



Assessing the impact of terrorism on tourists patronage of hotels within Bauchi metropolis, Bauchi state, north-eastern, Nigeria (2016-2020)

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Abstract

Terrorism is one of the most life-challenging threats facing humanity worldwide. The activities of terrorist organizations threaten peace, disrupts progress, and halt the development of any nation. Hotels and tourism are high foreign exchange earners. Growth in local and especially international patronage of hotels and tourism facilities are directly tied to peace and stability. As such, this study seeks to assess the damage the lodging industry suffered analyze the effects due to of acts of terrorism occurring at tourism destinations and on and tourism demand for lodging products and services in within Bauchi metropolis of Bauchi State and also assess the damage the lodging industry suffered during the period in review in Bauchi State between 2016 and 2020 in terms of average occupancy price (Average daily rate ADR). This study will thus adopt a qualitative approach to this research with questionnaire as an instrument of data collection. A through a purposeful sampling technique of about will be used to select 45 hotels out of a population of 65 using the kergie and Morgan sampling system while the data will be analyzed using mean averages and percentages with a regression analysis and presented both in tabular and graphic representations.

Keywords: Terrorism, tourists patronage, hotels

Introduction

In most countries the world over, Hotels and Tourism are important economic activity drivers. Aside from the direct economic impacts of these hospitality industry sectors, there are other indirect socio and environmental stimulus which these sectors offer in the overall national development. Hotels and tourism are high foreign exchange earners. Growth in local and especially international patronage of hotels and tourism facilities are directly tied to peace and stability. Life and property destruction is believed to be the most detrimental effect of terrorism in Nigeria, though the act has also heightened fear, reduced life expectancy, hindered infrastructural development, restricted movement of persons and goods thus affecting patronage in hotels as well as occupancy rates over the period of time it was at its peak and invariably negatively tainted Nigeria's international image (Agu, 2018). Furthermore, Enz, Kosova and Lommano (2011) believe that the unexpected nature of these shocks did create fluctuations in occupancy and average daily rate, when controlling for the impact of other important hotel factors such as seasonality, segment, and hotel size, and for local economic factors.

Today's terrorist threat emanates from a more complex constellation of subnational groups driven by both political and economic prerogatives (Rollins & Wyler, 2010)^[17]. The list includes criminal cartels that target executives throughout Latin America, tribal gangs that attack multinational personnel and facilities in Nigeria's oil-rich Niger Delta, secessionist kidnap-and-ransom groups in the Philippines, criminal mafias throughout Russia and the former Soviet republics, and modern-day pirates that prey on maritime traffic off the coast of Somalia and in the Straits of Malacca. Nonetheless, perhaps the sole principal terrorism-related worry for hotel managers these days

emanates from "dark networks" of religiously inspired militants, which target foreign, political and business interests anywhere in the world.

1. Statement of problem

Terrorism is a prevalent issue in society and is evolving due to the increased number of terrorist groups and the number of resources they are able to obtain, where it strikes fear in everyone that is directly and indirectly involved with its occurrences. Equally, terrorism being a calculated use of violence or threat of violence against civilians to attain goals that could be either political or religious has a deeper impact than most people realize. The GDP of the state within this period

Objectives of the study

1. To establish the types and occurrences of terrorism incidences within Bauchi State from 2016-2020.
2. To assess the damage the lodging industry suffered during the period in review in Bauchi State in terms of average occupancy price (Average daily rate ADR)
3. To assess the revenue per available room (Rev PAR) lost vis a vis the patronage quantum during the review period.

Literature Review

1. Terrorism in Nigeria

The National Money laundering and terrorism risk assessment forum of Nigeria (NRA Forum) in its 2016 report argued that terrorism in its present form is relatively new in Nigeria although history suggests that pockets of terror related acts occurred in the 1950s in Kano and again in 1982 when the Maitatsine religious uprising was recorded. However, the incidents were dismissed as mere

violent crimes or externally sponsored extremist acts that were promptly nipped by in bud. Some schools of thought believe these events sowed the seeds for the growth of the current threat posed by Boko Haram and Ansaru. Both groups (Boko Haram and Ansaru) are believed to have drawn inspiration from the defunct Taliban Government of Afghanistan and Al-Qaeda/Salafist Doctrine. As a response to the threat posed by Jama'atu Ahlus-Sunnah Lidda'awati Wal Jihad (Boko Haram) and Jama'atu Ansarul Mislimina Fibiladis –Sudan (JAMBS) the Nigerian Government proscribed both groups in June 2013 (Terrorism proscription notice 2015), this was reinforced by another proscription of both groups as foreign terrorist organizations by the United States Government (US. State Department report 2017). Terrorist activities from 2009 to 2016 have resulted in loss of several lives and displaced millions of Nigerians who are now living in camps for the internally displaced persons while some have become refugees in neighboring countries. Damage to infrastructure and properties recorded is about USD 9 billion (Bloomberg 2017) The use of very high caliber weapons and coordinated attacks including suicide bombings and use of improvised explosive devices (IEDs) were observed. They also engaged in kidnappings for ransom, cattle rustling and armed robbery. Attacks such as the UN bombing, the Nyanya Motor Park explosions, the kidnap of the Chibok girls, invasion and capture of territories in the North-East led to the death, destruction of properties as well as the displacement of about 2,233,506 (Two million two hundred and thirty-three thousand five hundred and six) (UNHCR Handbook). The impact of the scourge also severely affected economic activities as many investors, businesses, multi-national corporations relocated to other countries on grounds of insecurity thus depriving the North-East which includes Bauchi state from the usual economic and social development to the tune of \$9b (NRA Forum 2016). See Appendix II for list of terrorist activities in North east Nigeria from 2016- 2021.

2. Hospitality Terrorism

The hospitality industry has always been a vibrant and essential part of the global economy, providing a wide array of services, from accommodation to dining, entertainment, and tourism. However, in recent years, the industry has been confronted with a growing threat - terrorism. This phenomenon has significant implications for the safety and security of both guests and employees, as well as the economic well-being of hospitality businesses.

Hospitality Terrorism refers to lack of safety and security of both guests and employees in the hospitality industry (Tourism Concern, 2016). Similarly, it can security threats that destabilize the functioning or send guest away from the hospitality industry. Terrorist attacks can have profound consequences on the hospitality industry, causing significant disruptions and financial losses. Such attacks often lead to decreased demand for travel and tourism, causing a drop in occupancy rates and declining revenues for hotels, resorts, and other establishments. Tourist destinations, in particular, may experience a long-lasting negative impact on their reputation, making it challenging to attract visitors. One notable example is the 2015 attack on the Radisson Blu hotel in Bamako, Mali, in which terrorists killed 20 people.

The incident had a detrimental effect on the already struggling Malian tourism industry, deterring potential tourists and investors from the region (Tourism Concern, 2016).

The hospitality industry has responded to the threat of terrorism by implementing stringent security measures. These measures include screening guests and their luggage, deploying security personnel, and conducting regular staff training to recognize and respond to suspicious activities. For instance, in the aftermath of the 2008 Mumbai attacks, India introduced a comprehensive security framework for hotels, emphasizing the need for better training, security technologies, and close collaboration with law enforcement agencies (Bandyopadhyay, 2017) ^[2].

The fight against terrorism in the hospitality industry is not the sole responsibility of businesses but also involves collaboration with governments, law enforcement agencies, and the wider community. Sharing intelligence, information, and best practices can help mitigate the risks associated with terrorist threats. Events like the 2017 Barcelona terror attack highlight the importance of close collaboration between the local government, hoteliers, and residents in maintaining vigilance and ensuring the safety of guests (EFE, 2017).

Peter (2017) argued that terrorists have correctly concluded that attacking traditional targets like government building and military installations have become harder due to the fact that these entities can afford to fortify and protect their people and physical assets quite successfully. While hotels and other hospitality operations, on the other hand, cannot afford this luxury, as such hospitality properties are classified as soft targets and terrorists will continue to target them.

Furthermore, Goslin, (2008); Brandt & Sandler, (2010) added that terrorists have limited resources and they are judicious when it comes to utilising or deploying them. Every hit must count thus hospitality becomes a popular target possibly because it could potentially affect several nationalities with a single strike and it will also deter future tourism to the area/destination, indirectly paralyzing the economy.

Fanelli (2016) states that between July 2013 and June 2014 there were 87 separate terrorist attacks on hospitality properties in total. Peter (2011) collated a list of 50 hospitality properties that had been attacked between 2001 and 2011. This list is by no means complete. In discussing Radisson Blu (Mali), Imperial Marhaba (Tunisia) and Splendid Hotel (Burkina Faso) incidents, Medina (2016) states that terrorism is the single greatest threat to hospitality and by extension tourism. Claiming that terrorism has negatively affected tourism, Korstanje (2015) goes on to describe terrorism as the great threat. Fleming (1998) states that there are no boundaries (demographic or geographic) and in reality, immunity from terrorism does not exist. There is a clear pattern that indicates, that if allowed to continue, terrorism will continue to negatively affect the hospitality and tourism industries globally.

3. Hotel Sector in Nigeria

Hotel industry is a segment of the hospitality industry which form part of a larger enterprise referred to as the travel and tourism industry (Scott-Halsell, Blum & Huffman, 2008;).

Internationally, hotels are regarded as public facilities that possess a reasonable degree of comfort, convenience and quality (Durodola, 2009). Hotels vary greatly in style and services from lower scale, middle scale to upmarket hotels. A hotel is classified as a commercial establishment providing accommodations, meals and other guest services. The hotel accommodation sector plays a key role in both leisure and business travel in Nigeria and the development of the sector is growing at a rapid rate as major international hotel chains continue to register their presence. According to Alamai, Sule and Aliyu (2020) the hotel sector in Nigeria has come of age and it has witnessed improvement over the years especially in terms of superstructure and infrastructure.

The hotel industry in Nigeria plays a significant role in the country's economy and contributes to its Gross Domestic Product (GDP). This sector encompasses a wide range of accommodation options, from luxury hotels to budget motels, and it caters to both domestic and international travelers. The hotel industry in Nigeria is a crucial component of the country's tourism and hospitality sector. It provides employment opportunities for a large number of Nigerians, including hotel staff, tour guides, and local artisans selling their products to tourists. According to the World Travel and Tourism Council (WTTC), the travel and tourism sector, which includes the hotel industry, contributed approximately 1.7 million jobs to Nigeria's economy in 2019 (WTTC, 2019).

Nigeria's hotel industry is an important contributor to the country's foreign exchange earnings. International visitors who stay in Nigerian hotels spend money on accommodations, food, transportation, and various other services. These expenditures have a positive impact on the nation's balance of payments and help stabilize its currency. The hotel industry's contribution to Nigeria's GDP can be measured through its direct and indirect economic impact. In the World Travel and Tourism Council's 2019 report, it was estimated that the direct contribution of travel and tourism to Nigeria's GDP was 1.1% (WTTC, 2019). This includes the value added by hotels, travel agencies, airlines, and other tourism-related services. When considering the indirect contribution, which takes into account the supply chain and induced impacts, the total contribution to GDP increases significantly. With a wide array of hotels in Nigeria, ranging from small boutique hotels to large international chains the number of rooms varies significantly from one hotel to another. In major cities like Lagos, Abuja, and Port Harcourt, you can find hotels with hundreds of rooms, while in smaller towns, there are boutique hotels with fewer than 50 rooms (Omole 2018) ^[16] while typically offering a range of services to meet the needs of diverse clientele. These services may include among others what Adeyinka & Adeyinka (2016) advanced as:

- **Accommodation services:** Providing comfortable rooms with various room categories, such as standard, deluxe, suites, and executive rooms.
- **Dining:** Most hotels have on-site restaurants and room service, offering a variety of local and international cuisines.

- **Conference and event facilities:** Many hotels have conference rooms and banquet halls for business meetings, conferences, and special events.
- **Leisure facilities:** Swimming pools, gyms, spas, and wellness centers are common features in larger hotels.
- **Concierge and guest services:** Assistance with travel arrangements, transportation, and local information.
- 24/7 security and front desk services for guest safety and convenience.

In terms of classes of rooms, Omole (2016) outlined that Nigerian hotels commonly offer a tiered system of room classes, allowing guests to choose based on their preferences and budget. These classes include:

- **Standard Rooms:** Basic rooms with essential amenities.
- **Deluxe Rooms:** More spacious and well-appointed than standard rooms.
- **Suites:** Luxurious and spacious rooms with separate living and sleeping areas, often including kitchenettes or bars.
- **Executive Rooms:** Offer additional services like access to exclusive lounges and business facilities.

And the range of facilities available to enhance the guest experience vary from any or all of the followings listed below (Omole 2016)

- **Restaurants and Bars:** Many hotels have multiple dining options, including specialty restaurants and bars serving a variety of cuisines and drinks.
- **Swimming Pools:** Often, hotels feature outdoor or indoor pools, along with poolside bars.
- **Fitness Centers:** Equipped with modern exercise equipment for guests looking to stay active during their stay.
- **Spas and Wellness Centers:** Offering massages, beauty treatments, and relaxation services.
- **Business Centers:** Equipped with office facilities, high-speed internet, and meeting rooms for business travelers.
- **Childcare Services:** Some hotels provide childcare services for families traveling with young children.
- **Concierge Services:** Offering assistance with transportation, tour bookings, and local recommendations.
- **Wi-Fi:** Complimentary or paid internet access is common in most hotels.
- **Security Measures:** Many hotels have 24/7 security personnel, surveillance cameras, and secure access controls for guest safety.

Hotels in Bauchi State

According to Waziri and Osukunle (2010) Bauchi State was created in 1976 from the then North Eastern State of Nigeria. According to National Bureau of Statistics (NBS), as at 2021 the State has an estimated population of 4.5 million people. Bauchi State span two distinctive vegetation zones, namely the Sudan and Sahel Savannah. The State lies between 9.0 degrees and 12.3 degrees north of the equator, and 8.5 degrees and 11 degrees east of the Greenwich

meridian. The state is bordered by eight States, Kano, Jigawa, Plateau to the West; Adamawa, Taraba, Yobe and Gombe to the North East; and Kaduna to the North West. The state has a total land area of 549,260 Sq kilometers, about 5.3% of Nigeria's total land mass (BASGD 2006). Alamai, et al (2020) advanced that Bauchi state has its own share of hotels which are categorised based on facilities and services they provide amongst which are 3 Star while some are not even rated or graded by the state tourism corporation. They further argued that there are 83 documented hotels with their names and locations by the regulatory body (Bauchi State Tourism Development Corporation) as at 2020 within the city of Bauchi. The ones with the highest rating include, Command guest house, Bagari Suites, Hazibal Hotel and suites, Chartwell Hotel, Yivmir Hotel, Wikki Hotel, and Zaranda Hotel. With some of them having a minimum of 25 rooms and some having a maximum of 80 rooms functional apart from other services rendered such as recreational facilities, consigliere facilities, conference and events facilities.

Hotel Revenue Sources

Thomas (2023) [18] argued that hotel revenues are derived from a diverse mix of business segments and income streams. While room sales tend to be the primary revenue generator, hotels also rely on other major sources like food and beverage, events, and ancillary fees to drive overall profitability. Equally, for hotel revenues to be maximized, the type and class of a hotel can also impact the room rates and, consequently, the revenue generated from room accommodation. Luxury hotels often charge higher rates due to their premium offerings and exclusive services. On the other hand, budget hotels typically offer lower room rates to attract price-sensitive travelers. The type and class of a hotel play a crucial role in determining its target market, competition, and revenue potential. Understanding these factors and optimizing them can help hotels maximize their revenue from room accommodation. By setting competitive room rates, maintaining high occupancy rates, and effectively managing ADR and RevPAR, hotels can ensure a steady flow of revenue from this significant source. Hotel Talk (2022) added that three main revenue sources in a hotel are room, food & beverage, and other income and the selling of the three main revenue sources in a hotel will dictate its success. It is the room sales effort that fills the sleeping rooms on a nightly basis. The catering sales effort endeavors to fill the meeting space. The combination of the two translates into sales in the outlets and ancillary revenue sources. Every hotel is different and has its own unique challenges and strengths. In hospitality, the financial health of a hotel is measured by the strength of the three components of the success triangle. The base of any triangle needs to be able to support the other two sides. Room sales, by definition, endeavors to fill the sleeping rooms in a hotel. A fully occupied hotel dictates the total hotel's financial health. Rooms provide the most direct means of generating income for the hotel.

The rooms should be well-appointed and comfortable, with a view to attract guests who are looking for comfort rather than luxury. The room rates must also reflect this fact. The major focus on the hotel's rooms, room revenues, and each room's individual profit margin is due to the facility's profitability, which occurs primarily in the sleeping room.

Other incomes include items such as events, parking fees, laundry services, spa, recreational activities, saloon, travel and concierge services etc., These items which may not directly generate money for the hotel, but do help them make some extra cash. An ancillary or other revenue source can be a hotel's business center, golf course, events, parking fees, laundry services, spa, recreational activities, saloon, travel and concierge services, tennis center, audio/visual services, or gift shop. Other ancillary revenue sources include products/services available inside the guest room that are sold at a profit. These include in-room movies, minibars, and telephone service (Hotel Talk 2022).

Methodology

Descriptive research design was adopted for the study. The study population is the registered hotels in Bauchi metropolitan area, which has about 42 hotels (Appendix 1) as at December, 2022 (Bauchi state Tourism Development Corporation) from which primary data were collected from the target population. Due to the size of the population, purposive and convenience sampling technique (non-probability sampling) were applied. A structured and closed ended questionnaire was designed for the purpose (Cronbach's Alpha = 0.812) and validated.

The questionnaire was designed in a way that will facilitate the collection of unbiased and accurate data and questions asked are believed to answer the research questions asked and objectives wanted to achieved.

The manager and the accountant of each participating hotel were the primary respondents. 62 copies of questionnaires were administered to the respondents, and 43 were recovered completely answered. The collected data were sorted, cleaned and analyzed with the Statistical Package of Social Science (SPSS) V23 software. Descriptive statistics was used and displayed the results which were represented in tabular and graphical form.

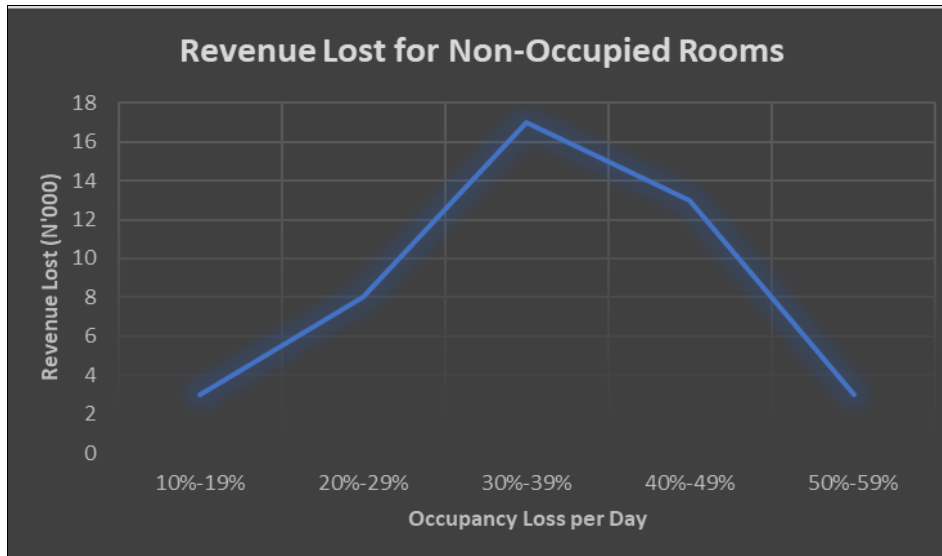
Results and Analysis

Table 1: Hotels size by number of rooms

Number of Rooms	Frequency	Cumm. Freq.	Percentage (%)
0 – 9	3	3	6.8
10 – 19	9	12	20.5
20 – 29	14	26	31.8
30 – 39	8	34	18.2
40 – 49	5	39	11.4
50 – 59	2	41	4.5
80 - 89	2	43	4.5
90 or More	1	44	2.3

Source: Field Survey (2023)

The distribution of hotels by size (number of rooms) in Bauchi metropolis shows that about 31.8% of Hotels are medium sized hotels with a number of rooms of about 20 to 29, these includes Azizia Imperial Hotels and Suites, Polycon Guest Inn, Forest Garden, Aliss Hamdala, City Suites and Apartment, Amber Suites, Fatima Pastoral Center, Yimir Hotel and Suites, Alti Guest Inn, Villa Garden and SUIgad Majestic Hotel. Hotels like Obunna Royal Hotel, White Hill Luxury, Larema International, Benco, Hazibal, Chartwell Hotel and Suites are classified and larger Hotels with number of rooms of 40 rooms or more with Zaranda Hotel having the highest, while Sahab Suite, Jarmari Guest Lodge and Biden Suites International are the smaller Hotels with number of rooms of about 1 to 9.

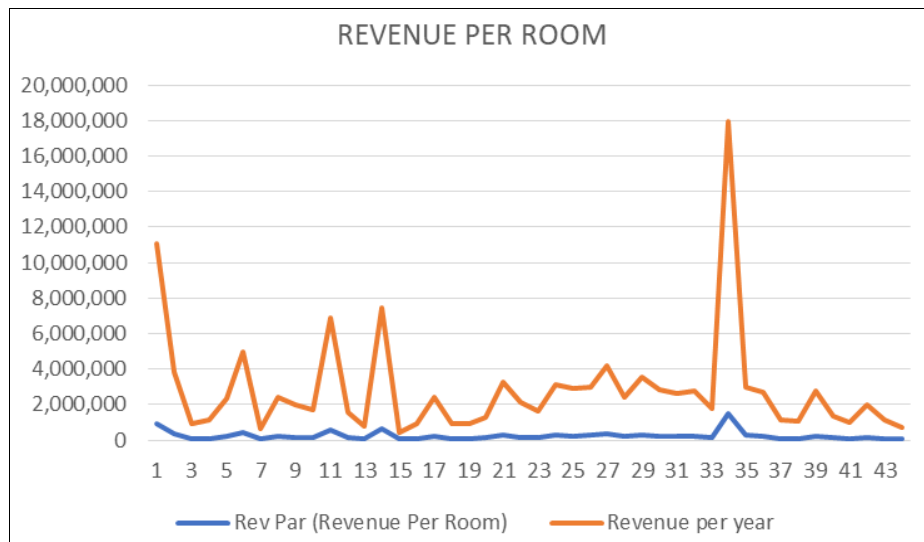


Source: Field Survey (2023)

Fig 1: Revenue lost for Non – Occupied rooms

The graph revealed that about three (3) Hotels were losing 50% or more of their daily occupancy rate between 2016 to 2020 when the incidence of terrorism was at its peak. These are Aliss Hamdala, Zaranda Hotel and Sulgad Majestic Hotel. Others like Forest Garden, White Hill, Alti Guest House, Amber Suites, Benco Hotel, River Edge and so on were losing daily occupancy of about 40% - 49% each.

Fatima Pastoral Center, Bauchi Destination Hotel, Executive Nest and others were losing daily occupancy rate of about 30% - 39% each from 2016 to 2020. while Yimir Hotel and Suites, Chartwell Hotel and Polycon Guest Inn were losing daily occupancy rate of about 10% – 19% each within same period of time.



Source: Field Survey (2022)

Fig 2

Figure 2 above gives us an analysis of revenue per room vis a vis revenue on each room per year per number of rooms that each hotel has. The lower fluctuations (blue line) indicates the revenue per room per number of rooms in the hotel where hotel number 34(Chartwell) having the highest revenue both daily and yearly. While hotels number 43, 7, 15 and 3 (Village Inn, Telwa Suites, Sahab suites and Aliss Hamdala) (Appendix 1) having the least revenue per room due to location and number of serviceable rooms for guests. This shows revenue per room per day reflects highly on the income of the hotel as well as its other services offered for its customers. This may not be unrelated to the location or catchment of the hotel, facilities, customer patronage as well as other determinants of customer’s attendance

Discussion of Findings

From the findings, it was observed that most of the hotels within the metropolis lost revenues ranging from 50% to the least of 30% monthly. While the daily occupancy rates of the hotels dropped drastically during the period of the study which is in agreement with the argument of NRA Forum (2016) where they asserted that the impact of the scourge also severely affected economic activities as many investors, businesses, multi-national corporations relocated to other countries on grounds of insecurity thus depriving the North-East which includes Bauchi state from the usual economic and social development to the tune of \$9b. The findings of the research also highlight that recovery time as it relates to occupancy by the hotels depends on the

profile and scale of their position in the market place, the impact of terrorism in the town also varies through political regime of Mal. Isa Yuguda to Barr. M.A. Abubakar as Governors of the state, income of visitors to the state and tourism intensity in the state during the period of the study. While the long-term impact rests on on the public perception of safety and on the trust placed in the authorities in the town as its has waned and people have continued with their daily live activities.

Conclusions

No global terrorism landscape has undergone a fundamental shift in recent years, and this change represents a challenge to hotel sector of a nation. Today's terrorist threat emanates from a more complex constellation of subnational groups driven by both political and economic prerogatives. The list includes criminal cartels that target executives throughout Latin America, tribal gangs that attack multinational personnel and facilities in Nigeria's oil-rich Niger Delta, secessionist kidnap-and-ransom groups in the Philippines, criminal mafias throughout Russia and the former Soviet republics, and modern-day pirates that prey on maritime traffic off the coast of Somalia and in the Straits of Malacca. But perhaps the single biggest terrorism-related worry for hotel managers these days emanates from dark networks of religiously inspired militants, which target foreign, political and business interests based on their religious misunderstanding and beliefs.

To mitigate such by managers of hotels in the city, have introduced a wide array of new measures to safeguard their high threat properties from walk-through metal detectors to bomb-sniffing dogs, security guards inspect all vehicles for explosives before permitting them to approach the entrance, guest baggage is checked for weapons, and everyone guests, staff, and delivery people must pass through metal detectors before entering buildings.

While some hotel managers have diversified revenue model. Subsequent to bed sales, that profit is only credible if rooms are sold. The are finding ways of generating additional income streams that are not dependent on the success or failure of their core business, and which can be easily adapted as circumstances change.

Way Forward

Training employees to develop a heightened sense of awareness of the types of circumstances that could represent a threat to hotel guests and property and immediately report them to security personnel is another counterterrorism imperative.

Secondly and most important step in countering the terrorist threat, is forging closer ties with stakeholders in both government and the private sector. Key partnerships with local police, DSS and other security personnel.

Implications of the Study

The managerial implications of this study align with the findings that states mangers should always be aware that the rooms in their hotels should be well-appointed and comfortable, with a view to attract guests who are looking for comfort rather than luxury. The room rates must also reflect this fact. The major focus on the hotel's rooms, room revenues, and each room's individual profit margin is due to the facility's profitability, which occurs primarily in the sleeping room. Also, managers of hotels by setting

competitive room rates, maintaining high occupancy rates, and effectively managing ADR and RevPAR, hotels can ensure a steady flow of revenue from this significant source. Understanding the breakdown allows hoteliers to identify the most lucrative segments to drive profitability.

Practical and industry implications: One implication for industry mostly regulators such as Bauchi state Tourism Development corporation et al. is to know that the type and class of a hotel can also impact the room rates and, consequently, the revenue generated from room accommodation. Luxury hotels often charge higher rates due to their premium offerings and exclusive services. On the other hand, budget hotels typically offer lower room rates to attract price-sensitive travelers. The type and class of a hotel play a crucial role in determining its target market, competition, and revenue potential. Which can help them in determining taxes, levies and other regulatory procedures.

Limitations of this study

This study focused on Documented hotels as at 2022 by Bauchi State Tourism Development Corporation and limited its scope to the Metropolis of the capital city Bauchi with about only 45 hotels captured in its radar. There is need to widen the scope to other major towns of the state like Misau, Azare and Shira where they witnessed similar incidences of terrorism within the time scope analyzed. The research could not also cover areas that has to do with other hospitality establishments like Restaurants, Event Management and Planning, e.t.c.

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