

Determinants of Vulnerability of the Hotel Facilities Towards Insecurity by Star Rating: A Comparative Study between Nairobi and Mombasa Counties, Kenya

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ABSTRACT

Despite tourism's significant growth over the last five years, the sector continues to face a number of challenges which need to be addressed in order for the sector to attain its full potential and thus contribute effectively to the country's development goals as envisaged in Vision 2030. Consequently, the hotel industry in Kenya continues to deal with the negative effects of travel advisories (WTTC, 2011). These advisories have heightened safety and security issues in the minds of both international and local travelers globally. Therefore, the purpose of this study was to examine the effects of insecurity on performance of the hotels. The study was guided by the following specific objective: to determine the indicators of vulnerability of the hotel facilities towards insecurity; the study employed both quantitative and qualitative methods of data collection.

Keywords: Determinants; Vulnerability; Hotel facilities; insecurity; Star rating; Drugs

INTRODUCTION

The study used questionnaires and interviews to collect data. The study adopted a cross-sectional analysis using a sample of 160 respondents. Nairobi hotels were less vulnerable than hotels in Mombasa. This implied that investors have more confidence in Nairobi than Mombasa due to favourable conditions such as safety and security of guests; The age of the hotel did not affect security levels of the establishments; security is a multiplicity of factors interaction and not a single consideration; The quality, security, age and occupancy rate of hotel are potential factors affecting the costs for operating and maintaining the hotel There was significant difference in training across the two regions with Mombasa doing it more frequent compared to Nairobi (p value <0.001). There was a gap between the training and the application of the security procedures. On the cost of security expenditure, Nairobi had invested more than Mombasa. The increase of security costs has led to increase of recovery rates. Nairobi and Mombasa regions had a positive correlation between occupancy and security investment. As the hotel invested more in security devices, there was an increase in the occupancy rate. However, this was not statistically significant, as there was an inverse correlation in some of the hotels for the two regions. For instance, higher stars (4 and 5) had a negative relationship of -0.87 and 0.05 respectively. The higher the

occupancy rate the lower the investment of security in the hotel industry; none of the factors significantly explained the security investment among the hotels (p value >0.05). The three factors (occupancy, star rating and region) explained only 17% of the total security investment in the hotels, leaving 83% of the investment unaccounted for. This indicates that investment in security among the hotels is explained by factors other than occupancy, star rating or region. The study recommends that hotel staff needs to have specialized training on security matters at higher levels to be able to respond to different threats in hotel industry. Training should commensurate to the needs of the hotel industry. There is need to capacitate the security guards, so that they will be able to expand their scope of security within the hotel industry. There is also need to continually develop security strategies to meet the evolution of security challenges in the hotel industry. At the same time there should be uniform platform of security procedures in the hotel industry to be consistent with internationally security standards.

According to Kenya Tourism Board (KTb), due to Post Election Violence in 2008, Kenya lost at least Sh15 billion due to the ban on flights to the country imposed by travel advisories. The loss represents about two per cent of the country's Gross Domestic Product and had a negative impact on almost every sector of the economy. The tourism industry alone lost up to Sh12.5 billion

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in 2008 while the Government lost at least Sh7 billion in levies from tourists in that period.

The Kenyan National Tourism Policy contends that some of the hotels in Kenya, especially those at the Coast are cheap and characterized by downward spiraling of revenue, poor security standards, erratic occupancy levels, inadequate service standards and poor quality accommodation. The policy further acknowledges that some of these elements might lead to insecurity in the hotel industry. The erratic occupancy levels particularly need to be singled out since Kenya has a distinct low tourism season when the occupancy levels plummet especially in Mombasa [1].

During such times supply is higher than demand leading to under-utilized capacity which leads to lay off of staff increasing the already high number of unemployed people. The high rate of unemployment is one of the indicators of insecurity. The laid off staff during the low season becomes so desperate that they resort to survival tactics; including indulging into theft and prostitution to make the ends meet.

Additionally, the average spending per tourist in Kenya is lower than in other destinations because Kenya as a destination continues to attract low spending tourists due to issues related to security because Kenya is perceived to have porous borders with its neighbours which poses serious security threats not only to the hotel industry but also to the citizenry people. In addition, tourist expenditure per capita is 70 percent more in Egypt than in Kenya because it is perceived as a cheap tourist destination. The tourism policy notably paints Kenya as having a tired hotel infrastructure including insecurity. This policy however acknowledges that if security was drastically improved and sustained, Kenya has enormous potential for increasing its overall earnings to become the top ten long haul destinations globally. Bed occupancy is one of the inputs used to generate revenues in the hotel business [2].

Despite this evident growth in room occupancy and despite the fact that hotels rarely have 100 percent room occupancy; the Kenyan hotels are yet to attain the international break-even room occupancy rate of 53-65 percent (PricewaterhouseCoopers; Worldwide Lodging Industry). This break- even is a critical intermediate point which must be reached before profits are realized and therefore, until a business passes through a break-even threshold, profits will not be forthcoming. The room occupancy of the Kenyan hotels was and still is way below the internationally accepted threshold and this could be a pointer to Kenya being a cheaper destination. This notwithstanding, the growth in bed and room occupancy as well as security is an indication that there is potential to be realized from the hotel industry. In 2010 there was an increase of room occupancy of 43% down from 39% in 2009. This increase of room occupancy continued to rise to 45% in 2012; however, there was a slump in the year 2013 due to insecurity incidences such as Westgate attack where most Kenyan lost their lives and property worthy of billion were destroyed. This led to Western countries especially from Europe which not only issued travel advisories but also evacuated their nationals from Kenyan Coastal hotels. This drastically affected the occupancy levels as most hotels closed their businesses.

Therefore, the importance of this study is on its attempt to determine the indicators of vulnerability of the hotel facilities towards insecurity by star rating in Hotels. Specifically, this study sought to address one hypothesis. Security training does not significantly influence appropriate security measures taken in the hotel industry by region [3].

LITERATURE REVIEW

In a study carried out by the question of crime and security is reflected in the concerns of both local and international tourists. According to the Kenya Poverty reduction Strategy Paper insecurity is one of the key issues that have been identified by many Kenyan communities as a source of poverty. In support of this statement, the Kenya Economic Recovery Strategy for Employment; states that addressing safety, insecurity and rule of law are fundamental if economic growth is to be achieved particularly in the hotel and tourism industry which is an economic flag bearer as envisaged in Vision 2030. This is in addition to the contribution of efficient enforcement of law, the maintenance of public safety and guaranteeing of law and order which is essential to economic growth and development of hotel and tourism industry. The question of crime and insecurity has become paramount for the development of Kenya both nationally and internationally especially in the tourism industry. Kenya serves as an economic and business hub for both national and inter-national investors in the tourism sector and its geographical positioning has made it a key player as global tourist destination. High incidences of crime and insecurity thus have a strong bearing on the overall development and expansion of tourism industry in Kenya. They influence levels of investment both nationally and internationally, the ability of citizens to engage in sustainable tourism businesses; both small and medium enterprises, agricultural production and facilitate movement of goods and services across international borders. Crime and insecurity undermines the freedom of association and movement of both local and international tourists, create a sense of fear and intimidation and hamper the spiritual, economic and social development of tourists in a destination [4].

The legal classification of crime in Kenya falls under two broad categories namely; serious offences which include murder, robbery, bur-glary, rape and arson and non-serious offences which include petty crimes. Crime is further categorized into overt and covert crime. Overt crimes are easily identifiable; they involve the physical or psychological injury to other people.

Types of crimes that fall under this category include homicide, armed robbery, carjacking, attempted murder and rape. Covert crimes are less visible; they include corruption and economic crimes. Security on the other hand is broad, contested and complex concept; it is dependent on who defines it and in what context; security in the hotel and tourism industry is the freedom from danger and anxiety, freedom of individuals to enjoy rights and freedom.

Theft is the most prominent crime against tourist as shown in many studies regarding crime and tourism. The history of theft against tourists or travelers can be traced back to medieval times

when highway robbers were the fashion. Their victims were well-to-do travelers in carriages, stagecoaches, or on horseback. One of the most famous highway robbers was said to be Robin Hood, who was known for robbing the rich (travelers) and giving to the poor. Several studies tried to analyse the prevalence of thefts experienced by tourists while travelling away from home. The current global hotel vulnerability to tourists may have different motives from the one used by Robin Hood. There are other factors which attribute tourist's vulnerability which this research intends to unfold. There is a strong perception that tourists who travel away from home are more vulnerable than the local tourists.

In a study that compared crimes against tourists with crimes against residents in the Caribbean, the results indicated that burglary and larceny against tourists in between 1989 and 1993 were far more prevalent than murder, wounding, rape or robbery. The results showed that residents were much more likely to be victims of violent crime (over six times more likely to be murdered or to be victims of aggravated assault) than were tourists. The tourists are more sensitive to their safety and security of their possessions than the local tourists. The security and safety international travelers are one of the five driving forces in a global competitiveness of tourist destination.

On the other hand, tourists were disproportionately victims of property crimes and robbery (four to six times more) than residents were. Tourists were also much more likely to have valuables stolen from their persons, rooms or vehicles than residents were. The study also indicated that police in several Caribbean destinations sometimes expressed a rather off hand attitude toward tourist property crimes and tended to respond in an apathetic way to this type of crime. Police often looked upon tourists as being incredibly naïve, at times even blaming the victims. This research therefore was intended to establish how the Kenyan Police respond when cases of robbery and others take place especially in the hotel industry.

Kenya has long been considered a nation that is relatively stable and secure. As a result the country has attracted foreign investment, served as a leading tourist destination and hosted the headquarters of both regional and international organizations including United Nations agencies. However, since the mid - 1980's, and also 2007/2008 political skirmishes, crime and insecurity have come to the fore as issues that have fundamentally affected the Kenyan tourism industry. As Singo and Kimenju states the increase of crime and insecurity as reported by local and international media demonstrates the extent to which these phenomena have become a part and parcel of everyday life in the hotel and tourism industry. Incidences of crime and insecurity in Kenya are manifested in the increase in robberies, burglaries, carjacking and theft in the hotel and tourism industry.

Political activities such as elections and by-elections have also had a negative bearing on security. Kenya electioneering process is often characterized by violence which is linked to higher incidences of insecurity. General elections and by-elections have often been marred by violence as seen in the run-up to the general elections in 1992, 1997 and 2007 which recorded most incidences of violence. This political instability has a multiplier

effect in the hotel and tourism industry as western countries issues travel advisories to their citizens not to travel to Kenya as a tourist destination.

In a study by presently, many insecurity cases occur which are undesirable, often unexpected and timely limited process development possibilities for the tourists such as terrorism and economic crisis. Insecurity demands immediate decisions and countermeasures in order to influence further development positively for the hotel industry and to limit the negative consequences as much as possible. There have been recent incidences of terrorism acts in few tourists' resorts particularly at the coastal region [5].

In a study carried out by the media providing negative influence to the tourist destinations. It also can scare the tourists with their statistics of the crimes and may cause declines to the destination by the tourist's arrivals. The issue of theft as its shown in many studies is the most prominent crime against tourists, the terrorism that also is a big affection of tourists decision making to return or not to an destination and as a crimes that against tourists, such issues occurs the world on a daily basis. Those insecurity events unfortunately made tourists and travelers to be always victims of both violent and nonviolent crimes. Those kinds of insecurity have caused a major decline in the hotel and tourism industry demand in various parts of the world. Whether it is a coup in Fiji, violent demonstrations against the Group of Seven nations (G7) in several different venues, the uprising of the Palestinians in the West Bank and Gaza, or riots in the Chiapas region of Mexico, such incidents paralyzed or severely impacted the local tourism industry as a result of trip cancellation behaviour and a shift of bookings to safer alternative destinations. The study done in United Kingdom was to investigate how the security information is disseminated to the stakeholders including the tourists either to influence choices in selecting a certain tourist's destination positively or negatively. However the governments as well as the media frequently inform the public and tourists about the dangers of travelling to destinations under criminals activities such as in United States. Authorities need to make travelers aware of the potential tourist's safety, security concerns and warn them about travelling to certain areas. Nevertheless Mansfield stated that media is an important news generator of security incidents observation. The media can provide and examine the information with the most vivid and explicit analysis of the incidents when they occurs. Therefore, tourists will be informed with up to date real life information when they would be creating markets about a high- risk image of the affected destination.

However, most hotels lack information flat form to disseminate any security crisis in a way that is not damaging to the tourists. In addition, most often the information given is not filtered and this creates security loophole for travel Adversary which in the long run affects tourists' arrivals. In a study, found that terrorist incidents at destinations can have very harmful impacts on the hotel sector as a whole if there are dramatic falls in arrivals and the financial and less tangible costs to individual properties are acute when they are the scene of the outrage. Results indicated that hotels have a history of being targeted, some in popular

holiday centers and others in troubled states where guests are mainly citizens and foreigners travelling for business or for official purposes [6].

RESEARCH METHODOLOGY

Target population

The study population consisted of Hotel Managers, Hotel Security Managers, and Division Room Managers in 3-5 hotels in Mombasa and Nairobi, which are approved by hotels and Restaurant Authority within the Ministry of East African Affairs, Commerce and Tourism. These cadres of respondents have critical, useful and confidential security information in the hotel industry as they make decisions concerning security issues. A list of all the hotels rated from three, four to five was compiled and this formed the sampling frame [7].

Sampling procedure and data collection

Nairobi and Coastal regions were purposely selected as study sites because they possess a pride no other towns in Kenya does and the main activity is tourism particularly the coastal area. Nairobi hosts business and transit travelers. Stratified Random Sampling (SRS) was used to select the key respondents in 3-5 star hotels. These included; Hotel Managers, Hotel Security Managers, Front Office Managers, Accountant and Division Room Managers. Other stakeholders included Kenya Tourism Board; Kenya Police Tourist Unit, Kenya Hotel Keepers Association, Provincial Security Committee, Ministry of Tourism and Information, Kenyan Navy. One key respondent in each stratum in both regions was selected. The main stratum was the major job categories in the hotels. Further, the stratification of a proportionate allocation to size was extended to adjust the number of respondents for stratum. Security managers, Hotel managers, Front Office Managers and Division Managers because of their few numbers were purposely selected to allow each sub-group to be adequately represented.

The Security Managers provided information on crimes histories, if any, in the establishment. They also provided information on whether there are any variances on security crimes committed and the corrective actions taken. The Hotel Manager provided information on security strategies applicable in their establishments. The recruitment of security personnel's qualifications required and the forms of security available. Division Rooms Manager provided information on those acts employees might be doing to defraud the guests and their employers. Their level of training provided an insight in their competence or lack of it in understanding and interpreting security procedures and policy. Other stakeholders provided information on security policies in place, mechanisms to tackle crimes particularly those affecting the hotel industry. The collaborations between these stakeholders and the hotel industry, the challenges they encounter and pro-active strategies in place to curb cases of insecurity in both regions. The stratified study requires that a researcher establishes insecurity information on the criteria or attributes that units of study must possess. The purpose of selecting the case or cases is to develop a deeper understanding of the phenomenon under study to

ensure that respondents freely participated in the study, we notified them of their voluntary involvement and exist at any time of the survey. Besides, we assured them confidentiality in the use of the survey information. Selected participants were allowed about 20 minutes to complete the survey after which we collected the questionnaires [8].

Data collection instruments used in the study

The study used methodological triangulation approach to collect the required data using self-completion questionnaires, interview schedules and observation checklists. This approach offered the prospect of improved confidence in the collected data. Both structured and semi-structured questionnaires were administered to Division Rooms Manager to collect data on crimes committed in the rooms by guests. The researcher decides the sequence and even the wording of questions because they have the advantage of collecting information from many respondents within a short time.

The respondents are free to offer information because: they are assured of their anonymity. According to respondents equally control the data collection process in that they can fill in the questionnaires at their convenience, answer in any order or give unique responses.

The interview guides were semi-structured and administered to Security Manager, Hotel Manager, and Room Divisions Manager. When using interview guide, the researcher decided the sequence and even the wording of the questions. Notes were taken during these sessions. The interview was recorded in individual schedules. These were later transcribed in order to verify the notes and also fill the gaps. According to skilled interviews, through probing can clarify vague statements to obtain in-depth, personal and sensitive information (Table 1).

Observation checklist, was used to capture non-verbal occurrences. The researcher recorded the security practices and movements of security guards in the hotel industry as well as the movements of guests within the hotel premises. The types of security facilities used and design of the premises in regard to security was noted

Component	Cronbach's Score	n
Room Manager	0.968	20
Front Office	0.948	14
Accountants	0.78	11

Table 1: Reliability.

In assessing the reliability of the research instrument, Cronbach alpha test which is a common model used to measure reliability and validity of a research instrument, was used. The reliability analysis results are exhibited in the Table reveals that alpha coefficients for room manager, front office and accountants responses were 0.968, 0.948 and 0.780 respectively. From the findings it can be concluded that the constructs measured had the adequate reliability for the subsequent stages of analysis

since all the Cronbach values were greater than 0.67. This indicated that the tools and responses used for assessing the security concerns in the hotels were consistently reliable and valid within the departments [9].

DATA ANALYSIS

The questionnaires were coded for easy data entry. After cross checking the questionnaires for any missing entries, a data base was designed in MS Access which allowed the researcher to set controls and validation of the variables. The entered data was cleaned before the onset of actual data analysis. Exploratory Data Analysis (EDA) was utilized in the evaluation of the outliers and any missing data points were addressed. Descriptive statistical data analysis methods were used at the initial stage and the findings presented in summary tables and graphs where applicable. Inferential statistics were used to analyse the data and to test the hypotheses. On establishing the distribution functions (normal/non-normal) for the variable an independent sample t-test for the continuous variable in the hotel industry were undertaken while for variable with non-normal distribution were used.

Factor analysis using Principal Component Analysis (PCA) with varimax rotation was used to assess the relative significance of various factors relating to security and safety issues in the hotels. Kaiser-Meyer-Olkin (KMO) test and Bartlett's test of sphericity were both used to measure the sampling adequacy and to test the level of significance. P-value less than 0.05 were considered appropriate for factor analysis. For factor analysis with PCA, all variables are required to have communalities greater than 0.5. Therefore, all items in the scales with communality less than 0.5 were excluded from the overall factor analysis.

Odds Ratios (OR) and associated 95% confidence interval (CI) was calculated to identify the factors that are more likely to explain the explanatory variable. P-value of less than 5% ($P < 0.05$) was considered statistically significant. Qualitative data analysis was used in the study. Qualitative methods sought to develop a systematic analysis of qualitative responses from Questionnaire. Qualitative data was organized according to themes. This facilitated the interpretation of information necessary in answering the research problem.

RESULTS

Sample

Response Rate of Respondents: A total of thirty-two hotels were randomly selected from 3-5 star hotels in Nairobi and Coastal region. Twenty five hotels were successfully interviewed, yielding a response rate of 78%. This response rate was way above the 60% that is generally used as a threshold for survey quality in social sciences, Johnson and Wislar (Figure 1). Presents the hotels response rate by star rating.

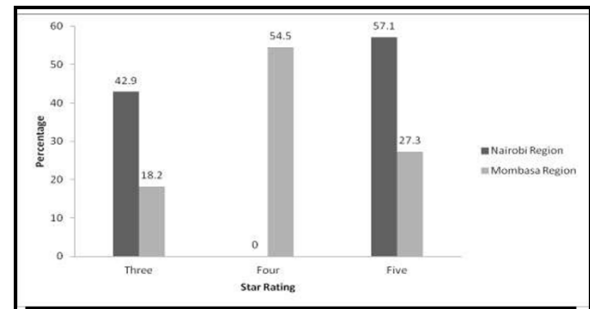


Figure 1: Managers Perception of Distribution of Hotels by Region.

The manager perception of distribution of hotels by region indicates uneven distribution of hotels in 3-5 star categories. 57.17% of the 5 star hotels are located in Nairobi while 27.1% of the hotels are located in the Coastal region respectively. All the 4-star rated hotels were located in Mombasa as there were no 4-star hotels classified in Nairobi by the time this research was conducted according to the Kenya Gazette of 2003. In the three star hotels category 42.9% and 18.2% were located in Mombasa and Nairobi respectively. The implication of these findings is that investors have invested more in high-end establishments in Nairobi than Mombasa due to favorable conditions such as safety and security of guests [10].

Front office manager concern for security issues

Factor analysis of the front office managers concern regarding the safety and security issues was conducted. Both the Kaiser-Meyer-Olkin (KMO) and Bartlett's test of sphericity addressed the sample adequacy and the level of significance (KMO measure of sample adequacy=0.746; Bartlett's Test: $\chi^2=134.513$, $P < 0.001$). Based on these findings, factor analysis was suitable. Results indicate that only one component was extracted an eigenvalue equal to or greater than 1 and for 72.856 per cent of the total variance in the level of concern of security and safety issues.

Based on the results in, hotel vulnerabilities accounted for 72.856 per cent of the total explained variance in the safety and security issues. It comprised of violence committed by an intoxicated guest, prostitution (either on premises or in the neighborhood), drug dealing (either on premises or in the neighborhood), violence committed by employee against a guest, sexual assault/violence committed against a guest by a person who does not know the guest, and violence committed against a guest by a person who knows the guest. The implication of this finding is that hotel management has a great concern in security measures applied in the hotel industry. These measures if properly instituted will be proactive within the security systems in the hotel industry and will act as a deterrent to those people with undesirable behavior to keep off from the hotel environment and therefore serve to enhance guest safety and security [11].

Security vulnerabilities in hotels by star rating

In order to analyze the vulnerability situation in the study areas, the respondents were asked to state their concerns to itemized components within the hotel facilities with a view to determine their vulnerabilities. The Likert rating scale was used to rank the subjective and intangible components in the research areas. The Likert scale comprised of 1-7 response categories, whereas 1 denotes the lowest concern and 7 indicates the highest concern. The respondents were provided with an opportunity to freely describe the areas of their greatest concerns in the hotel industry. To assess the difference in mean score for the security aspects, an analysis of independent sample test was undertaken across the three, star hotels using a significance level of 95% (5% α -level).

Looking at different types of security threats in different establishments, they appear to have differing levels across the hotel rating. This means that there was evidence indicating that the security standards did not differ significantly within the star-rated hotels. For instance, payment of fictitious bills (P value=0.136) was not dominant in the four star hotels compared to the rest. Other security variables indicated that, there was no strong statistical evidence to support that security issues which differed significantly across star rated hotels ($P>0.05$).

Security vulnerabilities in hotels by property age

The above is ANOVA for mean ranks of various aspects by the age of the premises. One would ask as to whether age of a property affects security levels. All P -values were greater than 0.05 depicting lack of enough evidence to reject the null hypothesis. This meant that age of the hotel did not significantly affect security levels of the establishments, other factors might be the cause of diminishing security strength. This finding is pointing to other confounding factor responsible for the current security standards. This is also an implication that the security is a multiplicity of factors interaction and not a single consideration. This is because older establishments are usually upgraded in most circumstances to enhance security in the establishments.

This finding is inconsistent with the research carried out in United Kingdom by the Center for Hospitality Research (2009) which stated that the best safest and secure hotel is the one that is less than 7 years old and worst security rating is the one over 20 years old. However, Bohdanowicz and Martinac, differ by stating that older hotels would require higher costs of operating and maintaining because of the deteriorating hotel facilities.

It is important to note that the quality, security, age and occupancy rate of hotel are potential factors affecting the costs for operating and maintaining the hotel premises. It is worth noting that most of the sampled hotels were 20 years and above. This implies that these hotels are costly to maintain as they require a lot of resources including security. However, in-depth interviews with the hotel managers differed as they justified that they refurbish their hotel premises to meet international security standards especially chain affiliated hotels.

Comparison of security vulnerabilities in hotels by region

It shows a comparison of the two regions. Nairobi had an average score of 3.0 while Mombasa had a slight score of 3.6. Therefore, from the Mombasa region is likely to be more vulnerable to security threats than Nairobi. David, Hayes and Ninemeier argues that some hotels attempt to give illusion of having a CCTV system in place when they are not functional. This is typically done in an effort to save money on the cost of operating a CCTV system. The rationale behind this is that mere presence of the cameras would be sufficient to deter criminals.

There was no statistical significance between star rating hotels. Therefore the results indicate that hotels are not too sensitive to some security malpractices by their own staff. These findings concur with a similar study carried out by Stratford Security which found out that one of the suspects in the July 17 Jakarta attack was a florist working for an outside vendor at the Ritz-Carlton and had been working there for four years. He apparently used his position to smuggle improvised electronic devices components into the facility among floral supplies. Such an inside placement could explain how the attackers managed to conduct the detailed surveillance required. As much as the hotel entrust their employees, most of them do not screen their potential workers' criminal background before recruiting them.

Security vulnerabilities by region in hotels

It shows a comparison of the two regions. Mombasa region had an overall mean score of 4.6 on prostitution, followed by sexual assault with an overall mean score of 4.2. Drug dealings recorded an overall mean score of 4.1. Violence by employees amongst themselves recorded an overall mean score of 3.9. Complaints by customers indicated a mean score of 3.6 overall. Sexual harassment recorded 3.6 mean score overall while employees who comes in odd hours had a mean score of 3.3 and 3.1 mean score overall recorded murder of guests by unknown people. This result is consistent with who observed that in Kenya, the tourism industry in Lamu had dropped by more than 50% due to insecurity and travel adversaries issued by western countries.

A study carried out by on security management and crime in hotels conforms to these sentiments that prostitution and illegal use of drugs are considered to be a security risk that had to be managed only when they were conducted indiscreetly. Most of the security managers revealed that they turn a blind eye to some forms of crime. This might be considered good business practice if the customer leaves happy and provides repeat purchase, few of the hotel Managers interviewed refuted any knowledge of this type of activity on their hotel premises.

In Kenya for instance tourism growth has brought about proliferation of sex trade especially the Mombasa region. However, until the release of UNICEF's report on child sex tourism in 2006, the government had been in constant state of denial of the fact that sex tourism is a major component of the national tourism industry. Kibicho argued that Kenya is undeniably one of the key sex tourism destinations in Africa.

Indeed, the findings of this study are in agreement with the sentiments by that the country has become a favorite destination for sex tourists mainly due to lack of policy guidelines to control it. This research finding is consistent with earlier research that Kenya has become a preferred sex tourist destination because of the weak regulatory and policy framework to monitor or control the practice. The implication of these findings is that prostitution is a secret activity in the hotel industry which might compromise the security standard procedures by some hotel staff on duty may collude with some guests to allow sex workers into their hotel rooms without registering their names at the reception areas. This is a security gap that must be addressed by hotel Management if this malpractice has to stop. However, what goes inside a guest's room is private and confidential. The guest's infringement of privacy vis-à-vis the hotel security is a contentious issue for hotel management as it creates a vulnerable environment for prostitution to flourish [12].

In many cases, comparatively cheaper sexual services motivate sex tourists to visit a given destination. Kenya's coastal region is a cheaper tourist destination which makes it to be a preferred destination for sex trade according to the (United Nations Development Program). Kibicho concurs that cheapness is typical due to tourist travelling from an economically wealthy country to a poorer one. In many tourism destinations in developing countries for example, sex tourists indulge themselves in sexual fantasies of all kinds without fear of social stigmatization or harassment by law enforcers, Kibicho. The contradictory laws on sex trade complemented by poor enforcement in Kenya serve as a key motivator for sex tourists to visit the country. This finding concurred with who stated that from the tourists view point, that sexual services in the developing countries are less expensive.

Drug dealing ranked second with an overall mean score of 4.5. A mean score of 5.0 was recorded in five star hotels and four star hotels. The global drug trade is fostered by the general tendencies of globalization to reduce restraints on cross-border trade and capital flows and to uphold private property and bank secrecy. It thrives in an environment of secrecy, trade intensity, sophisticated finance and communications, anonymity, tax regulation and external and internal economic vulnerability. The Kenyan coast region closely fits this profile (United Nations Development Program, 1999). This result confirms to the general public outcry of the rampant drug existence at the coastal region that has severely affected particularly the youth.

According to United Nations Development Program (1999) money laundering-the conversion of drug profits into legal assets that cannot easily be traced to their illegal roots is an ingredient in the macro-economy along with drug transit. These deteriorating conditions have combined with other internal problems, notably the growth of a subculture of violent youth particularly at the coastal areas, daily aware of the "good life" from the tourist's hordes, but lacking the education, skills, and motivation to participate in the mainstream. The drug trade worldwide flourishes in such urban areas with an underclass of unemployed youth.

The interviews conducted from the Kenya police tourist officers revealed that these drug flows are facilitated in part by lack of

strict regulatory policies at airports and by sophisticated concealment methods. In addition to hidden compartments and fuel tanks in maritime vessels, drugs have been stashed in every possible human orifice, especially the swallowing of cocaine sealed in condoms and heroin in latex-wrapped pellets. They have been hidden in every type of clothing, foot wear, fruits, vegetables, furniture, appliances, vehicles, cigarette cartons, and false amputee limbs, bibles, and surfboards, live and dead animals. It is also believed that there is insufficient guest's inspection and local corruption which facilitates the lucrative trade, the hotel industry is no exception insufficient guests inspection coupled with local corruption facilitates this lucrative trade. The high cost of security, surveillance, and insurance costs in the hotel industry add to the already relatively steep price of tourism. This result is consistent with which estimates the overall cost of violent crime in Jamaica to be 6% of GDP per capita on an annual basis. Harriott argues that criminal activities in a destinations breeds "insecurity among all segments of the population. This leads to declining public confidence in the criminal justice system, and growing cynicism among its functionaries.

The kidnappings of a tourist in the coastal region of Kenya in 2011 drastically affected tourism activities and even social life curtailed." Sustained criminality also produces a loss of human capital through the emigration immigration of middle-class professionals and entrepreneurs who provide the skill base for the tourism economy. This finding indicates that the Coastal region has lagged behind in terms of human resource development as most of the Coastal indigenous people have no formal education and professional training due to drug related activities.

Some hotel Managers revealed that some hotels especially chain affiliated ones have responded by shielding visitors from harm by offering all-inclusive resorts with their full complement of on-site gift shops, restaurants, night clubs, and water sports for the convenience of a fixed daily fee. While these popular gated properties protect tourists and generate high foreign exchange and year round employment, they have also "triggered a new wave of resentment". This position is further supported by Pattull who observed that among taxi drivers, small shopkeepers, and other vendors who feel shut out by the resorts, they turn to other illegal activities such as drug trafficking and prostitution to earn a living. The concept of gated properties especially in the hotel industry has led to other social ills amongst the main stakeholders. The feeling of being isolated commercially has attributed greatly to the growth of drugs and prostitution especially during the low seasons in order to make a hard earned living.

Sexual harassment amongst the staff and customers was ranked third with an overall mean score of 4.3 while in five star hotels a mean score of 4.7 was recorded. In four star hotels recorded a mean of 4.0 was recorded while a mean score of 4.0 and 4.3 were recorded for four and three star hotels respectively. This practice is attributed to largely to lack of information on the Bill of Rights and cultural problems by the hotel male workforce who demeans women workers in the hotel industry.

A Pearson correlation by star rating between investment in security management systems and guest turnover in the hotel industry is presented.

The positive correlation established in the to portrayed an inverse correlation in some of the stars. For instance, higher stars (4 and 5) had a negative relationship of -0.87 and 0.05 respectively. For the correlation was evenly significant (p-value of >0.05). The higher the occupancy rate the lower the investment of security in the hotel industry. The regression on occupancy rate against star rating and regions is presented.

There was no significance relationship between Nairobi and Mombasa regions. None of the factors significantly explained the Security Investment among the hotels (p value > 0.05). The three factors (occupancy, star rating and region) explained only 17% of the total security investment in the hotels, leaving 83% of the investment unaccounted for. This indicates that investment in security among the hotels is explained by factors other than occupancy, star rating or region.

DISCUSSIONS

A Pearson correlation by star rating between investment in security management systems and guest turnover in the hotel industry is presented. There was a positive correlation established which portrayed an inverse correlation in some of the star rating hotels. For instance, higher stars (4 and 5) had a negative relationship of -0.87 and 0.05 respectively. For the correlation was evenly significant (p-value of >0.05). The higher the occupancy rate the lower the investment of security in the hotel industry. This implied that hotels with consistent low occupancy rate spend more resources in security investment where the payback period is longer as compared to hotels which enjoys high occupancy rate.

There was uneven distribution of hotels in 3-5 star categories in both regions; Nairobi and Mombasa with 57.17% of the 5 star hotels are located in Nairobi while 27.1% of the hotels are located in the Coastal region respectively. All the 4-star rated hotels were located in Mombasa as there were no 4-star hotels classified in Nairobi by the time this research was conducted according to the Kenya Gazette of 2003.

Factor analysis of the front office managers concern regarding the safety and security issues was conducted. Both the Kaiser-Meyer-Olkin (KMO) and Bartlett's test of sphericity addressed the sample adequacy and the level of significance (KMO measure of sample adequacy=0.746; Bartlett's Test: $\chi^2=134.513$, $P<0.001$). Based on the results, hotel vulnerabilities accounted for 72.856 per cent of the total explained variance in the safety and security issues. It comprised of violence committed by an intoxicated guest, prostitution, drug dealing, violence committed by employee against a guest, sexual assault/violence (e.g. rape) committed against a guest by a person who does not know the guest, and violence committed against a guest by a person who knows the guest.

In order to analyse the vulnerability situation in the study areas, the respondents were asked to state their concerns to itemized components within the hotel facilities with a view to determine

their vulnerabilities. The respondent were provided with an opportunity to freely describe the areas of their greatest concerns in the hotel industry. To assess the difference in mean score for the security aspects, an analysis of independent sample test was undertaken across the three, star hotels using a significance level of 95%.

ANOVA for mean ranks of various aspects by the age of the premises. One would ask as to whether age of a property affects security levels. All P-values were greater than 0.05 depicting lack of enough evidence to reject the null hypothesis.

This finding is inconsistent with the research carried out in United Kingdom by the Center for Hospitality Research (2009) which stated that the best safest and secure hotel is the one that is less than 7 years old and worst security rating is the one over 20 years old. However, differ by stating that older hotels would require higher costs of operating and maintaining because of the deteriorating hotel facilities.

It shows a comparison of the two regions. Nairobi had an average score of 3.0 while Mombasa had a slight score of 3.6. Therefore, from the in Mombasa region is likely to be more vulnerable to security threats than Nairobi. David, Hayes and Ninemeier argues that some hotels attempt to give illusion of having a CCTV system in place when they are not functional. This is typically done in an effort to save money on the cost of operating a CCTV system. The rationale behind this is that mere presence of the cameras would be sufficient to deter criminals.

It shows a comparison of the two regions. Mombasa region had an overall mean score of 4.6 on prostitution, followed by sexual assault with an overall mean score of 4.2. Drug dealings recorded an overall mean score of 4.1. Violence by employees amongst themselves recorded an overall mean score of 3.9. Complaints" by customers indicated a mean score of 3.6 overall. Sexual harassment recorded 3.6 mean score overall while employees who comes in odd hours had a mean score of 3.3 and 3.1 mean score overall recorded murder of guests by unknown people. This result is consistent with who observed that in Kenya, the tourism industry in Lamu had dropped by more than 50% due to insecurity and travel adversaries issued by western countries.

A study carried out by Donald on security management and crime in hotels conforms to these sentiments that prostitution and illegal use of drugs are considered to be a security risk that had to be managed only when they were conducted indiscreetly.

In Kenya for instance tourism growth has brought about proliferation of sex trade especially the region. Kibicho argued that Kenya is undeniably one of the key sex tourism destinations in Africa. Indeed, the findings of this study are in agreement with the sentiments by that the country has become a favorite destination for sex tourists mainly due to lack of policy guidelines to control it.

Drug dealing ranked second with an overall mean score of 4.5. A mean score of 5.0 was recorded in five star hotels and four star hotels. The global drug trade is fostered by the general tendencies of globalization to reduce restraints on cross-border

trade and capital flows and to uphold private property and bank secrecy. The Kenyan coast region closely fits this profile. This result confirms to the general public outcry of the rampant drug existence at the coastal region that has severely affected particularly the youth.

According to United Nations Development Program money laundering—the conversion of drug profits into legal assets that cannot easily be traced to their illegal roots is an ingredient in the macro-economy along with drug transit. These deteriorating conditions have combined with other internal problems, notably the growth of a subculture of violent youth particularly at the coastal areas, daily aware of the “good life” from the tourist’s hordes, but lacking the education, skills, and motivation to participate in the mainstream. The drug trade worldwide flourishes in such urban areas with an underclass of unemployed youth.

The interviews conducted from the Kenya police tourist officers revealed that these drug flows are facilitated in part by lack of strict regulatory policies at airports and by sophisticated concealment methods. In addition to hidden compartments and fuel tanks in maritime vessels, drugs have been stashed in every possible human orifice, especially the swallowing of cocaine sealed in condoms and heroin in latex-wrapped pellets. This result is consistent with Harriott which estimates the overall cost of violent crime in Jamaica to be 6% of GDP per capita on an annual basis. Harriott argues that criminal activities in a destinations breeds insecurity among all segments of the population. This leads to declining public confidence in the criminal justice system, and growing cynicism among its functionaries.

The kidnappings of a tourist in the coastal region of Kenya in 2011 drastically affected tourism activities and even social life curtailed. Sustained criminality also produces a loss of human capital through the emigration immigration of middle-class professionals and entrepreneurs who provide the skill base for the tourism economy.

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Regression on occupancy rate against star rating and regions were done where there was no significance relationship between Nairobi and Mombasa regions. None of the factors significantly explained the Security Investment among the hotels (p value > 0.05). The three factors explained only 17% of the total security investment in the hotels, leaving 83% of the investment unaccounted for. This indicates that investment in security among star rating hotels is explained by factors other than occupancy, star rating or region.

IMPLICATIONS

In the three star hotels category 42.9% and 18.2% were located in Mombasa and Nairobi respectively. The implication of these findings is that investors prefer Nairobi for the high- end establishments than Mombasa due to perceived favorable conditions such as safety and security of guests.

In Mombasa, hotel vulnerabilities accounted for 72.856 per cent of the total explained variance in the safety and security issues. The implication of this finding is that hotel management has a great concern in security measures applied in the hotel industry.

The age of the hotel did not significantly affect security levels of the establishments, other factors might be the cause of diminishing security strength. This finding is pointing to other confounding factor responsible for the current security standards. This is also an implication that the security is a multiplicity of factors interaction and not a single consideration. This finding concur with who states that older establishments are usually upgraded in most circumstances to enhance security in the establishments.

Quality, security, age and occupancy rate of hotel are potential factors affecting the costs for operating and maintaining the hotel premises. It is worth noting that most of the sampled hotels were 20 years and above. This implies that these hotels are costly to maintain as they require a lot of resources including security. However, in-depth interviews with the hotel managers differed as they justified that they refurbish their hotel premises to meet international security standards especially chain affiliated hotels.

There was no statistical significance between star rating hotels. Therefore the results indicate that hotels are not too sensitive to some security malpractices by their own staff. These findings concur with a similar study carried out by Stratford Security (2009) which found out that one of the suspects in the July 17 Jakarta attack was a florist working for an outside vendor at the Ritz-Carlton and had been working there for four years. He apparently used his position to smuggle improvised electronic devices components into the facility among floral supplies. Such an inside placement could explain how the attackers managed to conduct the detailed surveillance required. As much as the hotel entrust their employees, most of them do not screen their potential workers’ criminal background before recruiting them.

Most of the security managers revealed that they „turn a blind eye“ to some forms of crime. This might be considered good business practice if the customer leaves happy and provides repeat purchase, few of the hotel Managers interviewed refuted any knowledge of this type of activity on their hotel premises.

The implication of these findings is that prostitution is a secret activity in the hotel industry which might compromise the security standard procedures by some hotel staff on duty may colludes with some guests to allow sex workers into their hotel rooms without registering their names at the reception areas, Kibicho. This is a security gap that must be addressed by hotel Management if this malpractice has to stop. However, what goes inside a guest’s room is private and confidential, Kibicho. The

high cost of security, surveillance, and insurance costs in the hotel industry add to the already relatively steep price of tourism

Some hotel Managers revealed that some hotels especially chain affiliated ones have responded by shielding visitors from harm by offering all-inclusive resorts with their full complement of on-site gift shops, restaurants, night clubs, and water sports for the convenience of a fixed daily fee. While these popular gated properties protect tourists and generate high foreign exchange and year round employment, they have also “triggered a new wave of resentment”. This position is further supported by Pattull who observed that among taxi drivers, small shopkeepers, and other vendors who feel shut out by the resorts, they turn to other illegal activities such as drug trafficking and prostitution to earn a living. The concept of gated properties especially in the hotel industry has led to other social ills amongst the main stakeholders. The feeling of being isolated commercially has attributed greatly to the growth of drugs and prostitution especially during the low seasons in order to make a hard earned living.

CONCLUSIONS

The government to create conducive investment environment for both the local and foreign investors in the coastal region. This will not only create employment opportunities but also expand the hospitality and tourism industry.

Security measures to be properly instituted to be proactive within the security systems in the hotel industry and will act as a deterrent to those people with undesirable behavior to keep off from the hotel environment and therefore serve to enhance guest safety and security.

Although age of the hotel did not significantly affect security levels of the establishments, other factors might be the cause of diminishing security strength. In upgrading these old hotels, caution should be exercised to ensure that they should not lose their historical pride as a tourist attraction which is an added advantage to these hotels.

The operations and maintenance of these hotels should be done to embrace the security elements in terms of design especially old hotels which had no provision of security wall perimeters and other security requirements.

During selection and recruitment of staff, criminal background of the potential employees should be sought to part of the criteria. This will eliminate some staff who may collude with terrorist guests into the hotel premises.

Hotels should remunerate their staff well to avoid situations of being tempted to allow some crimes such as drug trafficking and prostitution into the hotel premises or ‘turning a blind eye to some form of crime’.

Hotels should stop allowing some sex workers into their rooms without registering their names at the reception area. This is not only a security weakness but also a malpractice which must stop.

There should be no exception when it comes to guests screening into the hotels. It is also believed that there is insufficient guest’s inspection and local hotel corruption which facilitates the

lucrative illegal trade such as drugs and prostitution. The check in procedure should be uniform regardless of the guest status.

The stakeholders including the government should come up with some incentives to the youth to encourage them to continue with formal education as the research finding revealed that the region has lagged behind in terms of human resource development as most of the Coastal indigenous people have no formal education and professional training due to drug related activities.

Some chain affiliated hotels have popular gated properties to protect tourists and generate high foreign exchange and year round employment but this has triggered a new wave of resentment especially from the local traders who feel they have been left out. The government should be involved to assess the level of exclusiveness to the local communities with a view of seeking damages from these hotels.

There is strong evidence that Kenya has become a preferred sex tourist destination because of the weak regulatory and policy framework to monitor or control the practice. The local and national government to come up with strong regulatory and policy framework to reduce the vice which has destroyed the lives of the young people.

- A study needs to be done on the role of private security services in the hotel industry.
- A study needs to be carried out on the safety of guests in the hotel industry.
- A study needs to be done on the recruitment and selection of security personnel in the hotel industry.

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