti.

IV. DISCUSSION OF FINDINGS

From hypothesis 1, it was revealed that there was significant difference in security facilities in hospitality and tourism industries in Ikere Ekiti. It was confirmed that security facilities are available; digital still and video cameras (CCTVs), GPSs for tracking, face-recognition devices, motion sensors, anti-tempering systems, access controls, automatic doors and intercoms. This is in tandem with the findings of Maxwell, (2019) that opined that adequate availability of security facilities in tourism and hotel industry contribute significantly to the security atmosphere of the industry.

Hypothesis 2 indicated that there was significant security challenge faced by hospitality and tourism industries in Ikere Ekiti. It was revealed that security challenge faced by hospitality and tourism industries are; low guest patronage, security challenges affect customer loyalty in hospitality industry services, cases of car tampering have been recorded, invasion of hotel premises by local resident's/ military personnel, security challenges cause the losses in profitability of hospitality industry. This shows that car park security is discouraging to a large extent and may negatively affect the guest evaluation of a hotel's functional quality of its service (Jasinskis, 2020). Also, the issue of tampered customers' vehicles could also cast a shadow of doubt on customers' property security by the hotel. Alananzeh (2017) indicated hygiene factors as having a significant impact on guest perception towards guest safety in hotels, while Chauhan, (2018)

suggested that hotels should design a crisis management plan that would ensure coordination with local administration and security authorities to forestall emergencies.

V. SUMMARY, CONCLUSION AND RECOMMENDATIONS

The main purpose of this research was to assess security challenges facing hospitality and tourism industries in Ikere Ekiti. In order to accomplish this, two research hypotheses raised to guide the study. The research hypotheses formulated were stated as follows: There is no significant difference in security facilities in hospitality and tourism industries in Ikere Ekiti., There is significant security challenge faced by hospitality and tourism industries in Ikere Ekiti?

The sample size of fifty (70) respondents is used for the study. Nine (9) hospitality industries and Olosunta tourism center is purposively selected for the study. Purposive sampling technique is used to select five (5) respondents from each hotels and the tourism center. The selection cuts across male and female. A set of questionnaire is used to measure the sub independent variables of the study. The data obtained from the administration of the questionnaires were duly coded and subjected to statistical analysis using simple percentage and mean rating.

CONCLUSION

It is concluded from the study that security and safety challenge is key to the growth and development or otherwise of hospitality and tourism sector in Ekiti State and Nigeria at large. Thus, the success of hospitality and tourism in any country is a function of excellent security systems put in place at various locations where tourism potentials are available, and every nooks and crannies of the country. The safety of lives and properties of tourists is of paramount importance. Tourists' inflow into various destinations tends to increase impressively as a result of positive security situation in that environment.

Terrorism and civil unrest have been the cause of numerous tourism crises. While civil unrest is more confirmed to specific destinations and the frequency is relatively low, terrorism has evolved into a major

global concern for the tourism industry, tourists, and for hosting communities. In all cases the major concern is when these events take place at tourist destinations or in very close proximity, thus damaging the image, infrastructure, and competitiveness of the destination.

The tourism industry must undergo a paradigm shift and accept the fact that terrorism will regard tourism as a target in the future and thus the industry in Nigeria must prepare for it. The provision of good security has to be regarded as part of the overall service quality offered by the tourism industry.

RECOMMENDATION

The following recommendations were made to will help reduce insecurity challenges on hospitality and tourism industries.

1. Adequate security facilities should be provided in hospitality and tourism industries.
2. Full security checks should be mapped to address security challenges in hospitality and tourism industries.
3. There is need for effective handling of emergencies situation in hospitality and tourism sites accordingly.
4. security apparatus such as Close Circuit Camera (CCTV) and security guard service checklist should be put in place by tourism and hospitality practitioners to curb security and safety threats in the industry.

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