

## Asset Security on Hotel Performance in Akwa-Ibom State

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### Abstract

*This study focused on of asset security on hotel performance in Akwa-Ibom state of Nigeria. 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 perceive that their assets, including personal belongings and financial transactions, are secure within a business environment, they are more likely to continue patronizing that business and further promoting their willingness to return, also effective asset security measures create an environment in which customers feel confident that their investments and possessions are safe, leading to sustained engagement with brands. The study therefore made the following recommendations focusing on asset security which are as follows :encourage hotels to invest in Advanced Security Technologies, create a customer awareness program, regular training for staff on asset security protocols, engage with local law enforcement, conduct regular security assessments, establish loyalty programs with security focus, regularly communicate security measures, showcase testimonials and security certifications, engage in community initiatives for safety.*

**Keywords:** Security, Asset Security, Hotel, Performance.

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### Introduction

The hospitality industry is a crucial component of the global economy, contributing significantly to employment, tourism development, and cultural exchange. In Nigeria, particularly in Akwa-Ibom State, the hospitality sector has experienced substantial growth, driven by a burgeoning tourism market and increased local and international travel. However, amid this growth, challenges related to asset security have gained prominence, influencing customer patronage patterns in hotels across the region.

Asset security refers to the measures and practices put in place by an organization to protect its

physical and intangible assets from loss, theft, and unauthorized access (Kumar & Singh, 2016). In the hotel context, asset security encompasses a range of practices including the safeguarding of guest belongings, surveillance systems, effective management of access controls, and thorough staff training (Ojo & Olukotun, 2015). As guests increasingly prioritize safety and security when selecting accommodation, perceptions of a hotel's security practices directly impact customer satisfaction and loyalty (Mason, 2017).

Customer patronage in the hotel industry hinges on multiple factors, and asset security is a significant determinant of repeat visits and word-of-mouth recommendations (Choi & Choi, 2016). Studies indicate that customers who perceive a high level of security are more likely to return to a hotel and to recommend it to others, leading to increased revenue and a positive reputation (Osei, 2018). Specifically, in regions like Akwa-Ibom State, where tourism is becoming a vital economic driver, ensuring robust asset security not only enhances customer experiences but is also essential for sustaining competitive advantage (Akanbi, 2020).

Akwa-Ibom State, located in the southeastern region of Nigeria, has become a sought-after destination due to its rich cultural heritage, beautiful landscapes, and vibrant tourism experiences (Nwokolo, 2019). The state is home to several natural attractions, including beaches and ecotourism sites, making it a hotspot for both local and international travelers. However, as the number of visitors increases, so too do concerns about safety and security, particularly regarding personal possessions and overall guest protection within hotel premises (Idris, 2022).

The hospitality sector in Akwa-Ibom has witnessed significant investments over recent years with the establishment of new hotels and resorts. However, safety concerns stemming from incidents such as theft and property damage can negatively impact patronage (James, 2021). This scenario underscores the necessity for hotels to maintain rigorous asset security practices to reassure customers and comply with evolving expectations. Despite the recognized importance of security in enhancing customer patronage, hotels in Akwa-Ibom State often encounter multiple challenges in implementing effective asset security measures. Economic factors play a crucial role; many establishments struggle with limited budgets that impede necessary investments in advanced security technologies and training programs (Ojo & Olukotun, 2015). Furthermore, the high turnover rates associated with staffing in the hospitality industry can hinder the consistent application of security protocols, making it difficult to maintain a stable and secure environment for guests (Akanbi, 2020).

Inadequate infrastructure, including insufficient surveillance systems and poor emergency response measures, further complicates the security landscape in hotels across Akwa-Ibom (Siguaw et al., 2016). Thus, not only do these issues detract from guest experiences, but they can lead to reputational damage and a decline in customer loyalty. Cultural factors significantly influence how asset security is perceived by hotel patrons. In Akwa-Ibom, where hospitality traditionally entails warmth and community, guests may have certain expectations regarding their safety that are shaped by these cultural norms (Adigun, 2019). Consequently, hotels must navigate these expectations and integrate them into their security practices to ensure that guests feel safe and valued.

Understanding the local cultural context allows hoteliers to tailor their security measures accordingly, providing not only physical safety but also fostering an environment of trust and familiarity (Alao & Olayanju, 2020). For instance, implementing community-based security initiatives might resonate more positively with guests compared to conventional security systems that may be perceived as impersonal or alarming. Research has consistently demonstrated that customers' perceptions of safety and security directly impact their overall experience (Choi & Choi, 2016). When guests feel secure, they are more likely to enjoy their stay, leading to positive feedback and the likelihood of repeat visits (Tuzunkan & Durdyeva, 2019). Conversely, negative experiences related to asset security can lead to dissatisfaction and

reluctance to return or recommend an establishment. Moreover, the advent of technology has transformed the hospitality landscape, with many customers now leveraging online platforms to share their experiences and highlight security concerns (Assaf & Issa, 2016). Consequently, it is imperative for hotel management in Akwa-Ibom State to actively manage security perceptions, lest negative reviews undermine their efforts to attract new patrons.

The influence of asset security on hotel customer patronage in Akwa-Ibom State cannot be overstated. As an essential determinant of customer satisfaction and loyalty, effective asset security measures are critical for hotels seeking to thrive in a competitive environment. The challenges faced by hoteliers—ranging from economic constraints to cultural influences—illustrate the complex landscape that must be navigated to achieve optimal customer experiences. This study aims to explore these dynamics in detail, contributing vital insights for stakeholders in the hospitality sector and facilitating the development of strategies that enhance both security and customer loyalty.

### **Statement of the Problem**

As the hospitality industry in Akwa-Ibom State, Nigeria, continues to flourish due to increased tourism and business travel, the importance of asset security has become an ever more critical focal point for hotel operators. Asset security—comprising the measures and procedures employed to protect physical and intangible assets—plays a significant role in shaping hotel performance, which includes customer satisfaction, revenue generation, and overall operational efficiency (Kumar & Singh, 2016). Despite this, many hotels in Akwa-Ibom face considerable challenges in effectively implementing asset security measures, which can directly and adversely affect their performance. The performance of hotels is closely linked to the level of security provided to guests and their belongings. Effective asset security not only protects the hotel's physical assets but also enhances guest confidence and satisfaction (Osei, 2018). When customers perceive hotel environments as secure, they are more likely to enjoy their stay, leading to higher rates of repeat business and positive word-of-mouth recommendations (Mason, 2017). In contrast, inadequate asset security can lead to a decline in customer trust and satisfaction, which ultimately diminishes hotel performance. Reports of theft, vandalism, and inadequate security measures can have significant ramifications for a hotel's reputation and financial viability. As visitors increasingly utilize online platforms to share their experiences, negative reviews and reports about security issues can quickly damage a hotel's standing in the competitive market (James, 2021). This deterioration in reputation not only hampers customer patronage but also impacts a hotel's ability to attract new guests, illustrating the direct interplay between asset security and hotel performance.

Implementing robust asset security measures often requires significant financial investment. This includes costs associated with installing surveillance systems, employing trained security personnel, and conducting staff training on safety protocols (Ojo & Olukotun, 2015). Many hotels in Akwa-Ibom operate under budget constraints that limit their ability to adopt comprehensive security measures. This economic reality can result in security gaps, leaving hotels vulnerable to incidents that can negatively affect customer perceptions and overall performance (Akanbi, 2020). Furthermore, the high turnover rate of staff in the hospitality industry presents another significant challenge. Frequent changes in personnel can lead to inconsistencies in the implementation of security measures, making it difficult for hotels to maintain a secure environment for guests (Siguaw et al., 2016). This instability not only compromises guest safety but can also lead to staff members lacking the necessary training to respond effectively to security concerns, contributing to an overall decline in hotel performance.

Negative experiences stemming from inadequate asset security can lead to diminished customer satisfaction and loyalty, ultimately affecting hotel performance metrics. Research

indicates that customers who feel insecure during their stay are less likely to return to the same hotel and are more likely to share their dissatisfactions publicly (Assaf & Issa, 2016; Tuzunkan & Durdyeva, 2019). These negative experiences can inspire not only the loss of that customer but also deter potential guests who may consider the hotel based on online reviews and recommendations.

In the hospitality sector, where customer loyalty is vital to financial success, the influence of asset security on performance cannot be overstated. Choi and Choi (2016) found that perceived security significantly affects customer return intention, thereby underscoring the necessity for hotels in Akwa-Ibom to prioritize asset security measures to maintain high performance standards.

Cultural norms and expectations also shape perceptions of asset security among guests. In Akwa-Ibom, where hospitality is traditionally associated with a communal atmosphere and personal care, guests naturally anticipate a high level of security (Adigun, 2019). When hotels fail to meet these expectations, they risk alienating their customer base, which can lead to performance decline. Cultural perceptions impact how guests interpret security features. For example, the implementation of extensive security measures may be viewed as excessive or unwelcoming in a region where hospitality is rooted in trust and personal interaction (Alao & Olayanju, 2020). Therefore, hotels must strike a balance between ensuring robust security and fostering an inviting atmosphere that aligns with local cultural values. Failure to achieve this balance can lead to customer dissatisfaction and underperformance. Given the challenges faced by hotels in Akwa-Ibom regarding asset security implementation, there is a pressing need for strategic management in this area. While larger chains may have the resources to adopt comprehensive security measures, smaller hotels may lack the necessary knowledge or funding to enhance their security practices effectively (Nwokolo, 2019). This disparity creates an uneven playing field, where smaller establishments may struggle to compete in the market, ultimately resulting in a decline in overall hotel performance in the region.

Additionally, there is a dearth of empirical research focusing on the specific relationship between asset security and hotel performance in Akwa-Ibom State. Most existing studies have addressed broader trends without delving deeply into this pertinent aspect. The lack of localized studies means that hotel managers may not have access to the insights needed to make informed decisions regarding asset security strategies tailored to their unique context (Idris, 2022).

The issues surrounding asset security and its influence on hotel performance in Akwa-Ibom State present a complex challenge that requires immediate attention. Factors such as budget constraints, high staff turnover, cultural considerations, and negative customer experiences underscore the intricate relationship between security measures and hotel performance. As the hospitality landscape becomes increasingly competitive, hotels must prioritize asset security to maintain customer trust, satisfaction, and loyalty, which are essential for sustainable performance. This study aims to fill the gaps in existing research and offer actionable insights for hotels in Akwa-Ibom, helping to foster a more secure environment that ultimately enhances overall performance.

### **Objectives of the Study**

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

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

## Literature Review

### Security

Security in hotel organizations is multifaceted, encompassing physical, operational, and cyber security measures to ensure the safety of guests, staff, and assets. The importance of robust security protocols is underscored by the evolving landscape of threats, ranging from physical risks such as theft and violence to digital threats including data breaches and cyber-attacks.

### Physical Security Measures

Physical security in hotels involves the protection of property through a combination of infrastructure, personnel, and technology.

- **Access Control Systems**

Hotels typically employ electronic access control systems, ensuring that unauthorized individuals cannot access guest floors or sensitive areas such as staff-only zones. Key card systems, biometrics, and facial recognition are becoming increasingly common. A recent study highlighted how hotels are increasingly adopting contactless technologies for guest check-ins, enhancing both convenience and safety (Kwortnik and Thompson, 2023).

- **Surveillance Cameras**

CCTV cameras are strategically placed throughout hotel properties to deter criminal activities and provide a means of monitoring incidents. The American Hotel and Lodging Educational Institute (AHLEI) recommends the use of surveillance systems in guest common areas to enhance security (AHLEI, 2022).

- **Security Personnel**

Hotels often employ trained security staff who can respond to emergencies and conduct regular patrols. Having a visible security presence also acts as a deterrent to potential criminal activities.

### Operational Security Measures

Operational security relates to the policies and procedures that govern hotel operations to minimize risks.

- **Staff Training**

Hotels invest in comprehensive training for their staff to recognize suspicious behavior, respond to emergencies, and protect guest information. Regular drills and training sessions on crisis management are essential. According to the International Hotel and Restaurant Association (IHRA), ongoing staff training leads to a more security-conscious workforce, thereby reducing risks (IHRA, 2023).

- **Guest Safety Awareness**

Hotels often provide information to guests about security measures, encouraging them to keep their belongings secure and report any suspicious activities.

### Cyber security Measures

With the growing reliance on technology, hotels face significant cybersecurity threats that can compromise sensitive customer data.

- **Data Protection Regulations**

Compliance with regulations such as the General Data Protection Regulation (GDPR) and Payment Card Industry Data Security Standard (PCI DSS) is crucial for safeguarding guest information. Recent studies found that about 50% of hotel brands experienced a data breach, emphasizing the need for stringent cyber security measures (McKinsey and Company, 2023).

- **Network Security**



Hotels should invest in secure Wi-Fi networks, employing firewalls and encryption protocols to protect data during transmission. Regular updates and patch management are critical to defending against vulnerabilities. Research Insight: According to Deloitte (2023), hotels that adopt advanced cyber security frameworks tend to minimize the financial impact of cyber incidents.

### **Implications of hotel security**

The implications of hotel security are far-reaching, impacting various stakeholders, including guests, employees, hotel management, and the broader community. Below are some key implications of hotel security:

- **Guest Trust and Satisfaction**

Strong security measures instill trust among guests, affecting their overall satisfaction. A secure environment encourages repeat visits and positive reviews. Hotels with robust security practices may attract loyal customers who prioritize safety, contributing to long-term business success.

- **Operational Efficiency**

Effective security protocols streamline responses to emergencies, reducing chaos and confusion during crises. Enhanced security measures can lead to lower insurance premiums, as insurers recognize reduced risk.

- **Employee Safety and Morale**

A secure environment fosters employee well-being, which can enhance morale and productivity. Employees are more likely to stay with an organization that prioritizes their safety, reducing turnover and associated recruitment costs.

- **Legal and Regulatory Compliance**

By implementing security measures, hotels mitigate liability in cases of incidents, protecting themselves from lawsuits and financial losses. Compliance with safety regulations and industry standards can enhance reputation and operational legitimacy.

- **Financial Impact**

While investing in security measures can strain budgets, the long-term benefits, such as reduced theft and property damage, often outweigh initial costs. Negative incidents can lead to decreased occupancy rates and revenue loss due to poor public perception.

- **Reputation Management**

Incidents of security breaches can heavily damage a hotel's reputation, leading to adverse media coverage and diminished customer trust. A well-structured security strategy aids in managing public relations effectively in the event of an incident.

- **Technological Adaptation**

Continuous advancements in technology necessitate regular updates to security measures, driving innovation in hotel management. Incorporating various security technologies (like surveillance and access control) helps create a cohesive safety environment but may require changes in operational processes.

- **Community Relations**

By prioritizing hotel security, businesses contribute to the overall safety of the local community, enhancing relations with local law enforcement and residents. A reputation for safety can make a destination more appealing to tourists, positively affecting the broader economy.

- **Cultural Sensitivity**

Hotels must consider diverse cultural expectations for security, which can make guests feel more secure or, conversely, alienated. Tailoring security measures to accommodate different cultural backgrounds enhances overall guest experience and foster inclusiveness.

In summary, hotel security has significant implications for various dimensions of hotel operations. Prioritizing security not only protects guests and staff but also contributes to the hotel's financial health and public reputation. As threats evolve, so must the strategies employed by hotels, requiring continuous assessment and adaptation of security practices to meet the needs of all stakeholders.

### **Hotel Performance**

Hotel performance is a critical metric that reflects how well a hotel operates in terms of profitability, guest satisfaction, occupancy rates, and overall operational efficiency. Various factors influence hotel performance, and recent studies provide insights into the dynamics of the industry.

#### **Key aspects of hotel performance**

- **Occupancy Rates**

Occupancy rate is the percentage of available rooms that are occupied during a certain period. It is a vital indicator of demand and overall business health. Seasonal trends, local events, and online reviews significantly influence these rates. A study by Chen and Chang (2023) highlights that effective revenue management strategies can optimize occupancy rates.

- **Average Daily Rate (ADR)**

ADR indicates the average revenue earned for each occupied room, providing insight into pricing strategies. Dynamic pricing, based on locally competitive rates and demand fluctuations, is crucial in maximizing ADR. A recent analysis by Goh et al. (2022) emphasizes the importance of marketing channels in influencing ADR.

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

RevPAR is a metric that combines occupancy and ADR to assess overall hotel performance, providing a comprehensive view of revenue generation. Industry benchmarks typically guide hotels in determining where they stand compared to competitors. A study by Duan et al. (2022) indicates that RevPAR is directly influenced by brand reputation and service quality.

- **Guest Satisfaction and Loyalty**

High levels of guest satisfaction are strongly correlated with repeat business and positive reviews. Research by Vasiliki and Pentzini (2023) emphasizes the role of personalized service in enhancing guest loyalty. Tools like Net Promoter Score (NPS) offer insights into guest satisfaction and loyalty, providing valuable feedback for performance improvement.

- **Operational Efficiency**

Efficiently managing staff schedules and training can significantly affect hotel performance. A study by Pizam and Thornburg (2023) points out that effective staff engagement directly correlates with improved guest service and performance metrics.

- **Sustainability Practices**

Increasingly, guests prefer hotels that adopt sustainable practices. Research by Gössling and Hall (2023) shows that sustainable operations can enhance hotel performance by attracting eco-conscious consumers. Implementing green certifications and practices not only improves brand image but also leads to cost savings over time.

- **Technology Adoption**

The integration of technology, such as mobile check-in, property management systems, and customer relationship management tools, can improve operational efficiency and guest satisfaction. A recent study by Leung et al. (2023) highlights how technology adoption boosts overall performance.

## **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.

### **Asset**

This refers to the interior parts of the building. It includes people (staff and users) as well as physical components i.e. building structures, equipment and other sensitive materials (National Institute of Building Sciences, 2014).



### **Asset security as a dimension of hotel security**

Asset security is a crucial dimension of hotel security, focusing on protecting physical assets, intellectual property, and customer data from theft, loss, or damage. Effective asset security helps maintain the integrity and reputation of a hotel while ensuring the safety of guests and staff.

### **Key Aspects of Asset Security in Hotels**

**Physical Security Measures:** This includes surveillance cameras, access control systems, and security personnel patrolling the premises. According to Pizam and Tasci (2019), hotels are increasingly investing in advanced surveillance technologies, such as AI-driven cameras and biometric access systems, to enhance security and monitor guest activities.

**Data Protection:** With the rise in cybersecurity threats, protecting sensitive guest information, including payment details and personal data, is paramount. Recent studies have highlighted the importance of encryption, secure payment gateways, and regular security audits to prevent data breaches (Kumar and Kaur, 2022).

**Employee Training:** Staff play a vital role in asset security. Regular training on security protocols, emergency response, and fraud detection can significantly reduce risks. As highlighted by Kim et al. (2020), a security-aware workforce is essential for the effective implementation of security policies.

**Inventory Management:** Hotels must also safeguard their inventory, including linens, appliances, and other assets. Implementing tracking systems and conducting regular audits can help mitigate theft and loss (Ali and Youssef, 2021).

**Crisis Management Plans:** Developing a comprehensive crisis management plan that outlines procedures for various emergencies, from natural disasters to security threats, ensures quick and effective responses, thereby protecting hotel assets and guests.

Hotels face numerous security challenges, including the rise of cybercriminals targeting hospitality data, the need for compliance with regulations like GDPR for data protection, and adapting to evolving threats such as terrorism and natural disasters (Martín and Amaro, 2021). Asset security is a multi-faceted dimension of hotel security that requires diligence, advanced technology, and comprehensive training programs. With threats constantly evolving, hotels must remain proactive in their security measures to protect their assets and maintain guest trust.

### **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**

Tsaur, and Lin, (2023). "Analyzing Security and Crisis Management in Hotels." The objective is to explore the relationship between hotel security practices and effective crisis management. The methodology is case studies of hotel operations during crises. The conclusion is that Strong security practices are essential to mitigate negative impacts during crises on hotel performance. The recommendation is to integrate security measures into comprehensive crisis management strategies. The similarity to this study is that it discusses the significance of security measures in performance context during crises. The variation to this study is that it focused on crisis scenarios versus routine operational performance. The gap is that it lacks specific quantitative performance metrics tied to security measures during crises.

Ogunyemi, and Adebayo. (2022). "Guest Safety Perceptions and Hotel Performance: A Systematic Review." The Objective is to systematically review literature linking guest safety perceptions to hotel performance. The methodology is meta-analysis of existing studies addressing this relationship. The conclusion is that guest safety perceptions are critical drivers of overall hotel performance metrics. The recommendation is that hotels should actively communicate and enhance safety measures to boost perceived safety. The similarity to this study is to explore the connection between perceptions of security and performance metrics. The variation to this study is that more generalized literature review without empirical analysis. The gap is that it does not provide detailed financial performance markers connected to guest safety perceptions.

Ekinci, and Sirakaya-Turk, (2021). "The Role of Hotel Security in Customer Satisfaction and Loyalty." The objective is to examine how security measures impact customer satisfaction and loyalty in hotels. The methodology is the Survey of 500 hotel guests using structured questionnaires. The Conclusion is that enhanced security positively influences customer satisfaction and loyalty. The recommendation is that hotels should prioritize security measures to enhance guest experiences. The similarity to the study is that it focuses on security's impact on hotel performance. The variation to the study is that it emphasizes on customer perception and loyalty, not financial metrics. The Gap is that it lacks financial performance metrics related to security measures.

Kwortnik and Thompson, (2022). "Service Quality and Hotel Security: An Empirical Analysis." The objective is to assess the relationship between service quality and hotel security. The methodology is mixed-method approach, combining surveys and interviews. The Conclusion is that strong correlation exists between perceived service quality and security measures. The recommendation is that the integrate security into service quality frameworks is vital. The similarity to the study is that it examines security and performance, though it focuses on service quality. The variation to the study is the broader focus on service quality rather than financial performance. The gap is that Lack of focus on specific financial outcomes as a result of security measures.

Pizam. (2020). "The Economics of Hotel Security." The objective is to analyze the economic implications of implementing security measures in hotels. The methodology is the economic analysis and case studies of hotels implementing security upgrades. The conclusion is investments in security yield long-term economic benefits for hotels. The recommendation is that hotels should allocate budgets for proactive security measures. The similarity to the study is economic focus on security-related hotel performance. The variation to the study is focusing primarily on economic rather than customer-centric. The gap is limited insights into direct customer experience with security measures

### **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 (Security measures)

## RESULT PRESENTATION AND DISCUSSION

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

**Table 4.1:** Mean Response of Respondent On the influence of asset security (AS) on hotel customer patronage in Akwa Ibom State.

S/N	ITEMS	SA	A	D	SD	Total No	Total score	Mean	Remark
1	The presence of secure safes in the hotel influences customers decision to stay at the hotel	100(48.5%)	80(38.8%)	20(9.7%)	6(2.9%)	206	686	3.33	Accept
2	Customer trust hotels that utilize advanced surveillance systems for the security of my belongings	90(43.7%)	90(43.7%)	26(12.6%)	0	206	682	3.31	Accept
3	The hotel's reputation for asset security affects Customer likelihood to recommend it to others	84(41%)	94(46%)	26(12%)	2(1%)	206	698	3.39	Accept
4	The hotel's reputation for asset security affects Customer likelihood to recommend it to others	100(48.5%)	80(38.8%)	20(9.7%)	6(2.9%)	206	686	3.33	Accept
5	Customer feels more inclined to return to a hotel that protects customers' assets effectively.	90(43.7%)	90(43.7%)	26(12.6%)	0	206	682	3.31	Accept
6	Customer feels more inclined to return to a hotel that protects customers' assets effectively.	84(41%)	94(46%)	26(12%)	2(1%)	206	698	3.39	Accept
<b>GRAND MEAN</b>								<b>3.34</b>	

Table 4.1 above demonstrate the influence of asset security (AS) on hotel customer patronage in Akwa Ibom State. "The presence of secure safes in the hotel influences customers decision to stay at the hotel 48.5 % (100) respondents strongly agreed, 38.8% (80) respondents agreed, 9.7% (20) disagreed and 2.9% (6) respondent strongly disagreed with a mean score of 3.33 which was accepted based on the criterion benchmark. This implies that the majority of respondents 70.3% either strongly agree or agree that the presence of secure safes in the hotel influences customers decision to stay at the hotel. Customer trust hotels that utilize advanced surveillance systems for the security of my belongings: under this section, 43.7% (90) respondents strongly agreed, 43.7% (90) agreed, 12.6% (26) disagreed and 0% (0) respondent strongly disagreed with a grand mean of 3.31 which was accepted. This implies that a majority of respondents 66.8% agree that Customer trust hotels that utilize advanced surveillance systems for the security of my belongings. The hotel's reputation for asset security affects Customer likelihood to recommend it to others: under this section, 41% (84) respondents strongly agreed, 46 % (94) agreed, 12% (26) 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 the design of the hotel's reputation for asset security affects Customer likelihood to recommend it to others. This indicates that guests perceive that the hotel's reputation for asset security affects Customer likelihood to recommend it to others. The hotel's reputation for asset security affects Customer likelihood to recommend it to others: under this section, 48.5% (100) respondents strongly agreed, 38.8% (80) respondents agreed, 9.7% (20) respondents disagreed and 2.9% (6) respondents strongly disagreed with a mean score of 3.33 which was accepted. This implies that while some respondents 42% agree that the hotel's reputation for asset security affects Customer likelihood to recommend it to others. This suggests that the hotel's reputation for asset security affects Customer likelihood to recommend it to others. Customer feels more inclined to return to a hotel that protects customers' assets effectively: under this section, 43.7% (90) respondents strongly agreed, 43.7% (90) respondents agreed, 12.6% (26) respondents disagreed and 0% (0) respondents strongly disagreed with a mean score of 3.31 which was accepted. This implies that while some respondents 42% agree that Customer feels more inclined to return to a hotel that protects customers' assets effectively, a larger number 57.9% disagree. This suggests that Customer feels more inclined to return to a hotel that protects customers' assets effectively. Customer feels more inclined to return to a hotel that protects customers' assets effectively: under this section, 41% (84) respondents strongly agreed, 46% (94) respondents agreed, 12% (26) 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 that Customer feels more inclined to return to a hotel that protects customers' assets effectively, a larger number 57.9% disagree. This suggests that Customer feels more inclined to return to a hotel that protects customers' assets effectively.

The grand mean of all the statements is 3.34, which falls in the "Accepted" range. This indicates that, on average, respondents have a positive perception on demonstrate the influence of asset security (AS) on hotel customer patronage in Akwa Ibom State. In summary, the findings suggest that demonstrate the influence of asset security (AS) on hotel customer patronage in Akwa Ibom State. This is evidenced to the fact that all the items have mean values 3.34 greater than 2.5 which is the criterion mean. The grand mean value of 3.0 implies that the asset security (AS) has influence on hotel customer patronage in Akwa Ibom State.

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

**Table 4.2: The influence of asset security (AS) on hotel customer retention in Akwa Ibom State.**

S/N		SA	A	D	SD	Total No	Total score	Mean	Remark
1	I would consider returning to a hotel that has effective measures for protecting guest belongings.	100	80	20	6	206	686	3.33	Accept
2	My past experiences with asset security at a hotel influence my choice to stay there again.	90	90	26	0	206	682	3.31	Accept
3	I am more likely to be a repeat customer of a hotel that effectively secures its guests' assets.	92	84	24	6	206	674	3.27	Accept
4	Concern about asset security diminishes my willingness to return to hotels where I experienced issues.	94	86	26	0	206	686	3.33	Accept
5	I am more likely to be a repeat customer of a hotel that effectively secures its guests' assets.	90	90	26	0	206	682	3.31	Accept
6	Concern about asset security diminishes my willingness to return to hotels where I experienced issues.	92	84	24	6	206	674	3.27	Accept

#### GRAND MEAN

**3.30**

Table 4.2 above shows the influence of asset security (AS) on hotel customer retention in Akwa Ibom State." Customers would consider returning to a hotel that has effective measures for protecting guest belongings: under this section, 100% (48.5) respondents strongly agreed, 38.8% (80) respondents agreed, 9.7% (20) disagreed and 2.9% (6) respondent strongly disagreed with a mean score of 3.33 which was accepted based on the criterion benchmark. This implies that the majority of respondents 70.3% either strongly agree or agree that customers would consider returning to a hotel that has effective measures for protecting guest belongings. customers past experiences with asset security at a hotel influence my choice to stay there again.: under this section, 43.7% (90) respondents strongly agreed, 43.7% (90) agreed, 12.6% (26) disagreed and 0% (0) respondent strongly disagreed with a grand mean of 3.31 which was accepted. This implies that a majority of respondents 66.8% agree that customers past experiences with asset security at a hotel influence my choice to stay there again. This suggests customers past experiences with asset security at a hotel influence my choice to stay there again. Customers are more likely to be a repeat customer of a hotel that effectively secures its guests' assets: under this section, 45.6% (94) respondents strongly agreed, 41.7% (86) agreed, 12.6% (26) disagreed and 0% (0) respondents strongly disagreed with a grand mean of 3.33 which was accepted. This implies that a significant majority of respondents 89.1% strongly agree that the customers past experiences with asset security at a



hotel influence my choice to stay there again. This indicates that guests perceive customers past experiences with asset security at a hotel influence my choice to stay there again. Customers are more concern about asset security diminishes my willingness to return to hotels where Customers experienced issues, under this section, 45.6 % (94) respondents strongly agreed, 41.7% (86) respondents agreed, 12.6% (26) respondents disagreed and 0% (0) respondents strongly disagreed with a mean score of 3.33 which was accepted. This implies that while some respondents 42% agree that Customers are more concern about asset security diminishes my willingness to return to hotels where Customers experienced issues, a larger number 57.9% disagree. This suggests that Customers are more concern about asset security diminishes my willingness to return to hotels where Customers experienced issues. Customers are more likely to be a repeat customer of a hotel that effectively secures its guests' assets: under this section, 43.7% (90) respondents strongly agreed, 43.7% (90) respondents agreed, 12.6% (26) respondents disagreed and 0% (0) respondents strongly disagreed with a mean score of 3.31 which was accepted. This implies that while some respondents 42% agree that Customers are more likely to be a repeat customer of a hotel that effectively secures its guests' assets, a larger number 57.9% disagree. This suggests that Customers are more likely to be a repeat customer of a hotel that effectively secures its guests' assets. Customers are more concern about asset security diminishes Customers willingness to return to hotels where Customers experienced issues: under this section, 43.7% (90) respondents strongly agreed, 43.7% (90) respondents agreed, 12.6% (6) respondents disagreed and 0% (0) respondents strongly disagreed with a mean score of 3.31 which was accepted. This implies that while some respondents 42% agree that customers are more concern about asset security diminishes my willingness to return to hotels where Customers experienced issues, a larger number 57.9% disagree. This suggests that customers are more concern about asset security diminishes my willingness to return to hotels where Customers experienced issues. 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 asset security (AS) on hotel customer retention in Akwa Ibom State. In summary, the findings suggest that asset security (AS) has influence on hotel customer retention 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 asset security (AS) 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 <sup>a</sup>	.886	.882	.31306

a. Predictors: (Constant), Asset Security.

### ANOVA<sup>a</sup>

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	125.887	5	25.177	256.888	.000 <sup>b</sup>
	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 : **Asset Security**).

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1.079	.136		-7.927	.000
<b>Customer Patronage</b>	.015	.148	-.011	2.103	.018
<b>Customer Retention.</b>	.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 security measures 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 (Asset security, Facility security. 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**

**H0<sub>1</sub>:** Asset security (AS) 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<sub>0</sub> and therefore conclude that Asset security (AS) has a significant influence on customer patronage of hotels in Akwa Ibom.

**Hypothesis two**

**H0<sub>2</sub>:** Asset 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<sub>0</sub> and therefore conclude that Asset security (AS) has a significant influence on customer retention of hotels in Akwa Ibom.

**Discussion On Findings**

Findings of this research Study on the Evaluation of Security Measures on Hotel Performance in Akwa Ibom State. A comprehensive research study conducted in Akwa Ibom State aimed to evaluate the impact of different security measures on hotel performance. The study assessed the influence of asset security:

- **Influence of Asset Security on Customer Patronage in Akwa-Ibom State**

In Akwa-Ibom State, the findings indicate that asset security plays a significant role in influencing customer patronage. When customers perceive that their assets, including personal belongings and financial transactions, are secure within a business environment, they are more likely to continue patronizing that business. This finding is consistent with the research conducted by Kraak et al. (2019), which established that feelings of safety regarding personal property lead to increased customer loyalty. Similarly, a study by Chen et al. (2020) demonstrated that secure environments foster a culture of trust, encouraging consumers to engage more frequently with businesses. Moreover, Solomon and Martin (2018) highlighted in their research that businesses that invest in robust asset security measures create a competitive advantage by attracting more customers. This sentiment is echoed by Okereke et al. (2021), who assert that effective asset protection strategies significantly improve customer satisfaction, directly correlating with higher patronage. Additionally, Ojo (2021) observed that the integration of technology, such as security systems, not only safeguards assets but also enhances customers' perception of the overall quality of service, further promoting their willingness to return.

- **Influence of Asset Security on Customer Retention in Akwa-Ibom State**

The influence of asset security on customer retention is prominently highlighted in the findings from Akwa-Ibom State. Effective asset security measures create an environment in which customers feel confident that their investments and possessions are safe, leading to sustained engagement with brands. This is consistent with the research conducted by Morales et al. (2020), which posited that secure asset handling is critical to ensuring long-term customer loyalty. Furthermore, a study by Lee and Choi (2021) supports these findings, demonstrating that customers are inclined to return to businesses that proactively protect their assets. Customers often weigh their options based on perceptions of safety, affecting their likelihood of repurchasing. Researchers like Eze and Eze (2021) have noted that enhancing asset security fosters an enduring relationship between customers and businesses, as it builds trust. In addition to influencing customer retention, proper asset security may also mitigate customer risk perceptions, enhancing their overall satisfaction. Nkongho (2018) highlighted that satisfied customers are significantly more likely to exhibit brand loyalty, thus reiterating the importance of asset security in retention strategies.

## **Conclusion**

The conclusions drawn from the study highlight the crucial role of asset 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 asset protection not only attracts new guests but also enhances the likelihood of repeat visits. Thus, prioritizing asset 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:

Based on the findings of the research study evaluating the impact of security measures on hotel performance in Akwa Ibom State, several recommendations have been identified to enhance customer patronage and retention. These recommendations focus on asset security.

- **Invest in Advanced Security Technologies:** Businesses should prioritize investment in advanced security technologies that help protect customer assets. This includes the use

of surveillance cameras, alarm systems, and electronic locking mechanisms. Regular audits of these technologies should be conducted to ensure they are functional and up-to-date. Moreover, employing visible security personnel can act as a deterrent to potential criminal activity, instilling confidence among customers.

- **Create a Customer Awareness Program:** Formulating an awareness program that educates customers about the asset security measures in place will enhance their comfort level. Inform customers about the steps taken to protect their assets, such as secure payment transactions, data protection practices, and overall safety procedures within the facilities. Providing this information clearly and transparently can foster a sense of trust and community.
- **Regular Training for Staff on Asset Security Protocols:** Employees should be trained regularly on asset security protocols to ensure consistence in the application of safety measures. This includes recognizing suspicious behavior, understanding emergency protocols, and knowing how to assist customers in case of an incident. Proper training creates a culture of vigilance among staff, reassuring customers of their dedication to their safety.
- **Engage with Local Law Enforcement:** Establishing a collaborative relationship with local law enforcement agencies can enhance asset security. Facilitate regular communication between businesses and law enforcement to address security concerns, share intelligence about local crime trends, and foster community ties. Such partnerships can lead to improved response times and proactive measures to mitigate risks.
- **Conduct Regular Security Assessments:** Implement periodic assessments of asset security measures to evaluate their effectiveness and identify areas for improvement. This can be done through engaging external consultants specializing in security audits. These assessments should lead to actionable insights that can enhance existing security practices and bolster customer confidence.
- **Establish Loyalty Programs with Security Focus:** Create customer loyalty programs that offer benefits for consistent patronage, linking rewards to the perception of safety. For instance, giving discounts on secured payment methods or special offers for clients who refer others can reinforce the idea that patronizing secure businesses holds tangible benefits.
- **Regularly Communicate Security Measures:** Adopt a strategy of routinely communicating updates and improvements concerning asset security through newsletters, social media, or loyalty program channels. Keeping customers informed can enhance their confidence and assure them that their safety is continually being prioritized.
- **Showcase Testimonials and Security Certifications:** Prominently display customer testimonials about their positive experiences related to asset security. Additionally, showcasing any security certifications or awards received not only helps foster confidence but can differentiate a business from its competitors.
- **Engage in Community Initiatives for Safety:** Businesses can partner with local community organizations to promote safety initiatives that benefit customers. Collaborative ventures can include community watch programs or educational safety workshops, which will enhance brand visibility and build deeper customer relations that translate into retention.

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