



Security and Sustainability of Hospitality Industry in Awka South Lga, Anambra State, Nigeria.

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ABSTRACT

Hospitality Industry has been establishing strong relationship with their customers to maintain their brand loyalty, and its reputation which of course will augur well for its survival in business. The General objective of the study is to investigate the effect of insecurity on hospitality industry in Awka South LGA Anambra State of Nigeria, while the study formulated two sub objectives, two research questions and two hypotheses. The study was anchored on the Human Security theory, and it adopted a descriptive survey design method, stratified random sampling technique, and a likert style questionnaire to elicit information from the 195 respondents of the 13 selected hotels in Awka south LGA Anambra State of Nigeria. The one way Anova was used to analyse the formulated research questions and Pearson moment Correlation Coefficient was used to analyse the hypothesis. The findings of the study revealed that some of the insecurity issues like the influx of internet fraudsters and Fulani herdsmen phenomenon have a significant effect on the creation of wealth and maximization of profit for the hospitality industry. However, the study concluded that the hospitality industry management need not be over excited about the increase in sales, as a result of the influx of the internet fraudsters, and the influence of the Fulani herdsmen phenomenon, but they should be informed that their presence may also damage the image and brand loyalty of the hotel, thereby making hotels to lose guest. The study recommends that the hotel management should reform their security outfit, by breaking the unit into human and artificial intelligence, this can be done by breaking the jobs of the security personnel in different sections with distinct responsibility, ensuring that their security personnel are mounted to man every strategic position in the hotels.

Keynote: Security, Hospitality, Sustainability, Fulani, Fraudsters

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1.1 Introduction

The Hospitality Industry has been a home away from home for the residents of our dear State, especially habitants of Awka South and its environment and this has attracted tourists from far and wide. It is worthy of note that this globalised aspect of business has overtime contributed greatly to the Gross Domestic Product (GDP) of every Nation.

The Hospitality Industry had experienced an upsurge in growth and development and it is expected that the industry will continue to grow rapidly, as characterized by population growth in the Country and the influx of local and International tourists to the Country. (Edwin .& Judipat, 2018). But in recent time, the reverse is the

case in the hospitality sector as the rate of insecurity has sprouted to a sharp decline in patronage and this also has really affected outcomes.

It is a known fact that insecurity is detrimental to general wellbeing of the people with its resultant effects in the areas of illnesses, low life expectancy, low quality of life and even death, (Adeleke, 2013). On the economy, insecurity has led to destruction of businesses, properties and equipment; relocation and closing down of businesses, (Eneji, 2020). That is why every Nation must as a matter of importance pay attention to the challenges that may hinder the sustainability of a functional operation of its industries.

Over the past several decades, Hotel Management have turned their focus on the importance of sustainability in the hospitality industry, as it relates to Hotel development and operations, including the environmental, economic and social impact. Sustainability is one of the very subtle issues currently facing our world; this is why every business establishment strives to put all strategic measure in place to ensure that their business remains aggressive to withstand competition and other environmental threat that might be brought forward to render certain business ideas obsolete.(Obiora & Nwokorie, 2018). Meanwhile, the influence of insecurity if not properly managed may end the existence of the hospitality industry, even before it sees the light of the day.

Another very pertinent issue facing the Hospitality Industry has been establishing strong relationship with their customers to maintain their brand loyalty and its reputation which of course will augur well for its survival in business. Addressing these inherent issues effectively and efficiently with the adverse security challenges that has remained unabated in our Country today, with lack of unimplemented policies by the Nigerian Government to protect the life and properties of its citizenry, which happens to be its primary responsibility.

Security in the hotel industry entails the protection of life and properties within and outside the immediate environment of the hotels, from every form of harm, threats and unforeseen hazard, not only on the hospitality employee, nor its immediate community, but most importantly its Shareholders, Investors and Tourist whose investment fosters the sustainable development of the hospitality industry (Adepoju, 2017).

Ekujuru (2016) depicts that the Hospitality Industry is one of the few in the business environment that have accommodated varieties of man power, keeping several youths out of the street by engaging them in an unskilled and skilled activities in the hotels for the sole aim of pushing the hospitality organization into achieving it set goals for an exchange of remuneration and/or wages at the end of the month.

In line with the above, the objective of the organization and that of its employees can only be harnessed in a very serene or tranquil business environment, devoid of any form of banditry, theft, fear of social hazard, instability of customer's patronage to the products and services of the hotels, and any form of negative influence of the Fulani Herdsmen phenomenon, which may pose threat to the hospitality Industry. It is against this background that this study intends to investigate the effects of Insecurity on the sustainability of the Hospitality Industries in Awka South Local Government Area of Anambra State, Nigeria.

1.2 Statement of Problem

Industries, either large or small, thrive to improve its performance even in the midst of insecurities. The need to maintain valuable image and patronage in this present dispensation of security uncertainties for the hospitality industries is of greater benefits. Security is an important issue to be considered for the smooth function of hospitality industries. To a very large extent, security challenges facing the hospitality industries could expose tourist, investors, and the general guest to greater risk, thereby making them more vulnerable. These known facts will create an avenue for low patronage, loss of lives and property, if adequate measures are not put in place to address this menace.

There is a notion that, internal Security issues are inherent in the hospitality Industry, some of which include theft of hotel properties, influx of unlawful persons whom disguise themselves as tourist, thereby using the hotels as a hide out to execute cyber crimes and other unlawful practices. All these pose a greater threat to the integrity and brand loyalty of the hospitality industry. These internal problems could be better managed by the management of the hotels, but when the challenges escalate the control of the security outfit of the Hospitality Industry, it becomes very worrisome.

The hospitality Industry which however have suffered immensely from Government insensitivity in addressing this trending issues that is at the verge of collapsing another vibrant economic sector of the nation, which have over time helped to ameliorate the problem of unemployment and youth restiveness, by engaging them into an active employment and giving them the means for an average livelihood.

Some of the evidences of research carried out over the years, have further exposed that hospitality industry in Anambra state, particularly Awka south, where over hundred (100) hotels are presently domiciled, have experienced deplorable security threats in the last five years, thus, making the survival of this industry a write-off. Consequently, most of these hotels thrive to remain in business amidst greater competition from their

rivals. Their corporate social responsibilities (CSR), which is mostly direct and indirect employment of the local populace, have been abused and as a result, it has worsened security situation with the environment.

Nwokorie (2017), affirmed that while hotel security technology is moving into cyber security sector, having a paradigm shift to customer data creation and protection, physical security and awareness remains sacrosanct to the safety of hotel guests, for easy business sustainability. Even after establishing strong security policies and procedures, by some of these hoteliers, they are still vulnerable to cyber attacks, break-in, theft and other high profile crimes. It is against this backdrop that this study was carried out to investigate the issues of insecurities hampering on the sustainability of hospitality industry in Awka south.

1.3 Objective of the Study

The General objective of the study is to investigate the effect of insecurity on hospitality industry in Awka South, Anambra State of Nigeria. However, the specific objectives were formulated as follows:

1. Assess the influence of Fulani Herdsmen Phenomenon on Profit Maximization of Hospitality industry in Awka South, Anambra State of Nigeria.
2. Assess the effect of influx of Internet Fraudsters on wealth creation for Hospitality industry in Awka, Anambra State of Nigeria

1.4 Research Questions

1. What is the influence of Fulani Herdsmen Phenomenon on Profit Maximization of Hospitality industry in Awka South, Anambra State of Nigeria?
2. To what extent does Influx of Internet Fraudsters affect wealth creation for Hospitality industry in Awka, Anambra State of Nigeria?

1.5 Research Hypothesis

Ho: Fulani Herdsmen Phenomenon has no significant influence on Profit Maximization of the Hospitality industry in Awka South, Anambra State of Nigeria.

Ho: Influx of Internet Fraudsters has no significant effect on wealth creation for the Hospitality industry in Awka, Anambra State of Nigeria

II. Review of Related literature

2.1 Conceptual Review

Various Scholars across the globe have postulated different views on the concept of security; according to the United Nations Development Program (UNDP, 1994), human security could be defined as protection from hidden and hurtful disruptions in the daily activities, at offices, homes or Communities. That is, security is the state of being safe and secure from danger, it could also be protection from chronic threats such as hunger, disease and repression. (Adeleke, 2013).

William (2008), who sees security from the socio-political perspective, averred that security involves the capacity to pursue cherished political & social ambitions. That is, security is socio-political in nature, as without security, there can be no political stability and consequently social activities will be in chaos. Palme (1992) argued that there is a relationship between security and survival. For him, security is the basic condition for the survival of human beings. This implies that, security is synonymous to freedom from danger.

Akin (2008), affirmed that security is any laid down procedures towards the protection of persons and property against hostile persons. This, security encompasses all approach towards safeguarding human and as well as material resources in the state against all forms of aggressions or violent conduct.

Recently the speed at which hospitality industry's profitability decline in Anambra Nigeria, precisely in Awka south is worrisome. This is because Hospitality industries operate in an environment that is surrounded by high level of insecurity occasioned by cybercrime According to Nwagboso (2012), Insecurity is the danger that business owners exercise by relocating their business ventures from an insecure environment to a more secure one.

Achumba et. al. (2013), depicts that insecurity is an absence of protection or safety. These scholars argue further that insecurity entails peril; deathtraps; ambiguity and dearth of fortification. The destruction of business building, properties and equipment is tantamount to loss of capital, which has ruined not a few businesses in Nigeria. They also discussed the problem of insecurity from the following two major perspectives, namely; that insecurity is the state of being prone or vulnerable to danger. In this situation, the tendency of experiencing hurt based on insufficient measure against danger is very bright (Omonjo et al, 2017).

Secondly, insecurity is the state of being exposed to risk or anxiety. The exposure could be as a result of inadequate measures against insecurity by the state or by a group of people. The above perspective of scholars on insecurity failed to see the concept of insecurity as a failure of the state to provide the necessary facilities or

amenities for business sustainability. This gap in knowledge serves as a concern to business owners and other scholars in social-political, classical economics, and behavioural, considering the implications of the subject matter on national development and the wellbeing of the people. Therefore, insecurity constitutes serious threats to lives and properties; it hinders business activities, thereby discouraging donatics and foreign investors, all of which retards a country's socio-economic development.

2.1.1 Banditry (Robbery) and Business Sustainability

Banditry means the occurrence of prevalence of armed robbery or violent crime. It involves the use of force, or threat to that effect, to intimidate a person with the intent to rob, rape or kill (Adeleke, 2013). It has been a common genre of crime as well as cause violence in contemporary societies. The concept of banditry has been changing over time, space and circumstances.

Nwagboso (2012), posited that Robbery is the felonious taking of personal property of another, from his person or immediate presence, and against his will, accomplished by means of force or fear. Robbery is also a violent crime and often includes the use of weapon. Robbers often case businesses for cash on hand and ways to achieve surprise and avoid witnesses

Rotberg (2009; 33), "Crime against persons, including murder, rape and robbery has grown in scale and viciousness in Nigeria since 1999" This has been demonstrated by the pervasive trend of armed robbery in the country, which in effect mirrors the Africa-wide experience (Ahmed 2021) in this regard, Onimode opines that; car snatching robbery at homes, offices and relaxation centers, waylaying of travelers are common forms of armed robbery in African countries. Their incidences have been rising since the African crises started in the 1980s (Onimode, 2001).

The most common feature of banditry in Africa has been maiming, killing and wanton destruction of properties hence this has direct relationship with vandalization of CCTVs (Rufai, 2011). Since most business owners could do anything possible to prevent it then the bandit also apply force with the aid of small arms & light weapons to ensure effective stealing of properties (Addo,2006). Hence, the application of force during vandalization is what is herein considered banditry and dynamic operating pattern of crime.

2.1.2 Issues of Human Security in the Hospitality Industry.

The deteriorating situation of human security as regards to Hospitality industry in the state accounts for the increasing incidents of rural banditry and hostel vandalization. Human security is much broader than national security, which tends to focus on the security of the state in military external aggression. Security shares conceptual space of the people, the centric approach to human development pioneered by the United Nations Development Programme (UNDP, 1994). While national security from the above perspective is the defense of a country against internal and external threat to nation unity, cohesion, peace aspiration goals etc, this is ensured through security agencies (Nweke and Nwachukwu, 2014). Therefore, insecurity constitutes serious threats to lives and properties, hinders business activities and discourages domestic and foreign investors, all of which referred Hospitality industries and country's socio economic development.

2.1.3 Internet Fraud

Internet fraud is a type of fraud or deception which makes use of the internet and could involve hiding of information or providing incorrect information for the purpose of tricking victims out of money, property, and inheritance. Internet fraud is not considered a single, distinctive crime but covers a range of illegal and illicit acts carried out in the internet. Federal Bureau of Investigation's (FBI, 2017) internet crime report, when internet fraud is being talked about, most fingers point to Africa, especially Nigeria as the country is said to be responsible for internet fraud mayhem due to the fact that many internet fraudsters have been traced to the country. While it is unfortunate to say that this is not far from the truth but victims of internet fraud must take a share of the blame for this menace because it takes two to tango.

2.1.4 Effects of Internet Fraud

Internet fraud causes indirect losses to companies whose clients have been defrauded. This is because fraud usually causes great money to be taken off an individual or company, and once this happens it will in turn; affect a client's ability to meet other monetary duties and obligations (Rosenberg, 2007). Internet fraud throws emotional and psychological burdens on individuals. This is because as human being we have the natural tendency to develop fear towards anyone or anything that has previously caused us harm. Internet fraud has cost some people their lives. Examples are a man from Cambridge shire who killed himself after realizing he had been tricked and thought he had actually won 1.2 million dollars. (BBC News, 2004), and another student in University of Nottingham who

committed suicide after giving thousands of pounds with the expectation of getting millions in return only to realize she had been duped. (BBC News, 2008)

Internet Fraud has caused West Africa to have a bad reputation. West Africa, particularly Nigeria and Ghana are notorious for Internet Fraud across the globe and this has painted a bad image for West Africa all over the world. Loss of potential foreign investors. Due to Internet Fraud in West Africa, many people who hither to would have set up businesses in West Africa have drawn back for fear of destroying their businesses rather than building them up. Internet Fraud has led to mistrust in West Africa. People who would have liked to do business with or in West Africa no longer have the confidence or feel safe to do so due to Internet Fraud

2.1.5 Fulani Herdsmen Phenomenon

The Fulani own over ninety percent of the livestock population which accounts for one-third of agricultural GDP and 3.2% of the entire GDP in Nigeria (Fabiya & Otunuga, 2016). The Fulani herdsmen mostly move with their cattle from one destination to another in search of grazing land especially in the dry season. When the Fulani light-skinned herders are migrating, they are often accompanied by their dark-skinned sedentary kinsmen (urban or town Fulani), who are better educated, more dynamic as politicians, and were fanatical and versed as Muslims than the former. When the herders encounter local opposition to their encroachments, the sedentary kinsmen provide the requisite political and military strategy for resistance, and when the sedentary kinsmen felt the need for socio-religious cleansing (a jihad), the herdsmen provide the rank and file of the fighting forces.

Nigeria is under a severe internal and security threat as the threat has political, economic and environmental dimensions. Each of these dimensions has critically affected the stability of the nation and can be traced to many factors in which the Fulani-herdsmen appears to be major factor. Most worrisome in the present development is the pillaging, raping, killing and kidnapping by the so called Fulani herdsmen. Stories are found in the national dailies on daily basis of how these shepherds strategically attack several communities and houses, with sophisticated assault guns- AK-47.

Okereke (2012) and Bello (2013), the conflicts in most part of Nigeria especially the Fulani herdsmen and farmers clash are largely uncalled for. Farmers can no longer farm peacefully because of Fulani herdsmen. These Fulani herdsmen and farmers clash have pitched Christians and Muslims against each other.

Recent studies conducted by Okereke (2012) and Kasarachi (2016) have shown that, serious conflict erupt between Fulani herdsmen and farmers leading to loss of lives, valuable properties and destruction of vast expanse of arable agricultural farmlands thereby posing serious threat to food security since farmers for fear of attack could no longer go to farm and harvest their farm produce. The latest attacks by Fulani herdsmen is on the upsurge, with the most latest attacks in February 2018 happening in Benue State, Taraba State, Nassarawa State and few cases of attack in other states. In recent times, the killings recorded by Fulani herdsmen and farmers clash has rampaged most communities displacing them of their farmlands and loss of their major source of livelihood. This is becoming unbearable with the Fulani herdsmen always having their ways leaving the farmers at their mercy.

This recent wave of violence in Nigeria as observed by Kasarachi (2016) has disrupted socioeconomic, religious and educational activities, political instability and threatened the national unity in Nigeria. These extra judiciary killings have forced thousands of people to abandon their homes and farmlands for safety.

Okereke (2012) asserts that this unfolding violence have become so alarming that there is no gain saying the fact that Nigeria is at a crossroad and gradually drifting to a conflict society. Equally begging for answers are the social issues of the rape of women, robbery and kidnapping with ultimate intent for ransom

2.1.6 Sustainability

Sustainability may be defined as the capacity to maintain or improve the state and availability of desirable materials or conditions over the long period. Other description such as meeting fundamental human needs while preserving life support system on planet Earth (Kates et. al. 2001).

2.1.7 Sustainability as a Concept in Business

According to the UN Department of Economic and Social Affairs (UNDESA, 2015), sustainable development is a progress that "meets the needs of the present without compromising the ability of future generations to meet their own needs". So for business to be more successful and sustainable, it should report the macro problems such as:

- Economic problems (Ethical conduct, wealth)
- Social problems (Health & safety, employee well-being)
- Environmental problems (Climate change, biodiversity).

It is important to understand how sustainability can generate value to a business organization also in the entire supply chain. Based on the global challenges such as climate changes and the need to act responsible, sustainability is a frequently used term which is also not defined in a generally accepted way. Sustainable development(s) first came up in 1987 from the world Commission of Environment and Development (WCED), which is also known as the Brundtland report. They define SD as; the development which meet the needs of the present without compromising the ability of future generations to meet their own needs.(Lisa Mathis 2016).

Dumphy et al, (2000) defined Sustainable Developments as the aspects of business operations considering environmental, economic and social sustainability. Despite the difference, many of them argued that sustainability is one of the key factors regarding future competitiveness and business survival (Halgsdograndos, 2014).

2.1.8 Dimensions of Sustainability

The key issues of sustainability are usually addressed and divided into the three dimensions of economic ecological and social factors. They are known as the three pillars of sustainability. This model is used in local, regional and national context of governance business, and organizations (Pope and Morrison, 2015). However, the analogy is often criticized because of the unequal consideration that, if one pillar breaks, it does not impact the entire house (Dane and Ryan, 2002)

2.1.9 Perseverance

Perseverance is defined as continued goal of striving despite adversity. It is a virtue underlying the philosophy of sufficiency economy. Obviously, perseverance is required for both early stage companies and established ones, as one may run into unexpected difficulties anytime. Such difficulty requires an iron-will and time to deal with, often more than initially expected.

2.1.10 Cybercrime Phenomenon and Sustainability in hospitality industry.

Gelderene (2012), introduced a perseverance model encompassing four broad strategy categories;

1. Strategy affecting adversity itself.
2. Strategy that changed the way adversity is perceived.
3. Strategy that reframe the aim that adversity has made difficult to attain.
4. Strategies that help to increase self regulatory strength.

Indeed perseverance plays a fundamental role not only in starting up a business but also ensures growth sustainability, particularly when business environment is constantly changing, (Sooksan, 2019). With the current trend of increased use of mobile device and the internet, the hospitality sector has kept pace with the use of cutting edge apps, online access, and other services to deliver unique customer experience. Cyber risk has become an increasing concern for the hospitality industry as technology advances with the emergence of cloud computing social media and big data (Neda 2019) Hotels and restaurants have always being the target for cybercriminals. The top causes for incidents in the hospitality industry were; phishing/hacking/malware, vendor's theft, external theft, internal thefts and employee action/mistake.

2.1.11 Security Challenges and Government Efforts at Fostering Peace.

The government has made several efforts in putting the menace of insecurity in our dear State to a stop. One of it is the inauguration of Community vigilante & police integration, with the singular aim of quenching the activities of these hoodlums; bandits, robbers, kidnappers, cybercrime, as well as cultism. The Government of Anambra State also provided the Police with more sophisticated automobiles to mount surveillance in strategic points. Recently, Awka South precisely engaged the services of Bakassi Boys in combating crimes, but all of these seem not to have reduced the occurrence of crimes in the State.

2.2 Theoretical Framework

The study adopted the Human security theory which was propounded by former Pakistani finance Minister, Mahbub ul haq in the year 1994, the concept emerged as the holistic paradigm of human development cultivated at the United Nations Development Programmes (UNDP). The Human security is an emerging paradigm for understanding global vulnerabilities whose proponents challenge the traditional notion of national security through military security by arguing that the proper referent for security should be at the human rather than national level. Human security reveals a people-centered and multi-disciplinary understanding of security which involves a number of research fields, including development studies, international relations, strategic studies, and human rights. The United Nations Development Programme's 1994 Human Development Report is considered a milestone publication in the field of human security, with its argument that ensuring "freedom from want" and "freedom from fear" for all persons is the best path to tackle the problem of global insecurity

Human security means protecting fundamental freedoms – freedoms that are the essence of life. It means protecting people from critical (severe) and pervasive (widespread) threats and situations. It means using processes that build on people's strengths and aspirations. It means creating political, social, environmental, economic, military and cultural systems that together give people the building blocks of survival, livelihood and dignity." (CHS: 2003: 4). As argued by the Commission on Human Security (CHS), the need for a new paradigm of security is associated with two sets of dynamics:

First, human security is needed in response to the complexity and the interrelatedness of both old and new security threats – from chronic and persistent poverty to ethnic violence, human trafficking, climate change, health pandemics, international terrorism, and sudden economic and financial downturns. Such threats tend to acquire transnational dimensions and move beyond traditional notions of security that focus on external military aggressions alone.

Second, human security is required as a comprehensive approach that utilizes the wide range of new opportunities to tackle such threats in an integrated manner. Human security threats cannot be tackled through conventional mechanisms alone. Instead, they require a new consensus that acknowledges the linkages and the interdependencies between development, human rights and national security

This work was anchored on the Human Security Theory for its divergent exposure to the concern, that human being as a resource of an organization or an entity is a major pillar and driving force to other organization resources (material, machine and money), in the sense that, human coordinate and direct the flow of activities of other organizational resources. CHS (2003), had early argued that if you remove human from organizational activities, other activities will collapse, invariably the human is more highly recognized as a catalyst that ensure the smooth running of an organization.

2.3 Empirical Review

Neda (2019), undertook a study whose objectives were to analyze cyber security and security practices of electronic information and network systems network threats and procedures to prevent cyber-attacks in hostels and restaurants. It was stated that with the new advances in computing systems, cyber risk is fast becoming an issue for hospitality industry. Neda (2019), study did not state the population and sample size where the data for the study was derived from. In addition, the fundamental objectives, the study set out to achieve were not dealt with, as the study took a different direction through the findings and conclusion.

Edwin and Polycarp (2018), conducted a study on Security Challenges for the Hotel Industry: Implications for Selected Hotels in Owerri, Nigeria, A survey was conducted on 154 respondents using a structured instrument to elicit responses regarding the various physical, personnel, and system security aspects of the hotel industry. Relationships between the consequent variables were determined using the Pearson correlation coefficient. Some of the findings in the study revealed lack of security collaboration among hotels located in the area, inadequate emergency exits, and poor internal security. The study recommends a balance between the provision of adequate security and guest privacy, bearing in mind the aggravation guests may feel in the event of an invasion of privacy

Waring (2017), carried out a new research highlights case studies from around the world. His new research reveals patterns in where and how humans manage the environment sustainably. The author suggested that by encouraging the conditions for cooperation in environment use & management, sustainability can be grown.. Waring (2017) research failed to address insecurity wholesomely, considering its negative effect to business sustainability.

Martins and Edward (2018), investigated the contextual factors for the growth of entrepreneurial businesses. From a detailed analysis in the study, a good number of contextual factors were identified. The study found that socio economic environment was responsible for engendering entrepreneurial growth. There were other

influencing factors like family, the ability to adopt and adapt to the changing environment. The study concluded that socio-economic factor was responsible for sustainable growth rather than only insecurity. The study recommended that entrepreneurs should use their internal factors to influence the external environment. The study of Martins and Edward (2018), did not state clearly the statistical tool of analysis used, as the detailed analysis used therein is vague and unacceptable in research.

Achumba et al (2013), examined the insecurity situation in Nigeria and its implications for business investment, operations and sustainable development. The evaluation of the level and dimension of insecurity which was based on secondary data and observations among authors in different places, zones and walks of life as expressed in their comments. Their findings revealed that the insecurity challenge in the country is enormous, complex and would continue to be, if the situation remains unabated. They therefore recommended the need to evolve a safe business environment that allows for effective business activities and a sustainable development process. The study of Achumba et al did not carry out a survey on the population which ought to have furnished their study with first hand information on how the internal and external environment may have reacted to insecurity in the Country. The study did not also limit itself to a particular sector of the Nigeria economy, since it was obvious from their findings that different aspect of human endeavours are faced with different security issues..

Nwokorie and Oladimeji. (2014), examined the consequences of terrorism and insecurity and its adverse effect on the Nigerian economy. It equally attempts to proffer measures aimed at eliminating the negative influences of insecurity in Nigeria so as to increase the possibilities of increased international tourist arrivals. The analytical research methodology was applied and recommendations offered. The study discovered that, tourism development depends totally on the circumstances of lasting peace and security. Therefore, it is recommended that stakeholders in the tourism industry should adopt every available rational means to tackle these security risks in order to guarantee sustainable tourism in Nigeria.

It is eminent that various studies as aforementioned have not been able to justify, that there are other aspect of security issues that might as well augur well for the sustainability of the hospitality industry. It is against these established facts that this study was undertaken to measure up, and fill in the gap in literature as it concerns the influence of the Fulani pastoralist on profit maximization and influx of internet fraudsters on wealth creation for the hospitality industry, in Awka south, Anambra State, Nigeria.

III. Methodology

The study made use of the descriptive survey method. This method was implored by the researchers to describe systematically, the facts, qualities and characteristics of the given population as factual and accurately as possible. The targeted population for the purpose of this study consisted of staff in the security, reception and bar/restaurant units in the thirteen (13) selected hotels of the ninety-eight (98) hotels domicile in Awka south, which figures cannot be estimated, Corporate Affairs Commission (CAC, 2019). The thirteen selected hotels were drawn as a result of its peculiar nature of possessing larger number of staff, (Best western meloch hotel, Chicotel classique hotel, Cosmilla suite & hotel, De hon hotel, De santos Hotel, De geogold hotel & suite, East end hotel, Finotel classique hotel, Geneva hotel & suite, Grand east hotel, Parktonian hotel, Trig point hotel, and Vertex view.

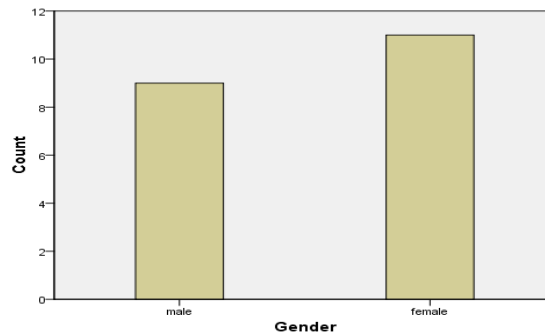
The sampling technique was however selected using the stratified sampling method, this was however done by grouping the population into strata of security, reception and bar/restaurant department, and each member of the stratum was ensured selection. The sample size of 195 was considered, 15 staff each from the selected hotels were investigated and issued with questionnaire.

The sources of data were primary and secondary. Data from the primary source was obtained from a structured likert style questionnaire, while data from the secondary source included information from research work of Scholars, Newspapers, Online textbooks, Google search engine and Business journals. With the aid of Statistical Package for Social Sciences (SPSS) version 16.0, the reliability test was conducted at a coefficient of +1.00 which indicates a positive correlation. Correlation and One way ANOVA were the statistical tools adopted for analyzing the Research questions and testing of the hypotheses.

3.1 Presentation and Analysis of Data

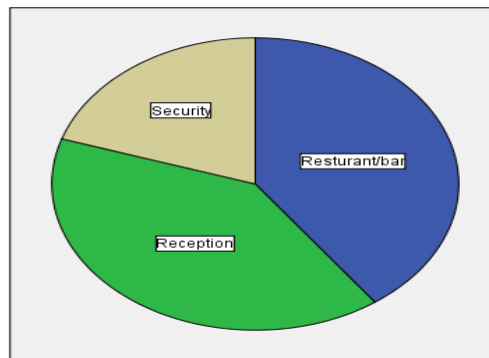
A total of one hundred and ninety five (195) copies of questionnaire were distributed to the respondents of the selected hotels in Awka south under study which was used by the researchers to analyze data that were obtained from the field of study

Analysis of Bio-Data of Respondents
Gender of Respondents



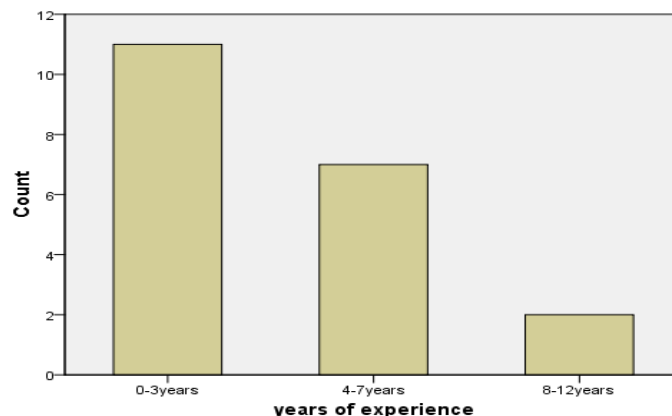
The graph above shows a representation of the gender of respondents under study. It also shows that the population of females are more than male, apparently it is evident that female are the most sort for in the business of hospitality in Awka, Anambra State.

Departments of Respondents



The pie chart above shows the representation of the respondents in various departments in the hospitality industries. The chart shows greater concentrations of staff are employed under the strategic business unit (reception and restaurant/bar) which creates revenue for the hospitality business and profit thereof. Only a few respondents represent the staff in employed in the security unit of the hospitality industry.

Years of Experience



The graph shows a representation of the years of experience of the respondents, the highest number of the respondents falls within the range of 0-2yrs and the least representation falls within 8-12 yrs of working experience. This part of the bio-data was established to elicit information from respondents with a better insight and wealth of knowledge about the hospitality industry.

Research Question 1:

What is the influence of Fulani Herdsmen Phenomenon on Profit Maximization of Hospitality industry in Awka South, Anambra State of Nigeria ?

TABLE 1 ONE WAY ANOVA

Sub questions		Sum of Squares	Df	Mean Square	F	Sig.
Fulani Herdsmen do not pose security threat in business activities	Between Groups	207.161	4	51.790	102.631	0.009
	Within Groups	143.818	285	.505		
	Total	350.979	289			
There is an upsurge of guest at the hotel when it immediate neighborhood its under attack	Between Groups	21.962	4	5.490	7.071	0.010
	Within Groups	221.283	285	.776		
	Total	243.245	289			
Increase in the number of guest at the hotel, increases the consumptions of food, drinks and booking of rooms.	Between Groups	3.982	4	.996	1.640	0.014
	Within Groups	173.014	285	.607		
	Total	176.997	289			
There is an increase in profit level as a result of high consumption of hotel commodities	Between Groups	39.303	4	9.826	18.354	0.020
	Within Groups	152.576	285	.535		
	Total	191.879	289			

Source: Statistical computation using SPSS version 16.0, Field survey 2021

The table above illustrates the relationship between the independent variable x Security proxy on Fulani Herdsmen Phenomenon and the dependent variable y Sustainability of Hospitality Industry proxy with profit maximization. From Roll 1-4, Significance were of 4 positive dimensions at 0.009, 0.010, 0.014 and 0.020 which indicates a positive influence of the Fulani herdsmen phenomenon on profit maximization of hospitality industry in Awka south.

Research Question 2

To what extent does Influx of Internet Fraudsters affect wealth creation for Hospitality industry in Awka, Anambra State of Nigeria?

Table 2` ONE WAY ANOVA

Sub questions		Sum of Squares	Df	Mean Square	F	Sig.
internet fraudsters use hotels as hide out domain to a greater extent	Between Groups	14.606	4	3.651	5.213	0.017
	Within Groups	199.615	285	.700		
	Total	214.221	289			
Hotels provides constant power supply, internet facilities, conducive atmospheric conditions and other facilities to its customers	Between Groups	66.664	4	16.666	36.560	0.022
	Within Groups	129.918	285	.456		
	Total	196.583	289			
Hotel are home away from home for internet fraudsters who may decide to pay and stay for a long time.	Between Groups	5.806	4	1.451	1.664	0.018
	Within Groups	248.570	285	.872		
	Total	254.376	289			
The much time the internet fraudsters spend in the hotels, they tend to consume more food and drinks, thereby creating more wealth for the hotels	Between Groups	72.397	4	18.099	28.021	0.025
	Within Groups	184.086	285	.646		
	Total	256.483	289			

Source: Statistical computation using SPSS version 16.0, field survey 2021

The table above illustrates the relationship between the independent variable x Security proxy with Internet Fraudsters and the dependent variable y Sustainability of Hospitality Industry proxy with wealth creation. Roll

1-4 Significance were of 4 positive dimensions at 0.017, 0.022, 0.018 and 0.025 which indicates the positive influence of the internet fraudsters on wealth creation of the hospitality industry in Awka south.

Test of hypotheses

Research Hypothesis 1

H0¹: Fulani Herdsmen Phenomenon has no significant influence on Profit Maximization of the Hospitality industry in Awka South, Anambra State of Nigeria.

Correlations

		Wealth Creation	Wealth Creation	Wealth Creation	Wealth Creation	
Internet Fraudsters	Pearson Correlation	1	-0.537*	.064	-.281	
	Sig. (2-tailed)		.015	.790	.230	
	N	195	195	195	195	
	Bootstrap ^c	Bias	0	-.001	-.019	-.022
		Std. Error	0	.131	.204	.180
95% Confidence Interval		1	.211	-.367	-.655	
		1	.743	.427	.062	
Internet Fraudsters	Pearson Correlation	-0.537*	1	-.013	.218	
	Sig. (2-tailed)	.015		.957	.357	
	N	195	195	195	195	
	Bootstrap ^c	Bias	-.001	0	-.023	-.028
		Std. Error	.131	0	.243	.254
95% Confidence Interval		.211	1	-.529	-.380	
		.743	1	.439	.578	
Internet Fraudsters	Pearson Correlation	.064	-.013	1	-.101	
	Sig. (2-tailed)	.790	.957		.672	
	N	195	195	195	195	
	Bootstrap ^c	Bias	-.019	-.023	0	-.007
		Std. Error	.204	.243	0	.195
95% Confidence Interval		-.367	-.529	1	-.487	
		.427	.439	1	.279	
Internet Fraudsters	Pearson Correlation	-.281	.218	-.101	1	
	Sig. (2-tailed)	.230	.357	.672		
	N	195	195	195	195	
	Bootstrap ^c	Bias	-.022	-.028	-.007	0
		Std. Error	.180	.254	.195	0
95% Confidence Interval		-.655	-.380	-.487	1	
		.062	.578	.279	1	

*. Correlation is significant at the 0.05 level (2-tailed).

4.2 Interpretation

The relationship result on Table 3 shows a correlation of -0.537* and -0.537* the sum of p= value at -1.074, the illustration above indicates that the influence of the Fulani herdsmen phenomenon has a significant influence on profit maximization of hospitality industry. The indicators of the independent variable x, has shown an increase on the number of hoteliers into hotels in Awka, as a result environment threat, uncontrollable security issues posed by external environmental factors and thereby increasing the profit margin level at, .427, .062, .204 and .624, of the hotels,.

Decision Rule: As the rule of thumb the P-value of the computed correlation is less than 0.05 .at - 1.074 < 0.05

Decision: Since the P-value of the test is less than 0.05 at -1.074 there is enough evidence to reject the null hypotheses and conclude that there is a significant influence of the Fulani herdsmen phenomenon on profit maximization of hotels in Awka.

Research Hypothesis 2

H02: Influx of Internet Fraudsters has no significant effect on wealth creation for the Hospitality industry in Awka, Anambra State of Nigeria

Correlations

		Profit Maximization	Profit Maximization	Profit Maximization	Profit Maximization
Fulani HERDSMEN	Pearson Correlation	1	.000	-.312	-.584**
	Sig. (2-tailed)		1.000	.180	.007
	N	20	20	20	20
	Bias	0	-.022	-.083	-.042
	Std. Error	0	.256	.206	.224
	95% Confidence Interval	1	-.601	-.810	.071
		1	.452	-.088	.863
Fulani HERDSMEN	Pearson Correlation	.000	1	-.719**	.319
	Sig. (2-tailed)	1.000		.000	.171
	N	195	195	195	195
	Bias	-.022	0	-.164	-.011
	Std. Error	.256	0	.334	.158
	95% Confidence Interval	-.601	1	-.151	-.099
		.452	1	.932	.543
Fulani HERDSMEN	Pearson Correlation	-.312	.719**	1	-.195
	Sig. (2-tailed)	.180	.000		.409
	N	195	195	195	195
	Bias	-.083	-.164	0	-.114
	Std. Error	.206	.334	0	.321
	95% Confidence Interval	-.810	-.151	1	-.828
		-.088	.932	1	.212
Fulani HERDSMEN	Pearson Correlation	.584**	.319	-.195	1
	Sig. (2-tailed)	.007	.171	.409	
	N	195	195	195	195
	Bias	-.042	-.011	-.114	0
	Std. Error	.224	.158	.321	0
	95% Confidence Interval	.071	-.099	-.828	1
		.863	.543	.212	1

** . Correlation is significant at the 0.05 level (2-tailed).

Interpretation

The relationship result on Table 4 shows a correlation at 0.584**, -0.719**, 584** and the sum of p= value at -0.719 which indicates that influx of internet fraudsters has a significant effect on wealth creation for the hotels in Awka. The indicators of the independent variable x, has shown an increase on the upsurge of internet fraudsters into hotels in Awka, as a result of better facilities available at the hotels, thereby increasing avenues for wealth creation at level at 0.030, 0.013, and -0.007.

Decision Rule: As the rule of thumb the P-value on the computed correlation table is less than 0.05 at -0.719 < 0.05.

Decision: Since the p-value of the test is less than 0.05 at -0.719, there exists enough evidence to reject the null hypotheses and accept the alternate hypothesis and conclude that the rising influx of the internet fraudsters into hotels in Awka has a greater effect on its wealth creation.

5.1 Discussion of Findings

The study has shown that there is a significant influence of the Fulani headsmen phenomenon on profit maximization of hotels, this was made known through the increased influx of guest into hotels, who have left their houses in search of a more conducive environment, where they feel the protection of their life at the hotel is assured The study was also able to find out about the influx of internet fraudsters who happens to be perpetual

customers to the hotels, and in as much as they happen to have various facilities at their disposal to execute their online business, the rate of consumption of food and drinks are bound to increase accordingly.

5.2 Conclusion

It is important that a very vibrant sector of the economy like the hospitality industry is given an enabling environment to thrive and remain in business, this can only be achieved when proper security measures are put in place to tackle so many of the trending disturbing security challenges, which comes in the forms of banditry, Fulani pastoralist phenomenon and cyber crime. It is now obvious, that these trending issues in Nigeria is becoming worrisome, and despite several strategies by the Nigerian Government to combat, and forestall this menace facing the Country in this period of greater economy depression have not yielded any positive result.

It is also very crucial to take note of the presence of the internet fraudsters, their fraudulent activities, and the use of hotels as hide out for relaxation and other criminal acts. These “Yahoo Yahoo” or rather “G Plus” gang as they are fondly called in Nigeria, can be very mischievous and irrational in thinking, and they will stop at nothing by fraudulently extorting their victims, even though it were other guest at the hotel or the hotel management itself.

5.3 Recommendations

1. The hotel management should reform their security outfit, by breaking the unit into human and artificial intelligence, this can be done by breaking the jobs of the security personnel in different sections with distinct responsibility, ensuring that their security personnel are mounted to man every strategic position in the hotels.
2. The management of hotels should realize that internet fraudsters pose a great threat to the country as a whole, and even though they form the huge number of guest that patronizes the hotel industry, they can as well defraud other genuine guest or the hotel management itself. On that premise, any customer of the hotel with obvious character as the internet fraudster (yahoo Guy) should be reported immediately to the appropriate security authority in the state.
3. The hotel management should also be aware that aside from external security issues, there also exist internal hazard that poses threat to the hotels; these issues could come as murder of a hotel guest, or death of a hotel guest without trace. To relieve this problem, the hotel management should look into the employment of medical practitioners, whose duties will be to ascertain the health condition of every guest who comes into the hotel to make reservation of a room space, to treat sick guest, and attend to immediate hazardous accidents that may occur in the hotels from time to time.

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