

Assessment of Security Management and its Impact on Customer Satisfaction and Safety in Hotel Industry in the North East Nigeria.

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Abstract

The study examined the Assessment of Security Management and its Impact on Customer Satisfaction and Safety in Hotel Industry in the North East Nigeria. The study adopted descriptive research method design with two (2) null hypotheses to guide the study. The population of one thousand five hundred (1,500) and three hundred and sixteen (316) sample size which consisted of 79 hotel management staff, 126 hotel employees and 111 hotel customers/guests. The sample size was obtained using Taro Yamane formula. Mixed sampling technique A structured questionnaire by the authors titled “Security and Safety Practices in the Hotel Industries (SSPH) was used for data collection. The instrument was validated by two experts from Test and measurement unit of the Educational Foundation Department of University of Calabar, Calabar. Cronbach Alpha and reliability indices of 0.82, and 0.78 were obtained. Data collected from the instrument was analyzed using ANOVA at 0.05 level of significance. The study concludes that effective security and safety management practices are crucial for hotels to ensure guest safety, prevent security breaches, maintain a positive reputation, and enhance customers’ satisfaction.

Keywords: Security, Management, Impact, Customer Satisfaction, Safety, Hotel Industry

Introduction

Security practices in hotel industries encompasses various measures to protect the safety and well-being of guests, employees, and the property itself. This includes implementing security protocols, training staff on emergency procedures, utilizing technology for surveillance and access control, and ensuring compliance with industry regulations and standards. Yoon and Jung (2020) noted the importance of integrating security measures into the overall management strategy of hotels. The authors emphasize the need for a comprehensive approach that considers physical security, cybersecurity, and crisis management. In addition, Landman and Carvell (2021) argue for the adoption of a proactive risk management mindset in the hotel industry. The authors emphasize on the value of conducting regular risk assessments, training staff in security best practices, and fostering a culture of vigilance and preparedness.

The hotel industry in Nigeria and North East in particular is facing numerous security threats, which are posing significant risks to guests, staff, and the overall business operations. The current security threats include terrorism, kidnappings, armed robberies, cyberattacks, and political unrest (Omonijo, 2020). Cyberattacks are also a growing concern for the hotel industry in Nigeria. Egunjobi (2020) stated that with the increasing reliance on technology for business operations and guest services, hotels are vulnerable to cyber threats such as data breaches and ransomware attacks is very common nowadays. According to Adegbuyi (2018), the lack of cybersecurity infrastructure and awareness in the Nigerian hotel industry makes it susceptible to cyberattacks, which can have severe repercussions on the business. Hotels in Nigeria are being targeted by cybercriminals for sensitive customer information (The Guardian, 2021). According to Oguntimehin et al. (2020), there is need for hotels to invest in robust cybersecurity measures to protect against data breaches and other online threats. The threat of terrorism poses a significant risk to hotels in Nigeria, especially in high-profile locations like North East. An article by The Cable (2021) reported on the ongoing security concerns related to terrorism in Nigerian hotels. In another study, Adeleke and Amao (2021) highlighted the impact of terrorism on the hotel industry in Nigeria; the authors emphasized that the presence of terrorist groups such as Boko Haram and bandits in the country poses a significant security threat to hotels, particularly those located in North East. The case of terrorism is rampant in the Northern region of Nigeria. Terrorism is a significant security threat facing the hotel industry in Nigeria, as terrorist groups such as Boko Haram and Islamic State West Africa Province (ISWAP) have carried out attacks targeting hotels and other public spaces. Terrorist attacks can result in loss of life, damage to property, and a decline in tourist inflow, all of which can have severe consequences for the hospitality sector (Omonijo, 2020).

Customer and hotel employees' security management in the hotel industry is a crucial aspect of the overall experience provided to guests. According to Van Hoof et al. (2021), guest experience and security are closely intertwined, and hotels must prioritize both to build trust and loyalty. Customer security management in the hotel industry is the implementation of strategies and measures to ensure the safety and privacy of guests during their stay, including physical security and data protection (Gow, 2020). It involves the use of technology and staff training to prevent unauthorized access to guest rooms and public areas, as well as ensuring the security of payment card data and personal information (Dyerson, 2021). According to Howie (2019), customer security management also encompasses the development and enforcement of policies and procedures to address emergency situations such as natural disasters, medical emergencies, and security threats. It includes risk assessment and mitigation, as well as collaboration with law enforcement and emergency response agencies to maintain a safe environment for guests and staff (Everitt, 2020). Customer security management also entails the communication of security measures to guests, including information about safety protocols, emergency exits, and the availability of security personnel (Morrison, 2018).

It is evident that customer security management in the hotel industries in Asaba and other parts of the country requires a multi-faceted approach that encompasses physical security, cybersecurity, staff training, and transparent communication with guests. According to Morrison and Hansen (2017), customer security management in the hotel industry is increasingly important due to the growing threat of cybercrime and terrorist attacks. Hotels must stay vigilant and invest in advanced security technologies to protect their guests and their sensitive data. Furthermore, Akoijam and Ismail (2019) emphasize the importance of training hotel staff in security management protocols

to ensure a safe environment for guests. Properly trained staff can effectively respond to security threats and assist guests in emergency situations. In addition, Park and Gretzel (2020) buttressed the significance of communication and transparency with guests regarding security measures. The authors further noted that hotels should provide clear information about security protocols and emergency procedures to reassure guests and enhance their trust in the establishment.

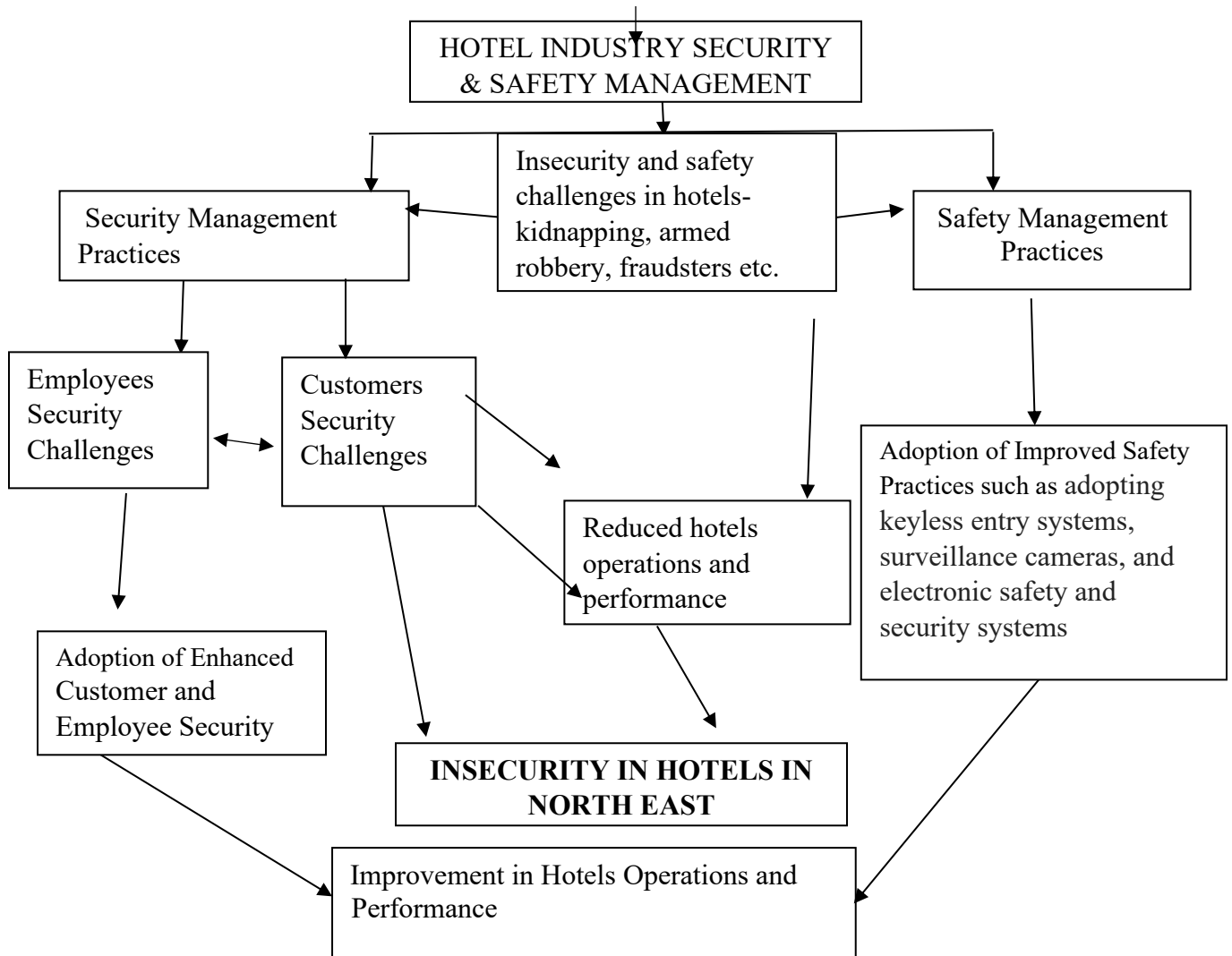


Figure 1: Schema showing the security and safety management practices in hotels in Asaba Delta State.

Source: The Researchers (2026)

Research Hypotheses

The following null hypotheses were formulated and tested at 0.05 level of significance.

1. There is no significant difference in the mean responses of hotel management staff, hotel employees and hotel customers on the best safety management practices to be adopted in hotel industry in North East; Nigeria.
2. There is no significant difference in the mean responses of hotel management staff, hotel employees and hotel customers on the impact of security and safety management practices on customers' satisfaction in hotel industry in North East; Nigeria.

Research Method

Ethical Considerations

Primarily, the researchers obtained an approval from the research and ethics committee of the University of Calabar, to execute the study. They further obtained informed consent from participants to fill and sign. The purpose of the research was clearly explained to the participants, and they were further assured of strict confidentiality and anonymity.

Design and Procedure

The study adopted descriptive research method design. The study area was North East of Nigeria with population of one thousand five hundred (1,500) respondents, which consisted of 133 hotel management staff, 982 hotel employees and 385 hotel guests from the thirty-two (32) registered hotels in six (6) randomly selected States of the North East Nigeria. Three hundred and sixteen (316) sample size which consisted of 79 hotel management staff, 126 hotel employees and 111 hotel customers/guests. The sample size was obtained using Taro Yamane formula. Mixed sampling technique involving proportionate sampling, simple random sampling and accidental sampling techniques was adopted. technique was used to allocate certain proportions/ percentages to the population constituents (hotel management staff, hotel employees and hotel guests) at the proportions of 25%, 40% and 35% respectively; simple random sampling technique was used to sample 2 hotel management staff and 4 hotel employees in each of the 32 hotels studied, although, in some big hotels, 3 management staff was sampled whereas in some small hotels, 3 employees staff were also sampled. Accidental sampling technique was used to sample hotel guests, that is, 2 guests for small hotels and 3 guests for big hotels that were available and accessible at the point of administering the data. This was carried out in all the 32 registered hotels. A structured questionnaire by the authors titled "Security and Safety Practices in the Hotel Industries (SSPH) was used for data collection.

The instrument was validated by two experts from Test and measurement unit of the Educational Foundation Department of University of Calabar, Calabar. In order to determine the internal consistency of the instrument, the instrument was trial tested. The data generated from the pilot testing were analyzed using Cronbach Alpha and reliability indices of 0.82, and 0.78 were obtained. With the help of three research assistants, administration of the instruments to the respondents, were carried out. After the questionnaires were collated, it was observed that some were not properly rated or ticked and they were not used for the final analysis. Thus, only the responses of 301 respondents

comprising 75 hotel management staff, 120 hotel employees, and 106 hotel guests/customers were used in this study. This implied that only 95.25% of the instrument was retrieved and used for data analysis. Data collected from the instrument was analyzed using ANOVA to test the two (2) null hypotheses at 0.05 level of significance.

Presentation of Results

Hypothesis 1: There is no significant difference in the mean responses of hotel management staff, hotel employees and hotel customers on the best safety management practices to be adopted in hotel industry in North East, Nigeria.

Table 1: ANOVA Analysis on the Mean Responses of hotel management staff, hotel employees and hotel customers on the best safety management practices to be adopted in hotel industry in North East, Nigeria.

S/ N	Items on the best safety management practices to be adopted in hotel industry	F- Ratio	P- value	Rmks	Decision
1	Implement a comprehensive safety management system	2.331	.099	N.S	Accept
2	Regular training for all staff members on emergency procedures and safety protocols	.263	.769	N.S	Accept
3	Installation of state-of-the-art security and surveillance systems	4.314	.014	S	Reject
4	Use of advanced technology such as fire detection and suppression systems, automatic door locks, and security alarms	.848	.429	N.S	Accept
5	Development and enforcement of strict safety policies and procedures	.677	.509	N.S	Accept
6	Collaboration with local emergency services and authorities to develop and implement effective emergency response plans	.300	.741	N.S	Accept
7	Regular maintenance and inspection of all facilities and infrastructure	.611	.544	N.S	Accept
8	Investment in personal protective equipment and safety gear	.344	.709	N.S	Accept
9	Utilization of digital platforms and mobile apps for real-time communication	.507	.603	NS	Accept
10	Incorporation of environmental sustainability initiatives to promote a safe and healthy environment	2.888	.057	NS	Accept
11	Regular review and updating of safety protocols based on industry best practices	.714	.490	N.S	Accept
12	Communication of safety measures and procedures to guests through signage, in-room materials, and digital platforms.	2.760	.065	N.S	Accept
13	Integration of safety management into all aspects of hotel operations	.807	.447	N.S	Accept
14	Regular safety meetings and training sessions	1.437	.239	N.S	Accept
15	Empowerment of employees to proactively identify and report safety concerns and hazards	.159	.853	N.S	Accept
16	Inclusion of safety performance as a key indicator in employee performance evaluations and incentive programs	2.947	.054	N.S	Accept
17	Invest in innovative safety technologies such as drones, and virtual reality simulations for training and safety monitoring	.365	.694	N.S	Accept
18	Inclusion of safety management as a core value and priority in the hotel's mission and vision statements	5.943	.003	S	Reject
Overall Mean and Decision		1.567	.406	N.S	Accept

Key: Hotel Mgt. Staff No. = 75 & Grand Mean = 3.01; Hotel Employees No. = 120 & Grand Mean = 3.20; Hotel Customers No. = 106 & Grand Mean = 3.24; Total No. = 301 and Overall Grand Mean = 315.; Df (Degree of Freedom) = 300; N.S = Not Significant, S = Significant

The ANOVA result presented in Table1 about the mean responses of hotel management staff, hotel employees and hotel customers on the best safety management practices to be adopted in hotel industry in North West, Nigeria indicated that 16 items were significant whereas two items (3 and 18)

were not significant. However, the overall P-value of 0.406 was obtained which is higher than 0.05 ($P > 0.05$). This implies that the hypothesis is not significant, and is therefore accepted.

Hypothesis 2: There is no significant difference in the mean responses of hotel management staff, hotel employees and hotel customers on the impact of security and safety management practices on customers' satisfaction in hotel industry in North West, Nigeria.

Table 2: ANOVA Analysis on the Mean Responses of hotel management staff, hotel employees and hotel customers on the impact of security and safety management practices on customers' satisfaction in hotel industry in North East, Nigeria.

S/ N	impact of security and safety management practices on customers' satisfaction in hotel industry	F-Ratio	P-value	Rmks	Decision
1	Strong security measures foster trust between guests and the hotel, leading to a more positive overall experience	.332	.718	N.S	Accept
2	When guests feel secure, they perceive higher value in their stay, which enhances satisfaction	1.103	.333	N.S	Accept
3	Efficient safety management reduces guest anxiety about potential risks	4.614	.011	S	Reject
4	Guests who feel safe are more likely to leave positive reviews and recommend the hotel to others, enhancing its reputation	.780	.459	N.S	Accept
5	Guests are more likely to return to hotels where they feel their safety and security are prioritized	.878	.417	N.S	Accept
6	Satisfied guests may leave positive online reviews, improving the hotel's reputation.	2.419	.091	N.S	Accept
7	Hotels prioritizing security and safety can differentiate themselves from competitors.	.222	.801	N.S	Accept
8	Effective security and safety in hotel can lead to high turnover of hotel guests	.813	.445	N.S	Accept
9	Customers may be willing to pay more for accommodations that demonstrate strong security measures.	.171	.843	NS	Accept
10	Clearly defined emergency protocols enhance guest confidence, knowing that the hotel is prepared for any situation	2.941	.054	NS	Accept
11	Security features such as surveillance cameras and secure entry points can improve the perception of hotel amenities	.078	.925	N.S	Accept
12	Visible security measures deter potential criminal activities, contributing to a safer environment	1.695	.185	N.S	Accept
13	Involving guests in safety initiatives can enhance their sense of community and engagement.	1.320	.269	N.S	Accept
14	Implementing security measures often includes avenues for guest feedback, allowing for continuous improvement	.213	.809	N.S	Accept
15	A secure atmosphere allows guests to relax and enjoy their stay without disturbance.	.363	.696	N.S	Accept
Overall Mean and Decision		1.196	.470	N.S	Accept

Key: Hotel Mgt. Staff No. = 75 & Grand Mean = 3.08; Hotel Employees No. = 120 & Grand Mean = 3.11; Hotel Customers No. = 106 & Grand Mean = 3.09; Total No. = 301 and Overall Grand Mean = 3.09; Df (Degree of Freedom) = 300; N.S = Not Significant, S = Significant

Table 2 revealed the ANOVA result of the hypothesis of no significant difference in the mean responses of hotel management staff, hotel employees and hotel customers on the impact of security and safety management practices on customers' satisfaction in hotel industry in North West, Nigeria. From the result, it was showed that all the items except item 3 were not significant. Also, it was showed that the overall P-value is 0.470, which is higher than 0.05 ($P > 0.05$) is not significant. Hence, the null hypothesis is upheld.

Discussion of Findings

Best safety management practices to be adopted in hotel industry in North West, Nigeria.

The results on the best safety management practices to be adopted in hotel industry in North East discovered eighteen (18) best safety management practices to be adopted in hotels. Inclusion of safety performance as a key indicator in employee performance evaluations and incentive programs, investment in innovative safety technologies such as drones, and virtual reality simulations for training and safety monitoring, and inclusion of safety management as a core value and priority in the hotel's mission and vision statements. However, the supporting hypothesis depicts that significant difference does not exist in the mean responses of hotel management staff, hotel employees and hotel customers on the safety management practices adopted by the hotel industry in North East, Nigeria. The finding is in support of Howie (2019) who buttressed that conducting regular safety training for all staff members on emergency procedures and safety protocols would enhance the safety within the hotel premise. Conducting regular safety training sessions for hotel staff can ensure that they are well-prepared to handle emergency situations and uphold safety protocols. The result is also in with Omonijo (2020) who noted that the integration of advanced technology such as fire detection and suppression systems, automatic door locks, and security alarms would also improve the safety in hotel environment.

Impact of security and safety management practices on customers' satisfaction in hotel industry in North West, Nigeria.

The findings revealed fifteen (15) impacts of security and safety management practices on customers' satisfaction in hotel industry in North East. The hypothesis backing it up showed that there was no significant difference in the mean responses of hotel management staff, hotel employees and hotel customers on the impact of security and safety management practices on customers' satisfaction in hotel industry in North East, Nigeria.

The finding aligns with Everitt (2020) who contended that customers experience greater trust in hotels that prioritize security and safety. This trust significantly elevates their likelihood of returning and recommending the hotel to others. When hotels implement rigorous security and safety protocols, customers feel safer in their environment, which fosters loyalty and increases overall satisfaction. The finding also supports Dyerson (2021) who stated that improved security measures enhance the perceived value of the hotel experience. The result also conforms with Oti et al. (2022) who stressed that customers may be willing to pay more for accommodations that demonstrate strong security measures. Increased customer satisfaction leads to higher revenue through repeat business and referrals. Hotels that prioritize security see a direct correlation between enhanced customer satisfaction and revenue growth, as satisfied customers often spend more and return more frequently (Oti et al., 2022).

Conclusion

The findings reveal that while many hotels in North East have established basic security protocols, significant gaps remain in their effective implementation and employee training. Issues such as inadequate surveillance systems, insufficient staff training, and a lack of coordinated emergency response strategies were prevalent. The study underscores the need for a multi-faceted approach to security that incorporates digital technologies, staff engagement, guest awareness, and collaboration with local law enforcement agencies.

The study's insights provide a foundation for hotel management to reconsider their policies and practices, aiming to align them with best practices observed in other regions and sectors. Ultimately, this research contributes to the body of knowledge regarding hospitality management in Nigeria while also recommending a blueprint for establishing secure environments that foster guest confidence and satisfaction. The study therefore concludes that effective security and safety management practices are crucial for hotels to ensure guest safety, prevent security breaches, maintain a positive reputation, and enhance customers' satisfaction.

Recommendations

Based on the findings, the study recommended the following:

1. Hotels should establish partnerships with law enforcement agencies within their areas to ensure adequate security. Hotels have to collaborate with local law enforcement agencies to share intelligence, conduct joint training exercises, and improve emergency response times.
2. Hotels should conduct regular security audits to enable them assess the level of preparedness in the areas of security and safety management practices. They should regularly assess security and safety management practices and policies to identify weaknesses and implement necessary adjustments promptly.

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