A CONCEPTUAL REVIEW OF URBAN SECURITY ISSUES AFFECTING HOSPITALITY AND EVENTS BUSINESSES

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Abstract

Studies have shown that security and safety issues are very critical to events and hospitality businesses. This paper provides a conceptual review of the nexus between safe, secured urban environment and the prosperity of tourism and hospitality industry with a focus on analyzing what the body of knowledge and theories uphold. A thematic review approach is used to identify the trends and patterns of arguments on criminality incentives, safety of guests and host communities and perceived elements of personal safety and organizational safety. It is evident that events and hospitality business provides potentials incentives and disincentives for criminality across urban space.

Key words: Urban, Security, Event and Hospitality Business, Criminality Incentives

1.0.   INTRODUCTION

Majority of the world's population live in urban area. This is attributable to the fact that urban areas are the nerve center for technological innovations, educational advancement, leisure and recreation (Dodman et al 2017). Urbanization transforms cities' shape, form, size as well as public spheres. The process of urbanization is often accompanied by issues such as growth in population, increased economic activities, increased demand for socio cultural amenities with the attendant rise in armed conflicts, energy crisis, instability in the financial market among others. It is at this intersection that tourism and urban security come in. There is an interplay between urban security and various factors such as economics, urban configuration, policies and environment. Urban areas are not just centers of production; tourism has become an important feature of many urban areas. Nowadays, some cities are built while many others are regenerated for the purpose of leisure, pleasure, education, health, sporting activities, conferences, festivals, carnivals and exhibitions (Owiyo &Mulwa, 2018) Therefore, urban growth is intricately tied to tourism related industries namely; events and hospitality.

2.0.   LITERATURE REVIEW & CONCEPTUAL ISSUES

Urban Security

Urban security relates to incidents of disasters and the capacity of cities to mitigate or resist such disasters. Crime can be associated with societal and power relationships. The fostering of social justice and wellbeing such as education, health, urban planning, youth exclusion and social planning are directly related to urban security (Westman, 2022). However, urban security is replete with paradoxes. It has been established that crimes are locality specific. Socio-economic conditions, historical, cultural and political factors are variable that define crime from location to location (Sanchez et al, 2005). When stakeholders such as urban planners, architects, builders amongst others fail in their performance, the result may be increase in crime and criminality (Park, 2010). Urban areas have become centers of globalization and information exchange. The resultant concentrations of people and activity are placing stress on the natural environment so great that it is beginning to have extensive impacts on the configuration of urban areas (Sharifi & Khavarian Gamsir, 2020). Urban crime and security play a continuing and

essential role in the sustainable development of cities and the quality of citizens' life. Urban safety and security play a crucial role in improving life quality of citizen and the sustainable development of urban areas. Traditional urban crime research focused on leveraging demographic data, which is insufficient to capture the complexity and dynamics of urban crime (Zhengive & Hongmei, 2019). However, we have witnessed advanced ways to collect and integrate urban data that contains various crimes, environmental and social information. They can not only help bridge the gap from what we have (big urban data) to what we want to understand about urban crime (urban crime analysis); but also guide us to build computational models for crime. Security involves various concepts within a complex social system. Zedner (2010) suggested that security is a strong emotion carrying multiple meanings simultaneously." Crime is largely an urban phenomenon (Baldwin et al, 2012). Globally, crime and violence are typically more serious in some urban areas than others and are exacerbated due to rapid urban growth. According to UN report (2007), though crime rates have significantly decreased in some developed countries of North America and Western Europe over the past two decades, 60% of urban inhabitants in developing countries have been victims of crimes and the rate of victimization has reached 70 percent in some cities of Latin America and Africa over five years (Soares & Naritomi, 2010). Security is considered as a concept that confronts the crime problem, by incorporating both the policing to implement crime prevention and the public's perception of crime and safety (Crawford & Evans, 2017). Therefore, understanding urban crime and security would help mitigate urban crime and violence, as well as enhancing the quality of inhabitants' life and improving urban sustainability. For example, income inequality, wage structure, and labor market are considered as important contributors to the crime rate from the perspective of economics (Freeman, 1999).

Researchers have also shown that there exists a strong relationship between crime, the criminal, and the urban environment, which provides an environmental perspective that can explore and analyze crime at different geographic levels (Wortley& Mazerolle, 2008). Nowadays, the environmental perspective in urban security has been popular among researchers and has gradually shaped a multi-disciplinary approach: environmental criminology (Wortley and Townsley,2016).
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Hospitality and Events Business

Tourism means business activity connected with providing accommodation, services and entertainment for people who are visiting a place for pleasure. It can be taken to comprising "activities of persons travelling to and staying in place outside their usual environment for not more than one consecutive year and not less than twenty-four (24) hours for leisure, holiday, business and other non -remunerated purpose (UNWTO, 1996). Tourism is a social, cultural and economic activity which entails the movement of people to countries or places outside their usual environment for personal or professional reasons (Tovmasyan &Tovmasyan, 2017). These people are called visitors (which may be tourists, excursionists, residents or non-resident) and tourism has to do with the sum total of their activities and interaction with their host community (Bimonte & Punzo,2016). The definition of tourism varies from person to person. In fact, there is no consensus of opinion concerning the definition of tourism (Deng, 2019; Gilbert, 2004) However, the general idea can be explained in basic terms. A source define tourism as a collection of activities, service and industries which deliver a travel experience comprising transportation, accommodation, eating and drinking establishments, retail shops, entertainment business and other hospitality services provided for individuals or groups traveling away from home (Akaegbu,2013). Tourism and travel are not the same. Saranieni &Kylanen (2011) explains tourism thus.

"Tourism comprises of activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes" From the foregoing, tourism is the displacement outside the usual environment, the purpose should not be for being remunerated from within the place visited, and the duration could be as long as a calendar year.

Different types of businesses concerned with the provision of services to visitors in a destination constitute the hospitality industry (Munasinghe et al, 2022). Therefore, amusement parks, meeting and convention facilities night clubs, golf courses, theme parks, water parks, resorts, motels, hotels, bed and breakfast, festival arenas and routes, bars, restaurants and other leisure and recreational activities within a destination could rightly be categorized as hospitality industry. While the hospitality industry sets out to provide a unique experience to tourists, it is concerned with keeping its assets as secure as possible on the one hand and ensuring the safety of the tourists using it facilities at all times, on the other hand. And in the face of this, the industry is interested in keeping the hospitality property as open and welcoming as possible. Hospitality industry provides services needed for tourism (Sharifovich, 2021). Therefore, there would be no hospitality without tourism and without hospitality, the tourism industry will have a large gap arising from the absences of accommodation for tourists, absence of eating places like restaurant, convention and meeting venues (Rusu et al, 2014). In fact, price is no longer the only criterion upon which tourist decide the accommodation or meeting facility of their choice, security is an important variable in this decision (Agaku et al, 2020). If a hospitality business would gain competitive advantage, the level of security and safety in and around their facility should be given priority. Security is multi-dimensional, as it is comprised of such components as personal data safety, legal protection of tourists, disaster protection,

environmental security, political security, public safety (Kralikova et al, 2020). Failure to provide the aforementioned will most likely lead to dissatisfaction and greater discomfort which in turn may affect the buying behavior of tourist and thus withdraw from such destination.

Hospitality Businesses and Criminality
The hospitality industry attracts different types of guests/tourists nationally and internationally (Steene, 2009). Because of the varieties of services rendered by hospitality establishment, it is the main choice of tourists in a destination. Hospitality establishments put in place a range of measures to forestall security breaches, such as close circuit camera, surveillance system, alarm systems, security lighting, access control system, security fence, security policies and procedures among others, notwithstanding these, establishments are faced with different risks. These risks range from theft, to murder, drugs, assaults, prostitution, rape, kidnapping, identity theft, internet fraud and brutal acts of terrorism (Clifton, 2019) The hospitality industry is reputed to be open to people of all sorts without any parameter to pre-determine who amongst them is a threat to the business (Solomon, 2020). It is always a challenge to strike a balance between being warm and receptive to clients and to ward off threats. While hotels and events businesses undertake to provide comfortable venue and accommodation to guest, it is imperative for them to guarantee the safety of people in and around. Establishments held out for the purpose of providing food, drinks and lodging accommodation had always existed, but the advent of advanced mode of transportation enhance frequent and longer travel, hence, more hotels are needed. This development itself, according to Clifton (2019) led to the advent of hotel security. He identified, in his work, that there is need for security force in hotels not only to protect their property, but also their guests against criminals. He posited that while hotel security is expected to catch

the bad guys, solve crimes, break up fights and sometimes put out the fire, its major concern should be to protect and prevent crime. The author further argues that hotels are torn between having to keep their assets as secure as possible, while keeping their property open and welcoming to all manner of guests who come in their own unique set of circumstances, family values, problems and social issues (Akpan, 2017). While doing this, the hotel security function must operate to protect their individual rights, and at the same time balance their obligation or duty to provide reasonable care from harm to avoid incidents and litigation. At the intersection of guest enjoyment and guest protection lies a big challenge, security threat. This conundrum complicates the complexity of the security function, making hotels to be soft target.

Tourism. Hospitality and Crime Incentives

Mansfeld and Pizam, (2006) posit that since the September 11, 2001 attack on the United States of America, the impact of security incidents amid tourism destination goes beyond the destination to create imbalance in the global tourism system. This is the Digital Era, people can connect to hotels, hotel employees, customers, providers and competitors through laptops, smartphones and even wearable devices. Hotels rely on connected technology for their operations, database management, and guest feedback and payment system. With this increasing reliance comes increasing risk, many of which are outside the Hotel's control (Gwebu & Barrows, 2020; Dadson, 2019). The more gateways guests can access to connect to different networks, the more surface area is created for potential crime. Another reason that hotels are so vulnerable to cybercrime is the fact that most guests are using the web to send their payments weeks or months before their planned trip. Large groups or conferences may send deposits worth tens of thousands of dollars to hotels prior to their big event, and cyber criminals can take advantage of this (Peters, 2019; Ciancaglini et al, 2013).

Phishing attacks expose hotels and events businesses to malicious actors bent on defrauding the business. Furthermore, most large hotels have loyalty programs that store a guest's name, address, phone number, credit card details and other personal information for long periods of time. Many hotels rely on continuous integration and delivery pipeline to help automate the deployment of these loyalty programs, ensure that new updates are constantly released to customers, and reduce the amount of time they need to spend on manual testing. However, the fact that most travel brands have locations spanning across the world and that some countries are known to have more cyber-criminal activity than others makes hotels prime targets for malicious hackers (Lusthaus, 2019) High incidence of security breaches affect investment both on the National and the International scales. Neto et al (2021) identified security and safety of international travelers as one of the driving forces in a global competitiveness of tourist destinations. Globally, billions of guest records, including credit card numbers and other sensitive information have been exposed to data breaches. In fact, in the heat of the COVID-19 pandemic, cybercrime, cyber exploitation, and security breaches took center stage (Zahra et al, 2022). These breaches illustrate how hotels, especially those in the lower end of price spectrum, are particularly susceptible to cybercrime (Aryee, 2020).

3.0. URBAN CRIME ANALYSIS METHODS

Urban Crime Analysis and Security

Crime analysis is an investigative tool with systematic, analytical processes that provide timely, pertinent information about crime patterns and crime-trend correlations (Usman et al, 2021). It utilizes crime and police data to examine crime problems, involving the features of crime scenes, offenders, victims, and crime patterns.

Crime Hotspot Mapping

Crime hotspots are small geographic areas with high rates of criminal activity (Weisburd & Telep, 2014). Various studies define the geographical features of hotspots differently, ranging from street segments to individual addresses. There are several methods to producing crime hotspot maps for different purposes, such as the standard deviational ellipse, the Getis-Ord Gi statistic, and kernel density estimation (Srikanth & Srikanth,2020; Manipalli et al, 2011)). Empirically, these analytical methods can evaluate the concentration effects across various crime types. Kernel density estimation (KDE) is a kind of nonparametric spatial statistical approach for calculating the probability density function of crime incidents. This method is quite popular for crime mapping owing to its fast parameter inference process. Traditional methods of crime hotspot mapping mainly aim to generate risk surfaces that suggest where the crime events have clustered previously. Due to fast and automatic data acquisition and computation, both researchers and practitioners are trying to make the traditional methods suitable to predict the crime risk in customized space and time. Johnson and Bowers (2004) proposed a method of predictive crime mapping named ProMap. The risk at a location for a particular period could be calculated by the density function of crime that has occurred at or near that location. Continuously, empirical studies have shown that the prediction precision of ProMap is reliable (Joshi et al, 2021). Caplan and Kennedy (2016) and Kennedy et al (2018) advocated risk terrain modeling (RTM) to forecast monthly crime risk and focused more attention on exploring why criminogenic places generate crime rather than the crime itself. To predict crime within a short interval, Dulce et al (2022) and Jaiswal et al (2020) utilized a self-exciting point process (SEPP), which was initially used to model the propagation of earthquake aftershock or disease, to predict future crime risk based on grid cells. This approach is capable of forecasting the next day's crime risk, and it

has been allied in some law enforcement in these. Rosser et al (2015) proposed a network-based crime hotspot predictive mapping, and showed that its predictive accuracy outperforms the state-of-the-art grid-based model. This prospective crime mapping technique based on the road network provides micro-level prediction results based on which police resources could be deployed precisely and effectively

Advanced Police Patrolling Strategies
Police patrols aim to deliver police services to prevent crimes and to make response to crime incidence more rapid (Novak et al, 2016). Police patrolling strategies are of significant importance to improving policing effectiveness and public security. Various models have been developed for police patrolling area allocation and patrol route planning. Allocating patrol areas aims to arrange management precincts derived from urban areas for police officers. The goal of patrol route planning is to design routes to make patrols more effective, to deter crime or to make a quick response when crime incidents happen, which should be more impartial and effective than a random patrolling mode. Huanfa Chen et al (2018) designed a street-network-based patrolling algorithm, which enables multiple police operators to patrol across different police districts on street networks and enhances effectiveness and workload balance.

Intelligent Data-Driven Policing
Intelligent data-driven policing is an approach that integrates such techniques as hotspot policing, intelligence-led policing, and predictive policing (Cheng and Chen, 2021). In particular, it emphasizes the interactions of crime, policing, and citizens in space and time. Measuring, modeling, and predicting these interactions may lead to an intelligent and holistic approach to policing in the big data age. Conceptually, Cheng et al (2016) established that it includes four inter-related issues that arise in the process from data

collection to policing outcomes. First, data-driven tools must be easy to utilize and must transfer directly into policing practices. Second, predictive accuracy is paramount if police forces are to adopt the tools, and thereby to enhance policing efficiency. Third, accuracy evaluation is important to enhance the confidence of the application. Fourth, given that police and offender activities are constrained by road networks in urban areas, the greater accuracy and precise methods on road networks will have a higher chance for deployment.

4.0.   CASE STUDY
4.1.   Toronto, Canada

Toronto, has a population of 2.7 million people, and adjudged Canada's largest city. It can be said to be one of the most ethnically diverse cities in the world, as it is home to people from over 200 nations speaking upward of 100 languages and dialects. Toronto as Canada's primary immigrant reception centers, welcomes several millions visitors each year (Linton anf Young, 1999). The resulting cultural diversity is reflected in the numerous ethnic neighbourhoods and enclaves in the city. Although Toronto is a relatively safe city, it has its own fair share of challenges with crime and violence (UN Habitat, 2012). Toronto's black population has faced much higher rates of homicide victimization than non-blacks since at least the early 1990s (Thompson and Gartner, 2007). Loeber and Farrington (2000) gave evidence showing that the risk of homicide and other serious violence in Toronto is unequally distributed across social groups, just as there is also some evidence to suggest that incidents of serious violent crime tend to cluster in particular neighbourhood (Thompson, 2009)s. With the passage of time, it has been observed that the nature of who is at risk of homicide victimization keeps changing (Daly et al, 2001) and thus, the contexts in which this violence tends to occur have guided the development of a host of crime prevention and violence reduction policies in Toronto over the past several years. In early 2004, the City of Toronto established its Community Safety Plan (CSP), a toolbox of crime prevention initiatives designed to improve public safety in those neighbourhoods where violent crime is thought to cluster. The CSP emphasizes collaborative efforts that work across authority and agency boundaries with respect to the development and evaluation of social policy. The CSP is based on a strategic model that rests on the twin pillars of crime prevention through social development and CPTED. To enhance the position of Toronto as a destination of choice, enforcement-based strategies must be balanced with preventative approaches that address the root causes of crime and violence (Taylor, 2022). Among the more prominent policy developments have been the introduction of spatially targeted or area-based interventions aimed at specific neighbourhoods in Toronto. Further literature reviews shows that neighbourhoods that experience higher crime rates are also found to be economically disadvantaged communities (Lam, 2022). Crime prevention initiatives in Toronto is one major facet of public policy aimed at empowering 'distressed' neighbourhoods and fostering the growth of healthy and self-governing communities (Schugurensky, 2004). Research has shown that 'non-crime' policies such as building neighbourhood social and economic capital, increasing levels of community cohesion, and promoting collective action among residents may, may counteract crime and thus enhance tourism activities.

4.2.   Rio De Janeiro

The city of Rio de Janeiro, Brazil's former capital exhibited a remarkable increase in crime rates from 1980 onwards (Murray et al, 2013). While there were some improvements in urban infrastructure in some of the poorest areas of the city, shantytowns continued to grow at a rate of 2.4 per cent in 2000 Then, the city had 5,857,904 inhabitants, of which 1,094,922 lived in subnormal urban agglomerations called *favelas*, where a

heterogeneous, but mainly poor, population resides (Zaluar,2007). This led to accelerated and chaotic urbanization, which is urbanization without industrialization or sufficient economic development to provide employment for the migrants. Violent crimes, particularly homicides, are more common in *favelas* and distant poor districts. This corresponds to differences in inequality within the city, and the lack of social and state control, especially policing, in the more distant areas (Bacellos and Zaluar, 2014). Blacks, low-income households and less educated people have a greater proportion of relatives, friends and neighbours killed (Zaluar, 2011). Vulnerability, especially for young men who have the highest unemployment rates, growth of the informal sector and irregular dwellings do not fully account for the growth of homicides during the 1980s and 1990s (Zaluar, 2010). New forms of criminal business affected informal markets, transforming them into gateways not only for selling stolen, smuggled or counterfeit goods, but also for trafficking illegal drugs (Diaz, 2015). This increased the number of murders in so far as the illegality of the drug business made the use of guns inevitable. Consequently, Rio de Janeiro's homicide rate tripled from 20.5 per 100,000 individuals in 1982 to 61.2 per 100,000 in 1989, when it reached its peak, following the expansion of cocaine trafficking and use. From then on, it has been around 50 per 100,000 individuals, with the lowest rate in 2001 being 45.3 per 100,000, but up again in 2002. While homicide rates for young men aged 14 to 25 escalated from 30 per 100,000 in 1980 to 54.5 per 100,000 in 2002, the rate among older men remained stable, from 21.3 per 100,000 to 21.7 per 100,000 during the same period. Nationwide, 90 per cent or more of murder cases involve males, while 10 per cent or less relate to women (Zaluar, 2011).

A major tourism event in Rio De Janeiro is the Rio Carnival. It is taken to be the expression of 'the essence of Brazilianess'. The presence of partying multitudes on the streets of the city poses considerable organizational and social challenges. But the carnival crowd is endorsed by the media, the municipal authorities and the tourist industry because it represents a major source of commercial profit, it promotes a mythical image of the hedonistic city and it also expresses an ultimate celebratory occupation of public space. Muggings, armed robberies and confrontations during Carnival celebrations in Rio de Janeiro are underscoring the deteriorating security situation in the city. Brazil's biggest annual celebration came to a close amid several indications of deepening insecurity in Rio de Janeiro, as well as ongoing concerns about corruption and criminal infiltration of politics in the country's second-largest city. The results reveal that violence negatively impacts tourism to Rio, and it shows that tourists from developed countries are more affected by violence than tourists from developing countries. The findings indicate that for each violent death in the capital of Rio de Janeiro, almost four tourists from developed countries and approximately three tourists from developing countries quit going to Rio de Janeiro. The National Confederation of Commerce of Goods, Services and Tourism estimates that from the total loss of revenue from tourism activities of the State of Rio de Janeiro in 2017, approximately 29 percent of this loss can be attributed to increased violence in the State (Montes and Bernabe, 2020).

5.0. IMPLICATIONS FOR TOURISM AND HOSPITALITY MANAGEMENT STUDIES IN NIGERIA

Tourism industry which is the umbrella under which Hospitality and Events Businesses come has developed through the years in Nigeria, contributing to the country's socio-economic transformation by providing jobs for millions, reducing poverty and providing infrastructural development (Anchovur et al, 2018; Croes et al, 2021; Perez-Rodriguez et al, 2022,). Nations are taking economic, socio-cultural, political, and environmental decisions to

develop citizens' quality of life (Collier, 2017). As globalization takes center stage, there is revolution in the dissemination of information and development, thus motivating young people to travel. All the recent investigations are related to the relationship between tourism and economic growth, and also the effect of tourism on economy has been of great interest in recent literature (Du et al, 2016). As a fact, it is posited that tourism is one key strategy to achieve economic turnaround and community development in Nigeria (Honey, 2009). However, the full potential of the tourism sector for socio-economic development is hindered by a variety of impediments such as crime. Security is a major problem confronting the tourism sector (Adesina, 2013). However, if properly addressed tourism can be a key factor in overcoming the many socio-economic challenges especially if the reality and perception of tourist safety is adequately addressed (Ruiz-Sancho et, al 2021). The increasing crime rate in the country undermines the growth of the industry. Furthermore, the media reportage of crime of varying degree across Nigeria presents a grim image of Nigeria as a destination (Ezirim, 2018) , thus deterring potential visitors, with reports and news that increase tourists fear and uncertainty over their safety and security (Avraham & Ketter, 2017). When tourists become victims of crimes, they share their unpleasant experiences through word of mouth which his embellished with each retelling and such news also receive wide coverage by the media (Brown &Jones, 2013). To compound the problem, travel advisory from the government of some developed countries list Nigeria as one of the world's most dangerous destination. This consequently affects the growth of the tourism industry because visitors would shy away from areas considered to be dangerous in preference of safer destinations (Beshay, 2017). Criminal activities perpetrated against tourists can be categorised in terms of physical crimes (bodily harm), economic crimes (such as 'yahoo, yahoo' or fraud) and psychological crimes (in the form of harassment) (Davis, 2017; Ayub & Rasaki, 2021). There exists no likelihood that tourists who experienced these heinous crimes could ever revisit or recommend the destination to others (Hassan et al, 2017). Tourism creates employment in a number of strategic sectors of the economy such as hospitality, entertainment, arts and culture (Amoako et al, 2021). To continue to leverage on this, the government needs to ensure the introduction and enforcement of and compliance to policies and legislation that ensure the safety of those participating in the tourism industry. Interestingly, the variety of tourism products in Nigeria can generate incomes and job opportunities that are capable of turning the country's economy around. Therefore, consideration should be given not only to criminal activities against tourists but also criminal activities committed against the various tourism businesses in Nigeria because the industry is one area that attracts foreign investment to Nigeria, however, crimes targeting such businesses discourage foreign investment and tourism crime-related to activities increase poverty due to loss of jobs and investment.

6.0   CONCLUSION

On the one hand existing literature provides evidence that crime is harmful to the hospitality and event business, on the other hand only few studies have so far analyzed the impact of crime and security breaches on event and hospitality business in Nigeria. This type of analysis is relevant since tourism has been identified as an important aspect of economic activity in Nigeria. The paper is one of the few to investigate the impacts of urban security on tourism. The paper provides two contributions. First, it addresses the effect of crime on tourism, bringing evidence to a destination with a high tourism potential, but which suffers from urban violence. Second, the study investigate whether this relation is different from the far south from countries to the far north with distinct levels of development

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