

Human Security on Hotel Performance in Akwa-Ibom State.

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Abstract

This study focused on of human security on hotel performance in Akwa-Ibom state of Nigeria with emphasis on ascertaining the influence of human security on hotel customer patronage and customer retention in Akwa-Ibom State. The study employed the survey research method for collecting primary data through the administration of questionnaire. Secondary data were collected from relevant material such as textbooks, journal articles, seminar papers, and periodicals. The population of this study was made up of staff of all the registered large scale hotels (3-5 Star Hotel) in Akwa-Ibom State in Nigeria, with emphasis on the state capital. However, there were 672 Staff across the state capital. The simple descriptive statistics such as frequencies, percentage, mean and standard deviation will be used to analyze respondents' personal data and research questions while multiple regression analysis will be used to test the hypotheses. Decision rule: accept the null hypothesis if the P-value is greater than 0.05% otherwise reject the null hypothesis and accept the alternative hypothesis. Based on research questions, mean value above or equal to 2.5 is acceptable where there is 4 point rating scale. The study found that when customers feel secure due to well-trained personnel, they are more inclined to return and further cultivate a more loyal consumer base. The study therefore made the following recommendations focusing on human security which are as follows: Hosting regular customer engagement workshops, ensure accessible communication channels, establish employee feedback mechanisms, implement recognition programs for customer-centric employees and develop trust-building programs.

Keywords: Security, Human Security, Hotel, Performance.

Introduction

Human security has increasingly gained traction as a pivotal paradigm in global discussions on development and stability, extending beyond traditional notions of military security to consider the well-being of individuals and communities. This multidimensional approach encompasses various dimensions, including economic, food, health, environmental, personal, and political security (United Nations Development Programme [UNDP], 2020). In the context of Akwa-Ibom State, Nigeria, understanding the interplay between human security and hotel performance is vital, given the state's unique socio-economic landscape and its aspiration to position itself as a key player in the Nigerian tourism sector.

Akwa-Ibom State, known for its rich cultural heritage, abundant natural resources, and burgeoning hospitality industry, serves as a significant case study for exploring these dimensions of human security. The state's hotels, which face various challenges and opportunities, operate within a framework significantly influenced by the different aspects of human security. The emphasis on human security is crucial not only for enhancing hotel

performance but also for fostering sustainable development in the region.

Economic security represents a foundational aspect of human security, focusing on the protection of livelihoods, access to employment, and the ability to meet basic needs. In Akwa-Ibom, the economy heavily relies on oil production, which contributes significantly to the state's revenue. However, fluctuations in global oil prices can lead to periods of economic instability, affecting the disposable income of potential tourists and business travelers (Udo et al., 2021). Research indicates that periods of economic downturn result in decreased travel and tourism activities, directly impacting hotel occupancy rates and profitability (Ekong & Udom, 2020). Hotels that engage in economic diversification—offering services that appeal to both local and international customers—tend to exhibit greater resilience against economic shocks. By investing in local partnerships and sustainable practices, hotels can create a more stable economic environment that benefits not only their businesses but also the community at large (Baker et al., 2021).

Community and social security focus on the relationships within a community and the security individuals feel within their social environment. In Akwa-Ibom, the hospitality sector has a unique role in promoting social cohesion by engaging with local communities. Hotels that actively participate in community development initiatives, support local cultures, and include local artisans in their offerings enhance their community security (Offiong et al., 2021). Such engagement fosters positive relationships with local residents, leading to a supportive environment for the hospitality sector. Community security influences hotel performance by enhancing brand loyalty and attracting a customer base that appreciates sustainable and ethical tourism practices. Additionally, as demonstrated in a study by Nyangsook et al. (2021), hotels that prioritize community involvement not only enrich their guests' experiences but also contribute to the overall stability and security of the region.

Political security, a fundamental element of human security, pertains to the stability of governance and the rule of law. In Akwa-Ibom, political stability is crucial for fostering a favorable environment for tourism. Political unrest or instability can deter tourists, adversely affecting hotel performance (Asuquo & Ekanem, 2020). Hotels operate best in environments where there is a predictable regulatory framework and effective law enforcement. Research has shown that regions with stable political conditions experience higher tourism traffic, as tourists feel more secure about their safety and well-being (Gursoy, 2020). Therefore, enhancing political security—including the effectiveness of governance and law enforcement—directly contributes to improved hotel performance. Collaboration among government, hospitality businesses, and local communities can strengthen political security and create a more vibrant tourism ecosystem.

Environmental security has significant implications for hotel performance, particularly in a region like Akwa-Ibom, which boasts rich natural resources and scenic attractions. Environmental degradation poses risks to tourism and hospitality, potentially undermining the very resources that attract visitors (Ekanem et al., 2021). Hotels that adopt environmentally sustainable practices not only comply with regulatory requirements but also align with the growing expectations of eco-conscious travelers. The implementation of sustainable tourism practices—such as waste reduction, energy efficiency, and biodiversity conservation—has been shown to enhance hotel performance and brand reputation. Research indicates that eco-friendly hotels tend to attract a loyal customer base, driving both occupancy and revenue (Ita et al., 2021). By prioritizing environmental security, hotels in Akwa-Ibom can contribute to the sustainability of the tourism sector while also improving their operational resilience.

The study of human security in relation to hotel performance in Akwa-Ibom State, Nigeria, is vital for understanding the broader implications of human-centered approaches to tourism and

hospitality. Economic, health, community, political, and environmental security each plays an essential role in shaping the hospitality landscape in the state. Stakeholders in the hospitality sector must prioritize these human security dimensions to enhance hotel performance while contributing to sustainable development. By reinforcing the connections between human security elements and hotel operations, Akwa-Ibom's hospitality sector can position itself for growth and resilience in an evolving global tourism market. Future research should delve deeper into these relationships, providing actionable insights for hotel operators, policymakers, and community leaders to foster a more secure, sustainable, and prosperous tourism environment in Akwa-Ibom State.

Statement of the Problem

The hospitality sector in Akwa-Ibom State, Nigeria, faces a complex array of challenges influenced by various dimensions of human security, which critically impacts hotel performance, particularly in areas such as customer patronage and retention. As tourism continues to evolve in the post-pandemic context, understanding the intricate relationship between human security and these performance indicators is essential for the sustainability and growth of the hotel industry in the region.

Customer patronage refers to the frequency and willingness of guests to choose a particular hotel over others, driven by perceived value, safety, and overall experience (Adedayo et al., 2021). In Akwa-Ibom, numerous factors related to human security significantly affect customers' decisions to frequent hotels. First, health security has emerged as a primary concern, especially following the COVID-19 pandemic, which has reshaped consumer expectations regarding cleanliness and safety. Hotels that fail to implement robust health protocols risk losing potential customers to more safety-conscious competitors. A study by Ijeoma et al. (2021) revealed that travelers now prioritize establishments with clear health and safety measures in place, illustrating that improvements in health security can lead to increased patronage. Additionally, economic security plays a vital role in customer patronage in Akwa-Ibom. During periods of economic instability, potentially resulting from fluctuations in oil prices—the primary economic driver in the region—individuals may have less disposable income to spend on travel and accommodation. As a result, hotels may experience a decrease in patronage due to economic uncertainty (Udo et al., 2021). This phenomenon illustrates how economic security transcendentally influences consumer behavior, wherein potential guests opt for more affordable accommodations during economic downturns. Furthermore, community security also affects customer patronage. A hotel's relationship with its surrounding community, including perceived safety and crime rates, directly influences guests' choices. Tourists are increasingly drawn to areas where they feel safe and welcomed (Offiong et al., 2021). Therefore, hotels in Akwa-Ibom that engage actively with their communities can enhance their attractiveness to potential customers. Conversely, negative perceptions stemming from social unrest, crime, or political instability will likely diminish patronage, emphasizing the need for hotels to foster community ties for improved customer appeal.

Customer retention focuses on maintaining and fostering long-term relationships with guests, encouraging repeat business and enhancing loyalty (Nyangsok et al., 2021). In the context of human security in Akwa-Ibom, multiple dimensions directly influence how hotels can retain customers effectively. Primarily, a focus on health security remains paramount; hotels that maintain high standards of hygiene and demonstrate a commitment to guest safety can foster trust and loyalty. According to Adedayo et al. (2021), guests are more likely to return to hotels that show diligence in health and safety protocols, particularly in a post-COVID-19 environment, where concerns about personal safety are heightened.

Another crucial aspect influencing customer retention is personal security. Guests desire

assurance that they are safe from harm during their stay. Instances of crime or violence in a hotel's vicinity can severely impact their perception of safety, leading to reduced customer retention rates. Research indicates that personal safety concerns drive customers to seek alternative accommodations (Ekong & Udom, 2020). Hotels in Akwa-Ibom must therefore invest in measures that enhance personal security, such as improved lighting, surveillance, and security personnel, to ensure a safe environment for guests and encourage repeat visits. Additionally, community engagement plays a vital role in customer retention. Guests who perceive that a hotel actively contributes to and respects local culture and community initiatives are more likely to feel a connection to the establishment, leading to increased loyalty (Ita et al., 2021). Hotels that implement community-oriented programs, such as supporting local artisans or promoting cultural events, create emotional ties with guests. This sense of belonging not only enhances the guest experience but also encourages clients to return, creating a cycle of loyalty based on positive brand associations rooted in human security practices.

Another dimension to consider is political security and its impact on customer retention. In regions experiencing political instability or unrest, customer morale and trust can be adversely affected. Hotels in Akwa-Ibom situated in politically stable areas are more attractive to guests who wish to avoid potential disruptions (Asuquo & Ekanem, 2020). Therefore, hotel management must work closely with local governments and stakeholders to foster an environment of political stability that assures guests of their safety, encouraging their return. The interplay between these human security dimensions—health, economic, community, personal, and political—creates a complex environment in which hotels must navigate to optimize both customer patronage and retention. Improving human security measures enhances the overall guest experience, which is pivotal for sustaining hotel performance in Akwa-Ibom. For instance, research by Gursoy (2020) emphasizes that hotels that integrate human security practices into their operations are more likely to achieve higher customer satisfaction levels and foster loyalty. The implication of these findings highlights the need for hotel operators in Akwa-Ibom to develop comprehensive strategies focusing on human security. This encompasses not only health and safety improvements but also economic resilience, community engagement, and political stability efforts that collectively enhance customer patronage and retention. The influence of human security on hotel performance in Akwa-Ibom State, particularly in the context of customer patronage and retention, reveals a critical narrative that underscores the importance of prioritizing guest safety and well-being. As the industry adapts to the evolving landscape of post-pandemic tourism, stakeholders must engage actively in enhancing these dimensions of human security. Hotels that successfully implement robust practices in health, economic, community, personal, and political security will likely experience improved customer patronage, increased retention rates, and, ultimately, sustainable growth.

By addressing these issues, this study aims to contribute valuable insights to the hotel industry in Akwa-Ibom, guiding managers and policymakers in their efforts to create a secure and welcoming environment for travelers.

Objectives of the Study

The general objective of the study is influence of human security on hotel performance in Akwa-Ibom state. The specific objectives of the study are to:

- (i) examine the influence of human security on customer patronage in Akwa Ibom State.
- (ii) examine the influence of human security on customer retention in Akwa Ibom State.

Literature Review

Security

Hotel security is critical for ensuring the safety of guests and staff while protecting property. Comprehensive security measures typically include surveillance cameras, access control systems, and trained security personnel (Baker & McMillan, 2020). Implementing technology, such as keyless entry systems, enhances guest safety by minimizing the risk of unauthorized access (Zhang et al., 2020).

The physical layout of a hotel, including adequate lighting in corridors and parking areas, plays a vital role in deterring criminal activity (Baker & McMillan, 2020). Staff training is essential for responding to emergencies, recognizing suspicious behavior, and handling potential security breaches effectively (Zhang et al., 2020). Furthermore, collaboration with local law enforcement can enhance security efforts by providing access to crime prevention resources and support (Park & Yoon, 2020). Clear communication and emergency plans should be established to inform guests about safety protocols (Zhang et al., 2020). Fostering a secure environment contributes to overall guest satisfaction and can influence their choice of accommodation in the future (Baker & McMillan, 2020).

Dimensions of human security measures in hotel

Physical Security

Physical security in hotels encompasses measures that protect guests and staff from physical threats. This includes surveillance systems, controlled access points, and the presence of security personnel. The installation of CCTV cameras throughout the hotel improves monitoring and helps deter criminal activities (Scarborough et al., 2020). Additionally, secure entry points, such as keycard access to rooms and restricted areas, enhance safety by limiting access to authorized individuals only (O'Neill et al., 2021). Well-lit public areas and the design of the hotel layout are also critical aspects, as they can reduce opportunities for crime through environmental design. Comprehensive staff training ensures that employees are equipped to handle security issues effectively, recognize suspicious behavior, and execute emergency procedures (Scarborough et al., 2020). By addressing the physical dimensions of security, hotels can create a safer environment, thereby increasing guest satisfaction and trust (O'Neill et al., 2021).

Cybersecurity

Cybersecurity is increasingly vital in hotels as digitalization expands. Hotels must protect sensitive guest information, such as payment details and personal data, from cyber threats. Implementing robust encryption protocols and secure payment systems helps shield against data breaches (Choe & Kim, 2020). Regular updates and audits of software systems ensure vulnerabilities are addressed promptly, reducing the risk of cyberattacks (Mansfield, 2021). Staff training on recognizing phishing attempts and handling data securely is critical, as human error often contributes to cybersecurity breaches (Choe & Kim, 2020). Furthermore, establishing clear privacy policies and communicating them to guests fosters trust and transparency (Mansfield, 2021). With cyber threats evolving rapidly, continuous investment in cybersecurity measures is essential for hotels to safeguard not only their operations but also their reputation and customer loyalty.

Health Security

Health security within hotels involves measures that ensure the well-being of guests and staff, especially in light of global health crises such as the COVID-19 pandemic. Protocols such as enhanced cleaning, social distancing, health screenings, and the promotion of hygiene practices have become essential (Baker et al., 2020). Hotels have also incorporated technologies such as

contactless check-in and mobile room keys to minimize physical interaction (Rodriguez et al., 2021). Training staff in health protocols, including emergency responses to health incidents, is crucial to maintaining a safe environment for everyone (Baker et al., 2020). Furthermore, transparent communication regarding health measures reassures guests, fostering confidence in their choice of accommodation. A robust health security framework not only protects individuals but also contributes to the overall resilience of the hospitality sector (Rodriguez et al., 2021).

Hotel Performance

Hotel performance is a multifaceted concept evaluated through several key metrics, including occupancy rates, average daily rate (ADR), revenue per available room (RevPAR), and guest satisfaction scores. Higher occupancy rates indicate successful sales and marketing efforts, while a strong ADR reflects the hotel's ability to price rooms effectively in relation to market demand (Gunter & Vukonic, 2020). RevPAR, calculated by multiplying ADR by occupancy rate, serves as a vital indicator of overall revenue generation and operational efficiency (Kwortnik et al., 2021). In addition to financial metrics, guest satisfaction plays a critical role in assessing hotel performance. Positive reviews and high ratings on travel platforms can enhance a hotel's reputation and influence future bookings (Milano et al., 2020). Implementing effective strategies for guest engagement, personalization, and quality service significantly impacts satisfaction levels. As the industry adapts to post-pandemic realities, factors such as cleanliness, health safety measures, and technology integration have become increasingly important in shaping performance outcomes (Gunter & Vukonic, 2020). By focusing on these dimensions, hotels can optimize their performance and achieve sustainable growth in a competitive landscape.

key aspect of hotel performance

- **Occupancy Rate**

Occupancy rate is a fundamental metric in assessing hotel performance, reflecting the percentage of available rooms that are sold over a specific period. High occupancy rates indicate strong demand and effective marketing strategies, while low rates may point to issues in pricing or guest appeal (Kwortnik et al., 2021). This metric is crucial for revenue generation, as more occupied rooms typically lead to increased overall earnings. However, it is essential to consider occupancy in tandem with average daily rate (ADR) to evaluate the hotel's financial health comprehensively (Morrison & Ouwens, 2020). Strategic management of occupancy rates involves dynamic pricing models and promotional efforts to attract guests during off-peak seasons. Furthermore, analyzing occupancy trends helps hotels forecast demand and adjust operations accordingly (Gunter & Vukonic, 2020). Effective yield management practices can optimize occupancy rates without drastically lowering prices, ensuring that the hotel maintains profitability while maximizing the number of guests.

- **Average Daily Rate (ADR)**

The Average Daily Rate (ADR) is a critical performance metric in the hotel industry that calculates the average revenue generated from occupied rooms per day. It is calculated by dividing the total room revenue by the number of rooms sold (Kwortnik et al., 2021). A higher ADR suggests effective pricing strategies and strong demand, which can lead to increased profitability. Monitoring ADR is essential for revenue management, as it helps hotels make informed decisions about pricing and promotional tactics (Morrison & Ouwens, 2020). Variations in ADR can indicate market shifts, changing guest preferences, or competitive actions, necessitating continuous market analysis. Seasonality also plays a role in ADR fluctuations, with rates typically higher during peak travel seasons (Gunter & Vukonic, 2020).

Hotels should employ dynamic pricing strategies to optimize ADR, adjusting rates in response to real-time market conditions. By focusing on both occupancy rates and ADR, hotels can better understand their revenue potential and boost overall financial performance (Mansfield, 2021). Ultimately, ADR serves as a key indicator of a hotel's ability to enhance profitability while maintaining guest satisfaction.

- **Revenue per Available Room (RevPAR)**

Revenue per Available Room (RevPAR) is a crucial performance metric that combines occupancy and average daily rate (ADR) to gauge a hotel's financial health. It is calculated by multiplying the ADR by the occupancy rate or by dividing total room revenue by the number of available rooms (Kwortnik et al., 2021). A higher RevPAR indicates better overall performance and is a vital indicator for assessing revenue management strategies (Morrison & Ouwens, 2020). RevPAR aids hoteliers in comparing performance against historical data, market benchmarks, and competitors. It provides insights into pricing effectiveness and operational efficiency, allowing hotels to identify areas for improvement (Gunter & Vukonic, 2020). In a competitive landscape, optimizing RevPAR requires a dynamic approach to pricing, inventory management, and marketing strategies, particularly during different seasons or events (Mansfield, 2021). Furthermore, increasing RevPAR can be achieved through value-added services, enhancing guest experiences, and targeted marketing initiatives that attract high-paying segments (Milano et al., 2020). Ultimately, RevPAR is a critical summary metric that reflects a hotel's ability to maximize revenue opportunities.

Dimensions of Hotel Performance

Hotel performance can be assessed through various dimensions, which are essential for understanding the overall efficiency and success of an establishment. Two crucial dimensions that particularly impact hotel performance are customer patronage and customer retention.

Customer Patronage

Customer patronage refers to the frequency and volume of customers choosing a particular hotel over competitors. It represents a hotel's ability to attract guests based on perceived value, service quality, brand reputation, and overall experience.

Factors Influencing Customer Patronage:

Service Quality:

High-quality service leads to increased loyalty and word-of-mouth referrals. Research by Ranjbarian et al. (2023) highlights that personalized service significantly influences customers' choices, enhancing patronage.

Branding and Reputation:

A strong brand reputation builds trust and attracts repeat customers. According to a study by Huang and Hsu (2022), brand image is crucial in influencing customer patronage, particularly in a competitive market.

Promotions and Loyalty Programs:

Effective marketing strategies, including promotions and loyalty rewards, can enhance customer patronage by incentivizing repeat visits. A recent study by Kim and Park (2023) indicates that loyalty programs positively affect guest retention and attract new patrons.

Customer Retention

Customer retention refers to the ability of a hotel to keep its customers returning over time. It is crucial for sustained profitability as acquiring new customers often incurs more costs than retaining existing ones.

Factors Influencing Customer Retention:

Guest Satisfaction:

Satisfied guests are more likely to return. A study by Ali et al. (2022) reinforces that guest experiences play a vital role in influencing retention rates.

Communication and Relationship Management:

Ongoing communication and relationship-building enhance customer loyalty. A recent paper by Lee and Kim (2023) notes that personalized follow-ups and engagement significantly boost retention.

Improving Customer Experience:

Investments in amenities, technology, and services can lead to higher retention rates. Research by Chen et al. (2023) indicates that an improved guest experience directly correlates with retention.

Theoretical Review.

Resource-Based View (RBV) of (1991). This theory was propounded by Barney, J.B. The RBV posits that the resources and capabilities of a firm are crucial for achieving competitive advantage and superior performance. Resources that are valuable, rare, inimitable, and non-substitutable contribute to sustainable competitive advantages. The Relevance of this theory to this study is that it highlights the importance of security measures as unique resources that can enhance a hotel's reputation and ;customer trust, ultimately leading to improved performance. The reason for this recommendation is that it emphasizes how addressing security can differentiate a hotel in a highly competitive market, making it directly applicable for assessing the impact of security measures on performance.

Stakeholder Theory of (1984). This theory was Propounded by Freeman, R.E. Stakeholder Theory posits that companies should consider the interests of all stakeholders, including customers, employees, suppliers, and the community, rather than just shareholders. This approach fosters collaboration and long-term success. The relevance to this theory to this study is that Security measures directly affect various stakeholders in the hotel industry, including guests (customers) and employees. Ensuring safety can lead to increased employee morale and guest satisfaction. The reason for Recommendation is that this theory allows evaluation from multiple perspectives, creating a more comprehensive understanding of how security measures influence overall hotel performance and stakeholder relationships.

Empirical Review

Lee, and Jang (2022) examined the impact of Security Measures on Hotel Performance: A Comparative Study." The Objective is to compare different security measures and their effectiveness on hotel performance. The methodology is Quantitative analysis using performance metrics of different hotel chains. The Conclusion is that certain security measures led to higher performance metrics. The recommendation is that tailoring security measures to hotel type enhances effectiveness. The similarity to the study is that it directly evaluates security measures and hotel performance. The variation to the study is comparative study across multiple chains. The gap is that it lacks qualitative assessment of guest perception on security. Okumus, and Bilgihan, (2021) explored how Security Affects Hotel Reputation in the Digital Age." The objective is to investigate the impact of security concerns on hotel reputation. The methodology is online reputation analysis using social media data. The conclusion is that security issues have a significant negative impact on hotel reputation. The recommendation is that hotels should actively manage security perceptions online. The similarity to the study focus on security's impact on overall hotel performance. The variation to the study concentrates on reputation rather than direct performance metrics. The gap is that it does not explore the economic implications of reputation loss.

O'Neill, and Mattila, (2016) determined the importance of Hotel Security in the Hospitality Industry." The objective is to study the overall significance of hotel security measures within the hospitality sector. The methodology is comprehensive literature review and expert interviews. The conclusion is effective hotel security is paramount for maintaining industry standards and performance. The recommendation is to continuously evaluate and improve security measures based on evolving standards. The similarity to this study that it discusses the role of security in enhancing hotel performance imperatives. The variation to this study is that it is primarily a literature review instead of empirical research. The gap is that no primary data collection or case studies provided.

Bhowmik and Kamra, (2021) investigated the mitigating Risks: Hotel Security and Operational Efficiency." The Objective is to analyze the relationship between hotel security measures and operational efficiency. The methodology is data analysis combined with interviews of hotel management personnel. The conclusion is that effective security measures streamline operations and enhance overall efficiency. The recommendation is continuous training programs for staff on security protocols should be implemented. The similarity to this study focus on security's relationship with operational performance. The variation to this study is that it emphasizes efficiency rather than direct financial performance. The gap is limited exploration of guest feedback or satisfaction regarding implemented security measures.

Bryde, and Fosse (2022) x-rayed the technology-Enabled Hotel Security and Its Performance Metrics." The objective is to explore how technology-driven security measures impact hotel performance metrics. The methodology is a case study approach focusing on hotels globally that have adopted advanced security technologies. The conclusion is that technology-enhanced security leads to improved operational efficiency and performance. The recommendation is to invest in modern technologies for better guest safety and operational metrics. The similarity to this study is to investigate performance metrics related to security enhancements. The variation to this study is that it exclusively focuses on technology's role in security measures. The gap is that it does not address guest experiences or perceptions resulting from technology-enhanced security.

Kuo, and Lee, (2020) carried out an Empirical Study on Hotel Security Policies and Guest Trust." The objective is to evaluate the relationship between hotel security policies and guest trust levels. The methodology is survey of 300 hotel guests regarding their perceptions of security policies. The conclusion is that proactive security policies are essential for fostering guest trust and improving overall performance. The recommendation is to develop clear and visible security policies tailored for guests. The similarity to this study is that it investigates how security measures (policies) influence operational success. The variation to this study is that it is more focused on trust than comprehensive performance metrics. The gap is the limited quantitative analysis into financial performance ties to guest trust.

Ivanova, and Ivanov, (2023) examined the impact of Security Upgrade Investments on Hotel Revenue." The objective is to analyze the correlation between security upgrades and subsequent revenue growth in hotels. The methodology is financial analysis comparing hotel revenues before and after implementing security upgrades. The conclusion is that significant revenue growth observed following investments in security measures. The recommendation is to allocate sufficient budget for regular security upgrades as part of financial strategy. The similarity to this study the direct focus on how security measures influence hotel revenue, a key performance metric. The variation to this study is strictly quantitative financial analysis without guest experience discussion. The gap is that it doesn't explore guest satisfaction or experience post-security upgrade.

Research Methodology

For the purpose of achieving the objectives of the study, survey research design was used

through administration of questionnaire and personal interview. Descriptive research method is important in this kind of research because it has the ability to clearly explain and organize complex phenomenon in a simpler and understandable form. The population of this study was made up of staff of all the registered large scale hotels (3-5 Star Hotel) in Akwa Ibom State in Nigeria, with emphasis on the state capital. However, there are 672 Staff across the state capital. The simple descriptive statistics such as frequencies, percentage, mean and standard deviation was used to analyze respondents' personal data and research questions while multiple regression analysis was used to test the hypotheses. Decision rule was to accept the null hypothesis if the P-value is greater than 0.05% otherwise reject the null hypothesis and accept the alternative hypothesis. Based on research questions, mean value above or equal to 2.5 is acceptable where there is 4 point rating scale. The multiple regression model is stated thus: $Y = (X_1, X_2)$

Where;

Y = dependent variable (Hotel Performance)

X = independent variable (Human Security)

RESULT PRESENTATION AND DISCUSSION

Question 1 : What is the influence of human security (HS) on hotel customer patronage in Akwa Ibom State.

Table 1: the influence of human security (HS) on hotel customer patronage in Akwa Ibom State.

S/N		SA	A	D	SD	Total No	Total	Mean	Remark
1	The professionalism of security staff enhances my sense of safety while staying at a hotel.	84(41%)	96(46)	24 (12%)	2(1%)	206	698	3.39	Accept
2	I feel more secure when hotel staff are approachable and ready to assist with security concerns.	76 (37%)	90 (44%)	40(19 %)	-	206	656	3.18	Accept
3	Experience with friendly and responsive security personnel impacts my likelihood to return to the hotel.	84(41%)	94(46)	46 (12%)	2(1%)	206	698	3.39	Accept
4	My overall enjoyment of the hotel experience is heightened by the presence of well-trained human security staff.	70 (34%)	120 (58%)	10 (5%)	6 (3%)	206	666	3.23	Accept
5	Experience with friendly and responsive security personnel impacts my likelihood to return to the hotel.	76 (37%)	90 (44%)	40(19 %)	-	206	656	3.18	Accept

GRAND MEAN

3.27

Note: SA=strongly agreed, A= agreed, D=disagreed, SD= strongly disagreed

Table 1 above shows the influence of human security (HS) on hotel customer patronage in Akwa Ibom State. " The professionalism of security staff enhances my sense of safety while

staying at a hotel . :under this section 41% (84) respondents strongly agreed, 46% (96) respondents agreed, 12% (24) disagreed and 1% (3) respondent strongly disagreed with a mean score of 3.39 which was accepted based on the criterion benchmark. This implies that the majority of respondents 70.3% either strongly agree or agree that The professionalism of security staff enhances my sense of safety while staying at a hotel. Customers feel more secure when hotel staff are approachable and ready to assist with security concerns.: under this section, 37% (76) respondents strongly agreed, 44% (90) agreed, 19% (40) disagreed and 0% (0) respondent strongly disagreed with a grand mean of 3.18 which was accepted. This implies that a majority of respondents 66.8% agree that Customers feel more secure when hotel staff are approachable and ready to assist with security concerns This suggests that Customers feel more secure when hotel staff are approachable and ready to assist with security concerns. Experience with friendly and responsive security personnel impacts my likelihood to return to the hotel : under this section, 41% (84) respondents strongly agreed, 46% (94) agreed, 12% (46) disagreed and 1% (2) respondents strongly disagreed with a grand mean of 3.39 which was accepted. This implies that a significant majority of respondents 89.1% strongly agree that Experience with friendly and responsive security personnel impacts my likelihood to return to the hotel. This indicates that guests perceive that experience with friendly and responsive security personnel impacts my likelihood to return to the hotel. Customer's overall enjoyment of the hotel experience is heightened by the presence of well-trained human security staff. : under this section, 34% (70) respondents strongly agreed, 58% (120) respondents agreed, 5% (10) respondents disagreed and 3% (6) respondents strongly disagreed with a mean score of 3.23 which was accepted. This implies that while some respondents 42%agree that customer's overall enjoyment of the hotel experience is heightened by the presence of well-trained human security staff, a larger number 57.9%disagree. This suggests that customer's overall enjoyment of the hotel experience is heightened by the presence of well-trained human security staff. Experience with friendly and responsive security personnel impacts my likelihood to return to the hotel. : under this section, 37% (76) respondents strongly agreed, 44% (90) respondents agreed, 19% (40) respondents disagreed and 0% (0) respondents strongly disagreed with a mean score of 3.18 which was accepted. This implies that while some respondents 42%agree that Experience with friendly and responsive security personnel impacts my likelihood to return to the hotel, a larger number 57.9%disagree. This suggests that Experience with friendly and responsive security personnel impacts my likelihood to return to the hotel.

The grand mean of all the statements is 3.27, which falls in the "Accepted" range. This indicates that, on average, respondents have a positive perception of the influence of human security (HS) on hotel customer patronage in Akwa Ibom State. . In summary, the findings suggest that human security (HS) has influence on hotel customer patronage in Akwa Ibom State.

This is evidenced to the fact that all the items have mean values 3.0 greater than 2.5 which is the criterion mean. The grand mean value of 3.0 implies that human security (HS) has influence on hotel customer patronage in Akwa Ibom State.

Question 2: What is the influence of human security (HS) on hotel customer retention in Akwa Ibom State.

Table 2: the influence of human security (HS) on hotel customer retention in Akwa Ibom State.

S/N		SA	A	D	SD	Total No	Total	Mean	Remark
1	Customer would seek to stay at a hotel where the staff is trained in safety and security protocols.	84(41%)	96(46)	24 (12%)	2(1%)	206	698	3.39	Accept
2	Customer Interacting with courteous staff influences customer decision to return to a hotel.	76 (37%)	90 (44%)	40(19 (5%)	-	206	656	3.18	Accept
3	Customer are more likely to become a regular customer of a hotel if they trust their security personnel.	84(41%)	94(46)	46 (12%)	2(1%)	206	698	3.39	Accept
4	Customer are more likely to become a regular customer of a hotel if they trust their security personnel.c	70 (34%)	120 (58%)	10 (5%)	6 (3%)	206	666	3.23	Accept
5	Customer loyalty to a hotel is strengthened by positive experiences with its staff regarding security matters	84(41%)	94(46)	46 (12%)	2(1%)	206	698	3.39	Accept
GRAND MEAN								3.32	

Note: SA=strongly agreed, A= agreed, D=disagreed, SD= strongly disagreed

Table 4.8 above shows the influence of human security (HS) on hotel customer retention in Akwa Ibom State. " Customer would seek to stay at a hotel where the staff is trained in safety and security protocols: under this section 41% (84) respondents strongly agreed, 46% (96) respondents agreed, 12% (24) disagreed and 1% (2) respondent strongly disagreed with a mean score of 3.39 which was accepted based on the criterion benchmark. This implies that the majority of respondents 70.3% either strongly agree or agree that Customer would seek to stay at a hotel where the staff is trained in safety and security protocols. Customer Interacting with courteous staff influences customer decision to return to a hotel : under this section, 37% (76) respondents strongly agreed, 44% (90) agreed, 19% (40) disagreed and 9% (0) respondent strongly disagreed with a grand mean of 3.18 which was accepted. This implies that a majority of respondents 66.8% agree that customer Interacting with courteous staff influences customer decision to return to a hotel. Customer are more likely to become a regular customer of a hotel if they trust their security personnel.: under this section, 41% (84) respondents strongly agreed, 46% (94) agreed, 12% (46) disagreed and 1% (2) respondents strongly disagreed with a grand mean of 3.39 which was accepted. This implies that a significant majority of respondents 89.1% strongly agree that customer are more likely to become a regular customer of a hotel if they trust their security personnel. This indicates that guests perceive customer are more likely to become a regular customer of a hotel if they trust their security personnel. Customer are more likely to become a regular customer of a hotel if they trust their security personnel. : under this section, 34% (70) respondents strongly agreed, 58% (120) respondents agreed, 5% (10) respondents disagreed and 3% (6) respondents strongly disagreed with a mean score of 3.23 which was accepted. This implies that while some respondents 42% agree that Customer are more likely to become a regular customer of a hotel if they trust their security personnel., a larger number 57.9% disagree. This suggests that Customer are more likely to become a regular customer of a hotel if they trust their security personnel. Customer loyalty to a hotel is strengthened by positive experiences with its staff regarding security matters: under this

section, 41% (84) respondents strongly agreed, 46% (94) respondents agreed, 12% (46) respondents disagreed and 1% (2) respondents strongly disagreed with a mean score of 3.39 which was accepted. This implies that while some respondents 42% agree customer loyalty to a hotel is strengthened by positive experiences with its staff regarding security matters, a larger number 57.9% disagree. This suggests that customer loyalty to a hotel is strengthened by positive experiences with its staff regarding security matters. The grand mean of all the statements is 3.32, which falls in the "Accepted" range. This indicates that, on average, respondents have a positive perception of the influence of human security (HS) on hotel customer retention in Akwa Ibom State. In summary, the findings suggest that human security (HS) has influence on hotel customer retention in Akwa Ibom State. This is evidenced to the fact that all the items have mean values 3.32 greater than 2.5 which is the criterion mean. The grand mean value of 3.0 implies that human security (HS) has influence on hotel customer retention in Akwa Ibom State.

Test Of Hypotheses

Model Summary

Model	R	R Square	Adjusted Square	Std. Error of the Estimate
1	.941 ^a	.886	.882	.31306

a. Predictors: (Constant), **Human Security**.

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	125.887	5	25.177	256.888	.000 ^b
	Residual	16.270	166	.098		
	Total	142.157	171			

a. Dependent Variable: **Hotel Customer Patronage And Customer Retention In Akwa Ibom State**

b. Predictors: (Constant : **Human Security**).

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	-1.079	.136		-7.927	.000
Human Security	.015	.148	-.011	2.103	.018
	.673	.135	.537	4.979	.000

a. Dependent Variable: **Hotel Customer Patronage And Customer Retention In Akwa Ibom State**

The results showed the influence of Human Security on hotel performance in Akwa-Ibom state. The coefficient of determination R-square of 0.886 implied that 88.6% of the sample variation in the dependent variable (hotel customer patronage and customer retention in Akwa Ibom state) is explained or caused by the explanatory variable (Human security.) while 11.4% is unexplained. This remaining 11.4% could be caused by other factors or variables not built into the model. The value of R-square is an indication of positive and very high influence of service quality on customer patronage in hotels. The F-statistic was also used to test the overall significant of the model. The F-value of 256.888 with p-value of 0.000 is an indication that the model is not statistically significant at 5 percent level of significant.

Hypothesis one

H01: Human Security (HS) has no significant influence on customer patronage of hotels in Akwa Ibom. The T-statistic with 2.103 has probability of 0.018% level of significance. Since the probability of the T-statistics is less than 5% level of significance, we would reject the null hypothesis, H_0 and therefore conclude that Human Security (HS) has a significant influence on customer patronage of hotels in Akwa Ibom.

Hypothesis two

H02: Human Security (AS) has no significant influence on customer retention of hotels in Akwa Ibom. The T-statistic with 3.519 has probability of 0.031% level of significance. Since the probability of the T-statistics is less than 5% level of significance, we would reject the null hypothesis, H_0 and therefore conclude that Human Security(HS) has a significant influence on customer retention of hotels in Akwa Ibom.

Discussion On Findings

Findings of this research Study on the Human Security on Hotel Performance in Akwa Ibom State. The study assessed the influence of Human security on:

- **Customer Patronage in Akwa-Ibom State**

The findings regarding human security underscore its essential role in customer patronage in Akwa-Ibom State. Human security relates to the perceived safety provided by the staff and the overall social environment of the business. The research findings indicate that when customers feel secure due to well-trained personnel, they are more inclined to return. This observation resonates with a study by Jamal and Ramaswamy (2021), which found that businesses with high staff vigilance and professionalism typically saw higher customer retention rates. Further supporting this notion, Nwankwo et al. (2020) demonstrated that human security affects customer behavior, showing that customers are keener to patronize businesses where they feel personally valued and protected. This aligns with the findings of Carrington (2019), who indicated that businesses exhibiting empathy and concern for customer safety significantly enhance customer loyalty. Moreover, human security extends beyond merely personnel-related factors; it encompasses the perceived ethical practices of businesses. A study by Anyanwu (2021) revealed that organizations that show care for their employees and customers generally cultivate a loyal customer base. This ultimately leads to increased patronage in Akwa-Ibom State as customers prefer to engage with ethically responsible businesses.

- **Customer Retention in Akwa-Ibom State**

The influence of human security on customer retention in Akwa-Ibom State reveals a profound relationship, as seen in the findings. When customers perceive that the personnel within a business are trained, respectful, and focused on their safety, they are more likely to return. A study by Fatimah et al. (2021) reinforces this conclusion, stating that employees who exhibit concern for customer welfare can dramatically enhance customer loyalty and retention rates. Furthermore, Collier and Evans (2020) found that human security is

intimately linked to the quality of interpersonal interactions that consumers have with staff members. Businesses that prioritize human security through training and proper staff management have been shown to cultivate a loyal consumer base. This aligns with earlier findings by Okwu and Okwu (2021), which indicated that human security is a pivotal factor in enhancing customer trust, ultimately translating into long-term patronage. Moreover, emotional engagement driven by human security practices can significantly enhance customer experiences. Martin and Chen (2020) emphasized that positive employee-customer interactions foster a sense of community and safety among patrons, leading them to continue to support the business.

Conclusion

The conclusions drawn from the study highlight the crucial role of human security—in influencing customer patronage and retention. The findings underscore that asset security is fundamental to fostering customer trust and satisfaction. Hotels that implement effective measures to safeguard guests' belongings, such as secure storage systems and surveillance technologies, are likely to see a marked improvement in customer patronage. The assurance of human protection not only attracts new guests but also enhances the likelihood of repeat visits. Thus, prioritizing human security is essential for hotels aiming to build a loyal customer base in a competitive environment.

Recommendations

Based on the findings of this study, the following recommendations have been made : that there should focus on staff training and development, hotels should foster a culture of care and safety, implement background checks for employees, develop a community engagement strategy and create recognition programs for staff.

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