



Cape Peninsula  
University of Technology

**ASSESSING SECURITY MEASURES IN BED AND BREAKFAST  
ORGANISATIONS: A CASE STUDY FROM IDUTYWA AND BUTTERWORTH IN  
THE EASTERN CAPE PROVINCE**

by

**VUSUMZI VICTOR NTLABATHI**

**Dissertation - Course-based degree with 50% dissertation submitted in partial  
fulfilment of the requirements for the degree**

**Master of Technology:** Business Administration

**in the Faculty of** Faculty of Business and Management Sciences

**at the Cape Peninsula University of Technology**

**Supervisor:** Professor JP Spencer

**District Six Campus**

**August 2023**

**CPUT copyright information**

The dissertation may not be published either in part (in scholarly, scientific or technical journals), or as a whole (as a monograph), unless permission has been obtained from the University

## DECLARATION

I, Vusumzi Victor Ntlabathi, student number: 208066144, declare that the contents of this dissertation represent my own unaided work, and that the thesis/dissertation has not previously been submitted for academic examination towards any qualification. Furthermore, it represents my own opinions and not necessarily those of the Cape Peninsula University of Technology.

*VNTLABATHI*

Signed

August 2023

Date

## ABSTRACT

This study seeks to highlight the safety and security risks encountered by the management, staff and guests in bed and breakfast (B&B) organisations, specifically in the Eastern Cape province of South Africa. A perceived lack of security causes bed and breakfast establishments to be seen as easy targets for criminals, which makes these establishments the target of various types of crime and puts the guests' and the bed and breakfasts' assets at risk. Security has been recognised for a considerable period as an important need for strengthening the growth and expansion of the accommodation sector, but especially the bed and breakfast businesses in developing countries. This need for upgraded security systems has resulted in the decision of many bed and breakfasts to strengthen their security systems, which would promote industry development. The bed and breakfast sector plays an important role in the development of South Africa's economy, with tourism capacity-building, creating employment, redistribution of income and encouraging local people to open small businesses. Tourism is regarded as one of the fastest-growing sectors in South Africa's economy, highlighting the conditions that are important for the overall sustainability of the tourism business sector and should not be underestimated. However, the bed and breakfast establishments in South Africa are still struggling with a perceived lack of security within the business environment in relation to emerging security trends in the tourism sector. Nevertheless, the security state/situation of bed and breakfast establishments is moving into cybersecurity to ensure that staff and customer information and assets are protected. A qualitative methodology was employed to collect data from 8 selected B&Bs that would result in a narrative and form of interpretive practice. This methodology involved interviews in the form of meetings, writing notes, making voice recordings, and employing a naturalistic approach. This means that the phenomenon has been considered by the researcher in terms of physical settings and attempts to derive more understanding from the collected data. Qualitative research involves testing a subject through a theory. The investigation employed a case study research design at 8 selected bed and breakfast establishments in Idutywa and Butterworth in the Eastern Cape Province, examining their security systems.

This is the first empirical investigation conducted in the study area for safeguarding assets, staff and guests, and to consider strategies of crime prevention in the bed and breakfast industry. To gain the attention of the relevant stakeholders in preventing crimes and incidents from happening in the bed and breakfast establishments, their effectiveness and operativeness had to be examined. The examination took the form of interviews as the data collection tool, which involved 20 research participants comprising security officers, bed and breakfast managers, staff, and guests at the selected bed and breakfast establishments in the study area. The investigation examined and documented the vital role played by security officers, staff and managers in the safeguarding of bed and breakfast assets, guests' valuables. The

study also investigated the impact of crimes and incidents that took place in the selected establishments, as well as identifying the criminals responsible for these crimes. The researcher employed an empirical study and investigation processes and procedures were followed. The aims and objectives of the study, as identified in Chapter 1, were met. These are highlighted in the participant responses presented in Chapter 4. The study revealed that while management of the bed and breakfasts was generally aware of possible criminal activities (theft, prostitution, arson) and had taken precautions to prevent these, much still needs to be done.

## ACKNOWLEDGEMENTS

### I wish to thank:

- My supervisor, Professor. John Peter Spencer, for his guidance and support with the study
- My co-supervisor, Dr Gift Muresherwa for is unwavering support and encouragement in this study.
- My language editor, Ms Cheryl Thomson, for all her assistance.
- My brothers, Mzimkhulu Ntlabathi, and Khayaletu Ntlabathi for their unwavering support and unconditional love at all times.
- My friend & partner, Bulelani Dumalisile for her encouragement, love and support.
- B&B owners based Idutywa and Butterworth for their overwhelming acceptance and support.
- All the guests/visitors who participated in the study.
- Mr Wandile Maphukatha for his assistance during the data-collection process.

## **DEDICATION**

To my late mother and grandfather, Ntombiyohlanga Rebecca Ntlabathi and Xola Douglas Ntlabathi.

## TABLE OF CONTENTS

Declaration	ii
Abstract	iii
Acknowledgements	v
Dedication	vi
Abbreviations and acronyms	xii

### CHAPTER 1: OVERVIEW AND MOTIVATION FOR THE RESEARCH STUDY

1.1	Introduction	1
1.2	Problem statement	1
1.3	Rationale and significance of the study	2
1.4	Study aim	3
1.5	Objectives of the study	3
1.5.1	Main objective	3
1.5.2	Sub-objectives	3
1.6	Research questions	4
1.6.1	Main research question	4
1.6.2	Sub-questions	4
1.7	Proposition	4
1.8	Preliminary literature review	4
1.9	Definition of key terms	5
1.10	Research paradigm	6
1.11	Research approach	6
1.12	Research design	6
1.13	Demarcation of the study	7
1.14	Research population and sample	7
1.15	Sampling method	7
1.16	Data collection instruments	8
1.17	Data collection/fieldwork	9
1.17.1	Planning for data capturing	9
1.17.2	Data collection and preliminary analysis	10
1.17.3	Managing data	10
1.17.4	Reading and writing notes	10
1.17.5	Testing	10
1.17.6	Searching for alternative explanations	10
1.17.7	Presentation of findings	10
1.18	Data coding and analysis	11
1.19	Ethical considerations	11
1.19.1	Ethical review process	12
1.19.2	Institutional approval	12
1.19.3	Respect for human dignity	12
1.19.4	Informed consent	12
1.19.5	Confidentiality and anonymity	12
1.20	Limitations of the research	13
1.21	Outline of the dissertation	13

### CHAPTER 2: BACKGROUND TO THE STUDY AND EVALUATION OF SECURITY MEASURES AND PROCEDURES IN BED AND BREAKFAST ORGANISATIONS

2.1	Introduction	14
2.2	The South African accommodation sector	14
2.3	Crime and the B&B industry	15

2.4	B&B customer service	18
2.5	Pricing of B&B establishments in South Africa	18
2.6	Management control in B&B establishments	19
2.7	Safety and security at B&B establishments	20
2.8	Security management in B&B establishments	22
2.9	Organised security versus private security in B&B establishments	23
2.10	Safety and security measures	24
2.10.1	Safeguarding B&B establishments in the study area	24
2.10.2	B&B employee identification	24
2.10.3	Identification card control	25
2.10.4	Control room	25
2.10.5	Access control of deliveries	25
2.10.6	Visitor profile	26
2.10.7	Verification of staff	26
2.10.8	Emergency exit plan	26
2.11	Importance of safety and security in B&B establishments in the study area	26
2.12	Issues of safety and security at B&B establishments	29
2.13	Crime at B&B establishments	30
2.14	Types of B&B crime	30
2.15	Violent B&B crimes	31
2.15.1	Violent crime threats	31
2.15.2	Violent criminal activities in the workplace	32
2.15.3	Unexpected violence	33
2.15.4	Staff violence	33
2.15.5	Guest violence	33
2.16	Non-violent crime in B&Bs	33
2.16.1	White-collar crime	34
2.16.2	Corporate crime	35
2.16.3	Property crime threats	35
2.16.4	Scam/fraud/swindling	35
2.16.5	Credit card swindling in the B&B industry	35
2.16.6	Prostitution	36
2.16.7	Bilking	36
2.16.8	Theft	37
2.17	Source of B&B crimes	38
2.17.1	Suitable criminal target	39
2.17.2	Proximity of potential criminals	39
2.18	Chapter summary	39

### **CHAPTER 3: RESEARCH DESIGN AND METHODOLOGY**

3.1	Introduction	40
3.2	Research design	41
3.3	Population and sampling	41
3.1.1	Sampling	42
3.2.2	Simple convenience sampling	42
3.3.3	Selection of participants	42
3.3.4	Unit of analysis	43
3.4	Data collection	44
3.4.1	Trustworthy	44
3.4.2	Credibility	45
3.5	The interview process	45
3.5.1	Interview setting	46
3.5.2	Managing the interviews	47
3.6	Ethical considerations	47
3.6.1	Ethical review process	47



3.6.2	Institutional approval	48
3.6.3	Respect for human prejudices	48
3.6.4	Informed consent	48
3.6.5	Confidentiality	48
3.7	Planning for data recording	49
3.8	Data collection and preliminary analysis	49
3.8.1	Managing data	49
3.8.2	Reading and writing memos	49
3.8.3	Generating categories, themes, and patterns	49
3.8.4	Coding data	50
3.8.5	Testing emergent understanding	50
3.8.6	Searching for alternative explanations	50
3.8.7	Presentation of the findings	50
3.9	Chapter summary	50

## CHAPTER 4: DATA PRESENTATION, INTERPRETATION AND ANALYSIS

4.1	Introduction	52
4.2	Section A: Biographical data	52
4.2.1	Biographical information of participants	53
4.2.1.1	Ages of participants	53
4.2.1.2	Race of participants	53
4.2.1.3	Gender of the participants	54
4.2.1.4	Marital status of the participants	54
4.2.1.5	Employment positions of the participants	54
4.2.1.6	Length of employment service of participants	55
4.2.1.7	Educational qualifications of participants	55
4.3	Section B: Elements contributing to effective security systems and measures at B&B establishments	55
4.3.1	Nature of business services at B&B establishments	55
4.3.2	Provision of operative security at B&B establishments	56
4.3.3	Valuable assets in B&B establishments	56
4.3.4	Challenges of crime at B&B establishments	57
4.3.5	Incidents of loss at B&B establishments	58
4.3.6	Assets of interest for criminals to pursue at B&B establishments	59
4.3.7	Profile and methods used by criminals at B&B establishments	61
4.3.8	Security measures and systems for safeguarding of B&B establishments	63
4.3.8.1	CCTV cameras	63
4.3.8.2	Access control gate	63
4.3.8.3	Security personnel	63
4.3.8.4	Intercom	63
4.3.8.5	Alarm system	63
4.3.8.5	Telephone system	64
4.3.9	Frequency of risk analysis at B&B establishments	64
4.3.10	Staff background checks at B&B establishments	65
4.3.11	Sufficient and operative security systems and procedures at B&B establishments	66
4.3.12	Effect of risks at B&B establishments	67
4.3.13	Enquiries of visitors on security systems and measures at B&B establishments	68
4.3.14	The feelings of visitors about security systems and measures at B&B establishments	69
4.4	Chapter summary	69

## **CHAPTER 5: SUMMARY, CONCLUSION AND RECOMMENDATIONS**

5.1	Introduction and study summary	71
5.2	Study conclusions	71
5.3	Recommendations	73
5.3.1	Recommendations for B&B management	73
5.3.2	Recommendations for the security department	74
5.4	Limitations of the study	75
5.5	Recommendations for future research	76
5.6	Conclusion	76

<b>REFERENCES</b>	<b>78</b>
-------------------	-----------

## LIST OF FIGURES

Figure 4.1: Assets targeted by criminals at B&B establishments	60
Figure 4.2: Frequency of doing risk assessment at B&Bs	64
Figure 4.3: Pre- or post-employment screening	65
Figure 4.4: Sufficient and operative security systems and measures at B&B	66
Figure 4.5: Enquiry of visitors about security systems and measures when making their bookings	68

## LIST OF TABLES

Table 4.1: Biographical information of participants	53
Table 4.2: Security measures safeguarding B&B establishments	63

## APPENDIX/APPENDICES

Appendix A: CPUT ETHICAL CLEARANCE	82
Appendix B: INTERVIEW SCHEDULE	83
Appendix B: GRAMMARIAN LETTER	85

## ABBREVIATIONS AND ACRONYMS

### Abbreviation/Acronym

ASIS	American Security Industries Association
ATM	Automated teller machine
B&B	Bed and breakfast
SAPS	South African Police Service
BLS	Bureau of Labour Statistics
BSIA	British Security Industry Association
CCTV	Closed-circuit television
CPUT	Cape Peninsula University of Technology
GDP	Gross domestic product
PSIRA	Private Security Industry Regulatory Authority
CBD	Central Business District
ICT	Information and communication technology
MOD	Manager on duty
PSIRA	Private Security Industry Regulatory Authority
SASA	South African Security Association
Stats SA	Statistics South Africa
VAT	Value added tax
Wi-Fi	Wireless fidelity
WTTC	World Travel and Tourism Council

# **CHAPTER 1:**

## **OVERVIEW AND MOTIVATION FOR THE RESEARCH STUDY**

### **1.1 Introduction**

This study seeks to highlight the safety and security risks encountered by staff and guests in bed and breakfast (B&B) organisations, specifically in the Eastern Cape Province of South Africa. A perceived lack of security causes bed and breakfast establishments to be seen as unsafe and exposed to risks, which makes the bed and breakfast business the target of different types of crimes and puts the B&B's assets at risk (Cebekhulu, 2016:2).

According to Brondoni (2017:7), security has been recognised for a considerable period as an important need for strengthening growth and expansion of the accommodation sector, especially in developing countries. This security need has resulted in the intention of many B&Bs to strengthen their security systems, by ensuring that they employ reliable, competent security personnel of integrity. This could encourage the confidence and support of a B&B's funders, workers and visitors, who form an integral part of the accommodation offered and in turn will promote industry development (Hill et al., 2022).

The B&B sector has an important role in the development of South Africa's economy, with tourism capacity-building, creating employment and encouraging local people to open small businesses (Nwokorie & Igbojekw, 2019; Kyomba et al., 2022). Artuger (2015:37) suggests that tourism is regarded as one of the fastest-growing sectors in the South African economy. The conditions that are important for the overall sustainability of the tourism business sector, which is a key element in South Africa's economic growth, should not be under-estimated (Nwokorie & Igbojekw, 2019:193). B&Bs in South Africa still struggle with the perceived lack of security in the business environment concerning emerging security trends in the tourism sector. Nevertheless, B&B security is moving into cybersecurity to make sure that staff and customer information and assets are protected (Cebekhulu, 2016:5).

### **1.2 Problem statement**

Since B&Bs operate 24 hours a day and usually seven days a week, guests and staff are allowed to move freely at all hours. B&Bs usually have several access and control points so visitors may enter and leave the B&B without being seen or reporting to reception. A B&B is a prime target for crime, for example, robbery, theft and bomb threats (Nwokorie & Igbojekw, 2019:211). Staff working at a B&B are also subject to the same dangers.

Crimes committed in B&Bs are seldom reported and perpetrators are seldom convicted. These victimless crimes, such as prostitution, drug trafficking and money laundering, are often not reported to the police. The reason that these events are not reported is that victims often

contribute towards the crimes committed against them and through negligence (Cebekhulu, 2016:4).

Cebekhulu (2016:5) defines victimless crime as a “performance or action that is not in line with the law or against the law and participants in these crimes do not complain about them”. However, the same victims use the same activities to campaign for decriminalisation and legalisation (Cebekhulu, 2016:6). Sex workers and drug traffickers may not only stroll around the establishment but also ply their trade within the B&B premises; they become unwanted guests and a member of staff may ask them to leave.

Previous research, for example, Brondoni (2017:11), highlight the lack of security personnel to monitor who is entering and leaving a B&B. Guests may enter the B&B with or without luggage and walk through the reception area to the guest rooms without being questioned. The check-in process at Reception is easy. A key card or key is obtained without proper verification of whether the person is a visitor or a non-staying visitor. Often people who occupy foyer seats for no apparent reason, move around inside the B&B and the parking areas, are usually non-staying guests (Brondoni, 2017:12). B&B parking areas may be inadequately lit at night, rendering them not visible to security personnel for access control and maintenance. Also, storage facilities housing surplus furniture or items while renovations to a B&B take place, offer criminals of opportunities for theft. It is possible that a B&B's frontline staff lack customer service skills, manifesting in unfriendliness and lack of co-operation, which itself may promote unlawful activities against the B&B, staff and guests (Brondoni, 2017:13).

The study problem was to identify whether security issues that face the B&B industry could pose risks to the B&B's assets, staff and guests, making them vulnerable to crime. People dissatisfied with the services of the B&B could lead to a high level of customer turnover, thus forcing many businesses to permanently close their doors (Chui-Hong et al., 2017:77). Security in the B&B industry also means protection from all forms of harm, not only to B&B guests and property but also to staff and the host community at large. This aspect needs to be further investigated in the B&Bs in the Eastern Cape. This study also acknowledges the limited empirically-based knowledge on security measures in B&Bs establishments especially in the context of South Africa. As a result of this, it was deemed necessary to conduct a research on this understudied phenomenon using Idutywa and Butterworth in the Eastern Cape province.

### **1.3 Rationale and significance of the study**

There is a lack of relevant empirical evidence on crime prevention strategies in the accommodation industry in South Africa, even though some articles have been published, for example preventing crime in communities: a critical analysis of community safety in a lower income neighbourhood in Nairobi, Kenya (Skilling, 2018) and 'Theft in the hotel workplace:

Exploring frontline employees' perceptions towards hotel employee theft' (Hog & Kong, 2018). These authors suggest different security strategies for the management of B&Bs to implement.

This study examines the level of security in B&B organisations in the two towns of Idutywa and Butterworth in the Eastern Cape Province of South Africa and whether guests, staff and the organisations' assets do face risks. Should the guest, who has paid to be in the establishment, be compensated for luggage that has been stolen? Hospitality development researchers will benefit from this study as it reveals new directions of how to deal with the security challenges facing the accommodation industry, specifically B&B's.

The study could contribute to the body of knowledge on challenges of security for the B&B industry. It will also benefit future researchers who wish to continue research on challenges of security for the B&B industry.

The study could also contribute to evaluating the success of safety controls in B&Bs; evaluate the type of crimes that mostly occur in B&Bs and measure the perceptions of guests and staff on safety and security.

#### **1.4 Study aim**

The aim of the study was to investigate whether the security systems and measures in place in the B&Bs in Idutywa and Butterworth are effective and to propose meaningful action to remedy any shortcomings.

#### **1.5 Objectives of the study**

The objectives of this study flow from the research aim.

##### **1.5.1 Main objective**

To assess whether there are effective security systems in place to assist security personnel in the B&B industry in Idutywa and Butterworth in the Eastern Cape province to deal successfully with security issues at the B&Bs.

##### **1.5.2 Sub-objectives**

- Assess the productiveness of security systems that are employed to protect staff, guests and assets;
- Consider what valuable assets of guests, staff and the organisations need to be protected; and
- Determine the internal and external risks facing the assets of guests, staff and B&B organisations.

## **1.6 Research questions**

The research questions for this study follow the stated objectives.

### **1.6.1 Main research question**

Does the B&B sub-sector of the accommodation industry in Idutywa and Butterworth in the Eastern Cape Province employ an effective security system to assist security personnel?

### **1.6.2 Sub-questions**

How productive are the security systems that are employed to protect staff, guests and B&B assets?

What are the valuable assets of staff, guests and the B&B at the establishment that need protection?

What are the internal and external risks facing staff, guests and B&B assets at B&B organisations?

## **1.7 Proposition**

The flow of guests to a B&B and the staff employed at such organisations causes aspects of security to be ignored or downplayed. At a B&B, there is always a continuous flow of people moving around the establishment, including guests and staff (housekeepers, food & beverage, Reception, security personnel) and all people need to be kept safe and protected at all times (Hashim et al., 2018:175).

Senior and middle management and supervisory staff should ensure that all staff and visitors and their assets are safe and protected from any risk or danger. B&Bs in the hospitality industry are faced with challenges of crime, fire hazards and safety that force the implementation of advanced security (Hashim et al., 2018:174). Stock inventory items at the B&B, such as linen, cleaning chemicals and, artworks, and guests' clothing, jewellery and money are prone to theft and robbery, therefore safety and security at a B&B must take high priority.

The B&B accommodation sector is considered in more detail in Section VIII and in the literature review chapter, Chapter 2,

## **1.8 Preliminary literature review**

This section briefly introduces the topics that are considered in Chapter 2 of the current study, As noted by Nicholas (2017:92), the security technology of B&Bs is moving into the cybersecurity arena with the aim of protecting customer data, while the physical security of B&B guests, staff and all assets remains of utmost importance. Even when B&Bs have solid security systems and dedicated personnel in place, they still face the danger of attacks by new technology, forced entry, theft and fraud. It is very important to maintain sound security protocols and continue to evaluate the effectiveness of security systems that are in place.



The main challenge that influences the development of the B&B industry negatively is adverse government policies and the general absence of guides or policy development on accommodation security, which is very important and should not be underplayed for the benefit of the accommodation industry. B&Bs create employment and as they are registered businesses, they are required to pay income tax and value added tax (VAT) and need some form of protection from government. To date, the government is “failing them by taking much time in providing important services required for successful business operations” (Nwokorie & Igbojekw, 2019:193).

Safety and security have always been a vital requirement for local and international visitors. Xenophobic attacks jeopardise the hospitality industry, including B&Bs, creating an unsafe environment, which scares tourists from visiting South Africa (Nicholas, 2017:94). It is common knowledge that tourism builds a country's image and a safe image attracts more visitors (Nicholas, 2017:95). Xenophobic attacks affect the country's image negatively, causing a sharp decline in visitor numbers, especially international visitors. Xenophobia threatens the very fabric of the country's economic structure, to which tourism is a major contributor, and causes a sharp drop in socio-economic benefits that might have benefited local communities through local businesses. Therefore, government should take a firm stand against xenophobia and all forms of crime, which could prevent a further decline in the economy (Nwokorie & Igbojekw, 2019:196).

Many B&Bs use the services of private security organisations to make sure that all staff and guests are safe and the assets of a B&B are protected (Cebekhulu, 2016:8). This improves the confidence of the guests to visit and staff to work and encourages customer loyalty in the B&B industry. As part of corporate social responsibility and sustainable development practices, a B&B business is expected to uplift the wellbeing of people from local communities by providing jobs, which will help people to take care of their families. If a B&B business fails to provide jobs for people in the local communities, local people could become a security threat as they will see the B&B as a place from which to steal and vandalise. This will cause the establishment to lose customers and possibly lead to the ultimate closure of the business (Cebekhulu, 2016:8).

The current rate of unemployment in South Africa “is sitting at 30.1% in the early quarter of 2020, up from 29.1%” (Statistics South Africa [Stats SA], 2020:5). The high unemployment rate could lead people in the local communities to commit crimes by robbing staff and guests of B&Bs in their area. This behaviour could negatively affect the reputation of the establishment because it would be deemed as lacking security (Cebekhulu, 2016:9).

## **1.9 Definition of key terms**

**Guests:** “A person who has registered his/her name and address on the register maintained by the bed and breakfast and who occupies a room of a bed and breakfast” (Cebekhulu, 2016:13).

**Risk:** The ability to anticipate a problem or event and making sure that it does not happen, or to minimise the loss, should that event take place.

**Security:** Protection provided to ensure that the B&B is operationally safe, including the physical structure, employees and guests, from threats.

**Safety:** The protection of an individual’s well-being and health.

**Threat:** “A situation with the potential to cause loss or damage to life or an asset” (Cebekhulu, 2016:14).

### **1.10 Research paradigm**

The research paradigm is the process that is employed by the researcher to practice procedures of the research study, about a real-world situation. This process has to be done gradually to conduct thorough research, which investigated people’s behaviours, beliefs, interaction and their establishments (Patten & Newhart, 2018:6).

The intention of this study is to explore a social phenomenon concerning security measures in the B&B industry in Idutywa and Butterworth (Patten & Newhart, 2018:9). The study considers both an ontology (assumptions based on beliefs) and epistemology (considering known relationships) approach.

### **1.11 Research approach**

A qualitative methodology was used in the study to collect data that is needed to provide a narrative and interpretive practice (Patten & Newhart, 2018:6). This practice involves interviews in the form of meetings, writing notes and making voice recordings, which is called the naturalistic approach. This means that the phenomenon has been considered by the investigator in terms of physical settings and attempts to attain more understanding from the collected data. Qualitative research involves testing a subject through a theory.

This study is a research-based investigation relating to a social issue that contributes to the extension in the teachings and skills about the challenges encountered in security management (Patten & Newhart, 2018:8). The study also observes and establishes behaviours of people to obtain an understanding of security measures in B&Bs in Idutywa and Butterworth.

### **1.12 Research design**

Latan and Noonan (2017:12) explain research design as the findings accessible to investigators to research incidents and, according to literature, that are satisfactory for their study purpose. The study is descriptive, explorative and historical, based on complex comparable law enforcement reports, coming from safety guards and heads of security, towards reasonable, as well as orderly, existing security systems and measures in the B&B's, with strategies of crime prevention data, supplemented by in-depth interviews with identified participants.

The interactive case study positions its focal point on B&Bs in Idutywa and Butterworth and a matter illustrated in the case study, that is security systems and measures, in its bigger context (Latan & Noonan, 2017:13). While a number of staff and guests at B&Bs were selected as representative of a bigger population, the information obtained from the research could be projected to a bigger group (Latan & Noonan, 2017:14).

### **1.13 Demarcation of the study**

The boundaries of this research are limited to assessing security measures in B&Bs in Idutywa and Butterworth in the Eastern Cape Province of South Africa.

### **1.14 Research population and sample**

Patten and Newhart (2018:18) explain “the population is a bigger group of units from which elements of a sample are taken for the purpose of the research”. The population necessitates the usage of a sampling frame to produce the same elements. From the population of 15 B&Bs in the study area, a sample of eight will be visited. The members included in the investigation form part of this group. A random sampling approach was used because it has the ability to represent the elements of the whole population that is targeted and reduces bias.

Since the Eastern Cape Province is extensive in area, and the researcher is aware of the accommodation needs in the area, the researcher limited the investigation to only the two selected towns to enable the researcher to target every B&B in the towns. These towns were chosen as they are important commercial hubs.

### **1.15 Sampling method**

Sampling is defined as the “process of selecting a subsection of items from a selected population, to incorporate in the research study” (Bob-Algozzine, 2017:15). For the validity of the research study, sampling played an important part, for instance, that the sample that is employed, indeed measures what the researcher planned to measure. In this study, eight B&Bs were sampled from a population of fifteen B&Bs, however some B&Bs were closed during the COVID-19 period (Muresherwa et al., 2022a), or chose not to participate in the study – so instead of considering the B&Bs as separate case studies one combined case study was

done). The sampling approach can be depended upon to give a similar outcome after repeating the same representative procedure.

Convenience sampling was used as an approach that is relevant and determined by expectations, and this was a non-probability sampling approach that only focused on those who were available and willing to partake in the study. (Bob-Algozzine, 2017; Muresherwa et al., 2017). A convenient sample is a specific subset of a population. In this sampling method, each member of the population (participants at the B&Bs) had no equal chance of being selected. Because of the small population of B&Bs in the study area, and the unavailability of all B&Bs to participate in the study due to COVID-19 restrictions, a list to choose representatives was drawn from a hat (as suggested by Latan & Noonan, 2017:13). Patten et al. (2018:15) state that for a population of less than 1 000 units, a sample ratio of 30% is appropriate. This study employed a 53% sample of the total population, being those B&Bs that were willing and able to participate in the study.

#### **1.16 Data collection instruments**

Data collection is the processes and procedures that are utilised in the investigation for data collection (Dube & Muresherwa, 2019; Machisa et al., 2018). As the investigator employed a qualitative analysis, although it took much time, the phenomenon being investigated must reflect the actual situation (Latan & Noonan, 2017:19). The questionnaire was developed based on examples of questionnaires used in other studies which were conducted under the guidance of the supervisor, specifically those of Swanepoel (2019) and Kyomba et al. (2022) whose also investigated aspects of the hospitality sector of the tourism industry.

The research adopted an interviewing method as the process of collecting data, employing an interview schedule (Muresherwa et al., 2022b). This technique is seen as the connection between more than two people with an aim to obtain answers from a specific interrogation from someone with information (Bob-Algozzine, 2017:14). Latan and Noonan (2017:22) define an interview as a method that “you need to be present to experience it”, where the interviewer verbally obtains feedback. Pattern and Newhart (2018:18) further explain an interview as “a conversation between two or more people, with the aim of gathering information”.

The investigation is considered as valid as long as the measure is applied accurately to stand for the concept it is employed to measure (Bob-Algozzine, 2017:26). Cebekhulu (2016:21) reports four types of validity, including face, content, criterion and construct. In face validity, the investigator’s perception played a significant part in that the interview plan measures what the investigator wanted to measure. This study used one-on-one interviews and including security officers with extensive knowledge of the security field concerning measures of security in B&Bs. With validity, the interview schedule includes independent items to address the concept in question.

The information concerning demographics and the questions in the interview schedule must address the main questions of the study. In constructive validity, questions were in line with the investigation and measured what they were created to measure; they must address the main study questions (Latan & Noonan, 2017:22).

Regarding criterion validity, which is concerned with the connection between the interview schedule and its outcome, the measure increased the capacity to evaluate the present traits of the theory under the investigation or the predicted B&B conditions (Cebekhulu, 2016:22).

### **1.17 Data collection/fieldwork**

The interviewing technique is seen as the most reliable option to obtain information and is a connection between more than two people, with an aim to obtain answers during specific interrogations from someone with information (Bob-Algozzine, 2017:14). Latan and Noonan (2017:22) define an interview as “a face-to-face process in which the interviewer orally gets responses”.

The researcher desired to get more information regarding security at the B&B establishments without being restricted by the members of staff or guests. Details were provided to staff and guests regarding the investigation, as it was required in the request for authorisation to conduct the research at the B&Bs. Semi-structured interviews are a prepared interrogation, with instantly follow-up possibilities, if required (Muresherwa et al., 2020). The interviews took place between December and January 2022 at the willing B&Bs in the study area.

#### **1.17.1 Planning for data capturing**

The use of tape recorders and cameras was discussed with the interviewees before starting the interviews, with the aim of obtaining permission to accurately preserve any information. As the interviews were conducted in a comfortable and quiet environment at each B&B, collecting and recording of data was in a systematic manner, as suggested by Bob-Algozzine (2017:24).

The researcher assured interviewees that the tape recorder and camera that was used to record information would not hamper the interview process. At first, permission was sought to ensure that the participants were aware that the interview was being recorded and ensure that they were comfortable being recorded. The researcher also ensured that there were sufficient batteries for the tape recorder and camera and that the interviews would not be interrupted. The recording tapes used were labelled with numbers representing the participants' names, and the date and time were written on the tape before beginning the interviews (as suggested by Latan & Noonan, 2017:23).

#### **1.17.2 Data collection and preliminary analysis**

The researcher recognises a two-fold approach when it comes to data analysis. One approach is when the investigator goes to the study area for the initial analysis before and during the collection of data. The second approach is when the investigator goes to the area after the data have been gathered. A qualitative investigation is empirical; the investigators are not able to estimate the examination of data that will be gathered, which is why initial data analysis is conducted when the collection of data begins (Cebekhulu, 2016:30).

### **1.17.3 Managing data**

The data that was collected during the interviews was considerable. Data was recorded systemically before analysis by using a tape recorder and camera so that it could be retrieved easily. The video was necessary to capture the facial and reaction of the participants which was thought to provide additional useful information that could assist in the interpretation of the study results. The investigator interpreted the data manually with the aim of obtaining more information on the case under investigation. All the interpreted data was saved on the investigator's server and be protected by a pin code so that no one else can access it (Latan & Noonan, 2017:13).

### **1.17.4 Reading and writing notes**

Data was arranged into files and the tapes were reviewed more than once to make sure that the collected data made sense. Evaluation and examination of the data assisted the researcher to understand the relevant content. Irrelevant and inconsistent data was edited (Latan & Noonan, 2017:14).

### **1.17.5 Testing**

The practicality of the data was assessed visually and audibly to see whether it could be understood. The researcher then probed the connection between the data gathered from the initial interviews and explained how this was connected to the investigation. Thereafter, the researcher attempted to identify any contradictions and also patterns in the data gathered using the Atlas ti software. Because of the same sample no pilot-testing was undertaken.

### **1.17.6 Searching for alternative explanations**

The researcher sought to detect a flow, to check the possible evidence, as classification and models in data are developing. The investigator also looked for other clarification for the data to disclose why selected clarification is more tolerable than others (Cebekhulu, 2016:32).

### **1.17.7 Presentation of findings**

The investigator presented the study results in the form of tables, graphs and written discussions. All sources of reference were duly acknowledged. The research was then

subjected to the plagiarism detection Turnitin test, to assess if the dissertation is in line with the standards of the Cape Peninsula University of Technology (CPUT).

The researcher will submit the research study to the Faculty of Business and Management Sciences (FBMS) Research Ethics Committee through the appointed supervisor. Pending the approval of the dissertation, when finalised, all interested parties will be notified to make use of the completed study, which will be available at the CPUT library for public access.

### **1.18 Data coding and analysis**

Diagnostic thinking played a vital role when data was coded and where the Atlas tl software system for data management was employed. This is when categories and themes are generated from the data that is to be processed (Cebekhulu, 2016:31). In other words, thematic analysis was implemented in the current study where emerging themes from the study data were identified and analysed. A coding process was employed to the subject and groups to show the connections, where codes were allocated as a form of recognition, after a group of similar subjects and samples (Dantzker & Hunter, 2016:19). Where necessary, the coded emerging themes were compared to find how they were related or differed from one another.

### **1.19 Ethical considerations**

Research ethics is defined as “a process of safeguarding the interest of research participants” (Bob-Algozzine, 2017:17). This research study did not cause any harm or distress to the participants. Confusion was avoided for the participants by making sure that they were fully informed about the study, that all information remained confidential and results are correctly reported. The researcher achieved this by making sure that the questions were clearly elaborated so that the correct data that answers the study questions was gathered. In addition, this was clarified and clearly indicated on the interview guide which was explained before commencing each interview.. Ethical principles, which were guidelines to which the researcher must adhere, ensured that the interests of participants are safeguarded. The Ethical Certificate was dated 20 October 2020, and was assigned an ethical clearance number which was 2020FOBREC841 as illustrated in Appendix A.

Morals, as a noble practice, must be upheld on principles concerning what is right or not right. The research study was conducted in line with the CPUT’s policy of research ethics. Permission was obtained from each B&B for the researcher to conduct the study on their premises.

### **1.19.1 Ethical review process**

Investigation ethics, as defined by Cebekhulu (2016:33), is a procedure of safeguarding the interest of investigation participants. The investigation did not cause distress to the participants. Risk to the participants was avoided by making sure that informed consent forms were completed and signed. Confidentiality of all information was guaranteed and correct reporting of the outcome of the investigation was assured. The investigator safeguarded the interests of participants, the investigation was conducted in line with CPUT's policy of research ethics.

### **1.19.2 Institutional approval**

The institutions (B&Bs) at which the investigation was conducted granted written authority to the researcher to conduct the social investigation.

### **1.19.3 Respect for human dignity**

The investigator took note of safeguarding the participants from psychological distress and to, importantly, observe cultural pride. The questions posed to participants were neutral and not distract or upset them.

### **1.19.4 Informed consent**

Informed consent includes telling the identified participants about the main reason for conducting the investigation and requests their permission to participate in the investigation, with an understanding that they are allowed to withdraw from the investigation at any time they wish, or not answer any question.

The researcher provided a clear and straightforward informed consent form to the participants, who sign the consent form that clearly states in detail the aim of the investigation (Cebekhulu, 2016:34).

### **1.19.5 Confidentiality and anonymity**

Before the start of the interviews, the researcher assured the participants that they will remain anonymous (by using codes and not their personal details) and that their identities were not going to be disclosed as the source of information when reporting the findings, as suggested by Bob-Algozzine (2017:27). It was the responsibility of the researcher to uphold the confidentiality of data by securing this in locked containers and only releasing it in the study results in totals format (Latan & Noonan, 2017:16). When reporting the study results, the researcher made use of pseudo names so that they are not easily identified. However, numbers were assigned to the participants and they were also assured that the information shared in the interview process was not to be shared with anyone who is not part of the current study.



## **1.20 Limitations of the research**

Although there has been some research done on challenges of security in the accommodation industry, very little information was found on this aspect in terms of B&Bs.

The study area is not easily accessible and some B&B owners could be sceptical of the value of the study.

## **1.21 Outline of the dissertation**

Chapter 1: The overview and motivation for the research study.

Chapter 2: The theoretical framework and historical background and nature of assessing security measures in B&Bs.

Chapter 3: Research design and methodology.

Chapter 4: Findings, data presentation, interpretation and analysis.

Chapter 5: Conclusion and recommendations.

## **CHAPTER 2:**

### **BACKGROUND TO THE STUDY AND EVALUATION OF SECURITY MEASURES AND PROCEDURES IN BED AND BREAKFAST ORGANISATIONS**

#### **2.1 Introduction**

This chapter reviews literature relevant to the research problem and aim. For the study to achieve its objectives, many sources of information were used. Literature, including books, dissertations, journal articles, newspapers, annual reports, and policies were reviewed.

Academic sources relevant to the investigation of security issues at bed and breakfast (B&B) establishments are very limited. Some studies on the topic under investigation recommend the execution of security actions to safeguard B&B assets, guests and employees without embarking on an empirical investigation with these team members (Cebekhulu, 2016:12).

This chapter also examines the development of B&B organisations in South Africa and their security controls, the importance of security actions and their lack of success in the B&B industry. Crime incidents and organised robberies that take place in B&Bs are also discussed.

#### **2.2 The South African accommodation sector**

Accommodation is a sector of the tourism industry in South Africa, and is perceived as broader than any other industry as it includes a variety of related businesses, including hotels, motels, back-packer organisations, guest-houses and B&B organisations. These establishments should exceed guests' expectations but at least to meet the needs of each guest, to earn a good reputation for rendering excellent service and delivering customer satisfaction Kong & Loi, 2017; Mckercher & Darcy, 2018). The excellent service and customer satisfaction include guest and staff security. The B&B industry depends mostly on business persons and guests who have leisure time to travel and have money to spend, meaning that this industry caters to tourists and/or wealthy people (George, 2013:21). When the economy of the country is under pressure, the accommodation industry suffers because people do not have extra money to spend on travel and accommodation to enjoy these benefits. This point has been evident since March 2020, with the advent of the corona virus of 2019 (COVID-19) pandemic. It has already been noted that B&Bs form an important part of the hospitality sector, especially for tourists and travellers (Sumb, 2019:173).

In the hospitality sector of the tourism industry, the most common type of accommodation available, apart from hotels and guest houses, is B&B accommodation. The term B&B originated in Europe and refers to a small accommodation establishment, offering a home-from-home setting and serving only breakfast (Garidzirai, 2021:304). Sumb (2019:174) states that it is the kind of establishment where guests pay to be accommodated in private homes and where communication takes place between the owner of the home and the visiting

guest(s). B&Bs allow visitors to stay overnight or for as long as they wish to stay, especially when hotels are not available or are considered too expensive (Phori & Mbali, 2020:1166). One can differentiate between a B&B and other types of accommodation as the former are usually operated by families, they are small, guests get a chance to interact with the owner and the owner's family. B&Bs provide extra services as requested, which may include fetching their customers from a bus station, railway station or airport. Currently (2021), the B&B industry is in demand because it is cost-effective and the fastest-growing sector of the hotel sector (Garidzirai, 2021:304). The B&B industry is considered to be a small-scale operation that targets visitors who are not happy and comfortable with hotel operations and look for something different (Linda, 2020:372). Therefore, B&B operations are very different when compared to most other forms of accommodation. B&B establishments are defined as accommodation rendered by private homes, including a room for a night and one meal the next morning for an inclusive fee. This kind of accommodation is in demand by visitors, because of its generally high standard of accommodation and meals and is much cheaper than other accommodation establishments in the hospitality industry (Phori & Mbali, 2020:1167).

### **2.3 Crime and the B&B industry**

Many B&Bs in the study area are operated by individuals/families who do not have formal education or formal training to offer the service but do have housekeeping skills, good hygiene, good cooking skills and customer service skills (Garidzirai, 2021:306). In the researcher's experience, in many of the B&Bs in the study area, guests will experience a good, home-cooked breakfast and the friendliest welcome. These are aspects that really count in the B&B industry and attract more guests.

However, crime persists as one of the major problems that has a negative impact on the tourism industry in South Africa. Investigations have shown (Garidzirai, 2021:306) that crime leads to serious challenges for the community, visitors and the host and may also tarnish the image of the destination, with a possibility of deterring new and returning tourists (Swart et al., 2017). Linda (2020:373) argues that crime is making visitors careful about visiting a destination where their safety could be compromised and bad word-of-mouth referrals escalate very quickly when visitors return to their province or country of origin (Linda, 2020:374).

Although South Africa is known for its beautiful attractions, including fynbos (the Cape Floral Kingdom is the smallest floral kingdom in the world yet has the largest variety of plants), fauna (the Big Five) and other flora and natural landscapes that charm domestic and international visitors, crime is the biggest challenge to tourism expansion (Linda, 2020:374) as it discourages visitors from visiting a destination. The increase in the crime rate, which in certain provinces is recognised as also targeting visitors, plus a significant role in the decline in visitor numbers that visit the province, has contributed to declining interest in accommodation at B&Bs

(Linda, 2020:374). When visitors' needs or expectations are met, they are likely to return but when their needs are not met, or they perceive danger, they are unlikely to return to a destination. The statistics from the South African Police Service (SAPS) in 2017-2018 for all serious criminal activities showed that serious crime remains a huge concern in South Africa (Garidzirai, 2021:307). Garidzirai adds that criminals do not target only South African citizens and that most robberies are random.

If the province has a high crime rate, this would result in both local citizens and visitors being affected. The concerns created by the negative perceptions prevent potential visitors from coming to South Africa. Such perceptions contribute to the risk of safety and security due to the high crime rate and related political issues. Health issues, like HIV-Aids, yellow fever and the COVID-19 pandemic also impact visitor numbers (Garidzirai, 2021:308; Muresherwa et al., 2022a). Since 2015, in particular, South Africa has encountered an alarming increase in crime, politically-related issues, xenophobic attacks and protest actions from local citizens and workers, which have also affected the B&B industry. This strongly suggests that in developing countries, such as South Africa, unemployment is a major contributor to crime, especially among the youth because it brings economic instability (Linda, 2020:375). The World Travel and Tourism Council (WTTC) reports that in 2018 the contribution of the tourism industry was 2.8% to the gross domestic product (GDP) of South Africa, which amounted to R138 billion and this was expected to increase to R145.3 billion in 2019. The latest investigation data from the WTTC suggests that up to 75 million workers could be at risk of losing their jobs due to COVID-19 (Skare et al., 2020:5), whose investigation reveals a potential decline in worldwide travel and tourism GDP of approximately 2.1 trillion US Dollars in 2020. The WTTC estimated a huge loss of one million jobs in the tourism industry in South Africa due to the negative impact of COVID-19. Furthermore, it is estimated that a serious unemployment crisis could result in the whole South African tourism industry as a drop of 42% in international visitor arrivals and 25% in local tourism across South Africa (Skare et al., 2020:6).

It is very concerning that many of the crimes occur in the major tourist hotspots such as Johannesburg (Gauteng) and Cape Town (Western Cape) Phori and Mbali (2020:1168) for example report the 2019 SAPS crime statistics in the Western Cape province showing an increase in crime by 5% when comparing with the last two decades.. These crimes are also noticed in other cities and provinces and include planned robberies, murder, prostitution, drugs and assaults, especially on foreign business persons. The government is busy fighting crime in the province but with little success. The Western Cape Province as South Africa's most-visited tourist destination (Wesgro: 2019), has expanded efforts to combat crime in the province for the tourism industry and the benefits of local communities; there are simply no tourists who want to visit a destination that is not safe (Linda, 2020:376). The crime situation is not limited to the Western Cape as the Eastern Cape Province, with a population of

approximately 6,734,001, comprising 11.3% South Africans in 2020, is the fifth-most visited province in the country after the Western Cape, Gauteng, KwaZulu-Natal and Mpumalanga (Acha-Anyi, 2020:509). The poverty-stricken Eastern Cape Province is the new crime centre, affecting economic growth with a small GDP per capita of only R81,875 in 2019 (Acha-Anyi, 2020:508). The province is mostly rural, largely dependent on agriculture as the lifeline of many families. The rapid increase in criminal activities puts their businesses and economy at risk. The crime is aimed at shops, banks, hotels and B&B establishments and livestock is stolen, mostly at gunpoint (Acha-Anyi, 2020:510).

According to Garidzirai (2020:308), the poor image experienced through lack of safety and security of guests will negatively impact the entire tourism industry (due to bad word-of-mouth referrals), regardless of the offerings at first-class destinations. Linda (2020:376) argues that visitors want to feel safe and secure during their stay at a destination, so good safety and security measures are a competitive advantage between various tourism destinations and attractions. A safe and secure tourist destination/attraction plays a vital role in a visitor's decision-making process (Phori & Mbali, 2020:1169). In addition, visitors are more likely to choose a destination that is known to be safe and not dangerous.

Even though there are no statistics specifically looking only at crime against visitors, Africa Check in 2020 (as reported by Garidzirai, 2021) revealed that in 2013 and 2014, South Africa encountered two of the worst years in the last decade with criminal activities, which included murder and attempted murder, increasing by 3.5% and 3.2% respectively, and robbery increasing by 11.2% for the period (Garidzirai, 2021:308). The tourism industry is a high-profile sector, in high demand but often associated with increased criminal activities. The tourism industry is susceptible to crime, which causes physical and emotional damage to visitors. More damage is, however, experienced by the community as criminal activities cause destruction and discourage community cohesion (Linda, 2020:377).

Garidzirai (2020:308) argues that visitors look at security challenges when deciding to travel to a certain destination because they value their lives and want to visit a destination where they will be safe and secure. Therefore, the safety and security of visitors should take priority to attract more domestic and international visitors to the Eastern Cape Province and indeed, the whole country. Globally, South Africa has one of the highest rates of criminal activities, running at 78%, which is anticipated to increase rapidly (Linda, 2020:378).

A B&B is meant to be a home-from-home, as people visit B&Bs to unwind, to forget about their busy work schedules and to relax. Excellent customer service is very important as it attracts guests to an establishment, while bad customer service deters customers from visiting. Hence, brand loyalty plays an important role in ensuring that customers receive the best service. B&Bs should employ staff who are energetic and professional at all times when dealing with

customers so that the B&B can attract new customers while still retaining old customers (Nagaj & Zuromskaite, 2020:16).

#### **2.4 B&B customer service**

B&Bs not only strive to expand and succeed but also to build a good image that can be trusted by customers. Therefore, a well-known and trusted image helps an establishment to flourish and become one of the best in the accommodation industry, better than the competition. If the establishment fails to provide good service to customers, customers may not return and are unlikely to recommend it to others, which will result in losing customers because of the bad service that was rendered (Cebekhulu, 2016:15).

When a B&B provides good service to guests and customers they are likely to return to the establishment and recommend it to others (Szewezyk, 2015), and the establishment retains guests and attracts more guests through good word-of-mouth referrals, which encourages B&Bs to maintain their high standards in delivering top service to customers through staff and security visibility (Szewezyk, 2015:374; Cebekhulu, 2016; Olya et al. 2017:440). When the B&B offers poor customer service, staff might leave to seek employment at another B&B that does offer good service. After losing customers, the B&B must devise a very good strategy to recover and win back customers through excellent service (Cebekhulu, 2016:16).

Any crime in B&Bs is likely to affect customer service. Some B&Bs in the study area do not have proper security systems in place to safeguard their assets, customers and employees (Ghazi, 2016:168). Investors and stakeholders are directly impacted by the crimes that take place inside and outside B&Bs. Although incidents might be reported by domestic guests to the B&B's management, foreign visitors are unlikely to report a theft since they would be expected to come back to South Africa to attend the court case.

#### **2.5 Pricing of B&B establishments in South Africa**

The growth of any organisation, including B&Bs, hinges on the GDP and employment growth. On local and provincial scenes, a decrease in employment growth and the GDP results from a decrease in demand for the service, and could result in a decrease in the daily accommodation rate charged by a B&B, and the low occupancy rates (Hammam & Fathy El Sayed, 2017:56). This has a rippling negative impact on the industry in that few new B&Bs are established due to the downturn in the economy. This has a further negative effect on B&Bs that are not star graded by the South African Grading Council or have a low grading, as fewer or no guests visit their establishment (Hammam & Fathy El Sayed, 2017:56; Olya et al. 2017:440). Visitors prefer high star-graded B&Bs where they are sure of quality service, and can possibly negotiate a discount.

B&B owners and/or management decide on discounted rates. The discounted rates offered to visitors encourage them to return to the establishment. Visitors often prefer a known establishment as opposed to trying somewhere new. Management plays a vital role in formulating and implementing pricing, policies, security measures and controls in accommodation establishments (Hammam & Fathy El Sayed, 2017:57), while the rack rate of the accommodation is left to the B&B. There are no pre-determined rack rates for the B&B industry.

## **2.6 Management control in B&B establishments**

A manager's primary role is to give directions and solve challenges objectively and creatively in an organisation, while giving guidance to supervisors so that they can respond to the daily challenges of the business. Managers should carry out four specific functions in the day-to-day managing of the business, which are planning, organising, leading and controlling (Ghazi, 2016:160).

### **Planning**

Managers should plan the duties of staff, including setting objectives to be achieved, how they should be achieved and provide the necessary resources. Managers must have the ability to set tasks according to priorities for future measures to increase production. A failure to plan could be very costly. A B&B manager/supervisor should be able to set tasks and targets to increase productivity (Ghazi, 2016; Alananzeh, 2017).

### **Organising**

Managers should organise the duties of staff in a fair and orderly manner, creating organisational structure and providing human resources to make sure that the set objectives are achieved (Ghazi, 2016; Alananzeh, 2017).

### **Leading**

Managers should lead by example, which includes decision-making and sources of motivation that should be employed to inspire action. It is the responsibility of a B&B manager/supervisor to guide to employees so that they can execute their tasks smoothly (Ghazi, 2016; Alananzeh, 2017).

### **Controlling**

Managers should take control to make sure that employee performance does not deviate from the set standards. The B&B manager/supervisor must be able to supervise, delegate tasks to employees and make sure that the expected results are achieved through the established measures and methods (Ghazi, 2016; Alananzeh, 2017).

Alananzeh (2017:123) explains control in a B&B as performing managerial tasks while being guided by the plans, goals and objectives of the establishment. Of these tasks, training of staff

is a priority. A B&B organisation formulates a plan of action and delegates the responsibility thereof to a manager or supervisor to make sure that the plan is successfully carried out.

Management functions include making sure that all goals of the organisation align with its plans. Controls ensure that B&Bs have systems, procedures and funding in place. The organisational goals and security systems have to be known by the staff to make sure that the control function is thoroughly administered (Aly Aglan, 2019:243).

## **2.7 Safety and security at B&B establishments**

A B&B requires good security so that its assets, staff, guests and guests' belongings are safe. It must be borne in mind that guests do not want to visit a place that is not safe.

According to Cebekhulu (2016:23), good B&Bs strive to provide a pleasant and welcoming environment and a smooth arrival and stay for visitors. The check-in process could present difficulties as B&B staff are not always able to differentiate between paying visitors and criminals whose intent is to rob the establishment or guests (Aly Aglan, 2019:243). B&B managers find it very difficult to balance strict standards of security while maintaining a good image and being pleasant and welcoming (Alananzeh, 2017:123). B&Bs are often seen as easy targets because of the flow of visitors in and out of the establishments. An example is Anni Dewani, a British tourist who was brutally murdered in Cape Town, while she and her husband were in South Africa for their honeymoon, while in 2017 Dutch visitors were robbed while they were being transported from OR Tambo International airport to Fourways (in Johannesburg) where they were going to stay. Management has the responsibility of protecting B&B assets, visitors and employees by employing appropriate security personnel to cover all security aspects of the establishment, to control the flow of people and patrol the B&B premises (Ghazi, 2016:169).

Safety and security are very important issues for tourists and vital for the growth of accommodation establishments. The tourism industry is vulnerable to crime, which causes physical and emotional damage to staff and visitors. More damage is, however, experienced by local communities as criminal activities increase, causing destruction and discouraging community cohesion, and ultimately impacting on unemployment through the downturn in demand for employment at B&Bs (Linda, 2020:377).

Garidzirai (2020:308) states that visitors look at security challenges when deciding to travel to a specific destination as they value their lives and want to visit a destination where they will be safe and secure. Therefore, the safety and security of property and visitors should be a priority to attract more domestic and international guests. It is normal for tourists to be concerned about safety and security while travelling and potential risks and dangers are uppermost in their minds when they visit a destination. The risks and dangers include burglary, loss of life, loss of property, kidnapping and various types of robberies (Efendi, 2020:390).



Tourism is one of the fastest flourishing industries in the world. There are many definitions of tourism but generally, it is described as the movement and occupation of places outside of the normal home for more than 24 hours (Alanzeh, 2017:123). When planning to visit a particular establishment, security is one of the most important aspects. Therefore, safety and security should be the main concern of every establishment or tourist destination to safeguard guests, employees and the assets of the establishment. A threat to the safety and security of tourists would deter them from travelling, as they would fear for their lives and destinations would suffer because there would be no guests to serve (Imbeah et al., 2020:222).

Many recent incidents in South Africa and Cape Town, centre on airports, including the OR Tambo International Airport. Terrorist attacks using airlines that took place in the United States of America on the 11<sup>th</sup> September 2001, and the attacks that took place in Paris in 2015 have highlighted the risks and dangers inherent in the tourism business, which may have a direct negative effect on the well-being and health of the traveller (Cebekhulu, 2016:55). A case in point is the Anni Dewani murder in Cape Town, where a hotel employee was involved in the crime (Malleka, 2020:7). The incident took place on the 13<sup>th</sup> November 2010, where Shrien and Anni Dewani from Bristol were robbed at gunpoint in the streets of Gugulethu, a township close to Cape Town, while they were on their honeymoon in South Africa. They were taken to Harare township in Khayelitsha, where the robbers let Mr Dewani go unharmed. Xolile Mngeni, from Khayelitsha, was arrested and charged with the murder of Mrs Dewani. A verification and background check might have revealed something untoward about the employee before he was employed.

After a day, Mrs Dewani's body was discovered on the back seat of the taxi in which they had been travelling. She had been shot in the neck. A murder case was reported and the driver, who drove the Dewani couple, said he was ordered to leave and never look back by the armed robbers, before taking the taxi and driving to Khayelitsha with the Dewanis. After three days, Safety and security concerns have become the topic of our daily lives and will negatively impact guests if solutions are not prioritised. However, the concerns of negative perceptions prevent potential visitors from coming to South Africa. Therefore, such perceptions involve the risk of safety and security due to high crime rates and political issues, as well as health issues (Garidzirai, 2021:308). To ensure that tourist destinations continue to flourish and are profitable, all tourism stakeholders must focus on the safety and security of guests. When visitors decide to visit a particular hotel or B&B, their decision is not only influenced by the price and services offered, but also by the degree of safety and security of the establishment (Imbeah et al., 2020:225).

## **2.8 Security management in B&B establishments**

Research indicates that most B&Bs in South Africa do not have in-house security personnel but outsource from external security organisations (Alananzeh, 2017:123). The duties of the security personnel mainly extend to operating the gates for vehicles entering and exiting the premises, patrolling the premises and parking areas and viewing camera footage in the control room, since some B&Bs in the study area have invested in technology (Kubickova et al., 2019:36).

The Private Security Industry Regulatory Authority (PSIRA) and the South African Security Association (SASA) oversee the functions of security companies when they are contracted. B&B crimes are encouraged by some establishments through an open-door policy that operates 24/7 and 365 days a year (Sharma et al., 2020). Sharma et al. (2020:198) are of the view that some B&B crimes are encouraged by a suitable robbery target, the lack of visible security personnel and the proximity of potential robbers.

Globally, between 1970 and 1980, the guarding job functions of security officers were perceived as unskilled (Cebekhulu, 2016:52). However, in the past decade, security jobs were elevated, using associations such as the British Security Industry Association (BSIA) and the American Security Industries Association (ASIS), which advocated competitiveness in the security industry and included extensive training (Cebekhulu, 2016:51).

According to the experiences of the researcher, B&Bs, especially in the study area, should recognise the need for improved security training (Darcy & Pegg, 2011:474). A survey was conducted on the extended functions of security personnel (Hammam & Fathy El Sayed, 2017:62), which established health and safety as part of the additional skills required in the security industry and emphasised that all threats to B&Bs should be given priority. Because of a lack of skills, security personnel in B&B organisations found it very difficult to execute their jobs properly in terms of decreasing the risks and danger to visitors.

Crimes such as prostitution, fraud and theft from visitors are not handled properly by in-house security personnel because other tasks that they are required to perform beyond their security role cause them to compromise on issues of safety and security of visitors, staff and B&B assets (Nishla & Rinosa, 2019:935). In some B&Bs, security officers have no specific functions, so security officers work as porters in the morning and at night work as receptionists or night auditors (Hammam & Fathy El Sayed, 2017:63). The tasks that they perform are more those of a manager on duty (MOD), therefore the shift of responsibilities places security officers in a situation whereby they are unable to focus on their primary function of safety and security (Nishla & Rinosa, 2019:937). Certain B&Bs in the study area appear not to effectively provide security officers with the relevant resources they need to execute their duties effectively (Cebekhulu, 2016; Hammam & Fathy El Sayed, 2017:63).

Some security officers also do double duty as MODs and incident investigators (Cebekhulu, 2016). B&B management is responsible for developing security budgets, key performance areas and hiring of new staff but security officers have no specific duties. They are considered as “all-rounders” and are expected to help wherever needed. Most of the tasks that they carry out are not in their job descriptions.

## **2.9 Organised security versus private security in B&B establishments**

Organised security is the security service that is employed in-house by the B&B organisation. These officers receive benefits and are remunerated directly by the employer (Ghazi, 2016:168). The security staff is equipped to meet the expectations of the establishment and its visitors, including staff and external contractors, as well as safety and security problems. Organisations employ security officers based on their requirements, including firearm training and special taskforce training, and provide them with uniforms to meet organisational requirements. The security officers must adhere to the organisation’s policies and procedures to ensure the smooth running of operations. The B&B security officers are required to ensure that the B&B assets, guests and staff are safe and secure and to operate cyber-security (Efendi, 2020:395).

A private security service is outsourced by an organisation from an external security company to save costs. Security officers that are employed by the organisation permanently are more expensive than the outsourced private security personnel (Efendi, 2020:397). With this outsourcing, employees that are paid good salaries (in-house security or permanently employed security officers) are replaced by lower-paid contract workers (private security officers). From his experience, the researcher notes that security officers that are outsourced to many B&B organisations in the study area often execute functions that are not in line with their titles and qualifications, so they are not used for what they were initially employed to do, which is focusing on safety and security of the B&B. For example, security officers employed to operate the gates are also often used to patrol the establishment.

The security policies formulated by the B&B organisation are implemented and executed as a guide for the day-to-day security work in line with the goals of the organisation. Security personnel control the movements of B&B guests, patrol the corridors, welcome and give directions to visitors on their arrival and monitor hazards and escape exits in case of an emergency (Nishla & Rinosa, 2019:939). Other functions of an outsourced private security company could include the security in the B&B establishment to look at staff theft and investigations, providing information to visitors, handing in items that were mistakenly left by visitors, making sure that traffic flows smoothly, patrolling in the parking areas, alarm alerts, clo in place and applicable to B&Bs in the study area are discussed in the following

sectioned-circuit television (CCTV) monitoring and providing first aid assistance (Sumb, 2019:165).

Security personnel that patrol the B&B could find it difficult to control the flow of people in and out of the premises because of the open-door policy (Alanzeh, 2017:130). In many cases, robbers or thieves pretend to be guests, therefore, not everyone who is found inside a B&B is known to staff or security personnel, which poses a security risk to staff, visitors, and the B&Bs assets. Hence, effective security systems and measures are crucial in safeguarding people and assets.

## **2.10 Safety and security measures**

The safety and security measures in place and applicable to B&Bs in the study area are discussed in the following sections.

### **2.10.1 Safeguarding B&B establishments in the study area**

Security measures in B&Bs fall under security services, including cyber technology, installed in the B&Bs for better security services and the latest technology for the protection of guests, staff, and assets of the B&B establishment. Dysfunctional security systems pose a danger to people and assets, which may tarnish the reputation of the B&B (Cebekhulu, 2016:25). A lack of security could pose a great risk to the staff, guests and assets and may harm the profitability of the B&B. B&Bs around the world, including those in South Africa, in the Eastern Cape Province, and the study area, could be viewed as soft targets for criminals because of their open-door policy (Alanzeh, 2017:130). Security measures to safeguard B&Bs include access card identification, an alarm control system, pass-in and pass-out identification, CCTV cameras for recording and storing movement information and B&B property surveillance. This involves programmes to safeguard the information of B&Bs and their visitors and access control systems involve key cards, electronic locks, biometric access, security reports, and patrolling (Matyas & Csege, 2019:71).

### **2.10.2 B&B employee identification**

A B&B employee (who could be a family member in smaller organisations) who works directly with guests should ideally (Darcy & Pegg, 2011: 474) wear a clean uniform, a nametag and an access card with a photo for recognition. This ensures a professional appearance that projects the B&B's attention to safety and security (Matyas & Csege, 2019:73). It is one of the demands of the Private Security Industry Regulatory Authority (PSIRA) that all personnel working in the security industry should be easily identifiable.

### **2.10.3 Identification card control**

Employee access to B&Bs could be controlled for security purposes by an identification card in larger organisations. Through these identification cards, supervisors and managers are able to track where, when, by whom, and how many times the card has been used, as well as the number of employees and their hours worked (Anuar et al., 2019:28), should such a system be in use at the B&B.

Access cards of employees who are no longer working for the establishment must be deactivated on the system and the physical card must be destroyed. Where these are used, access cards must be renewed periodically for proper accountability and to avoid misuse. B&B visitors use the key card system to gain access to their rooms. The visitor key card system does not only control access but could store a large amount of information on visitors, such as their medical history, which is useful in cases of emergency. The key card system is activated by the check-in date and is deactivated automatically when the visitor checks out (Cebekhulu, 2016:27).

### **2.10.4 Control room**

Sumb (2019:165) reports that cameras installed at B&B access control points are called Closed Circuit Television (CCTVs), which is a security system that makes use of video cameras to watch the inside and outside of an establishment, transferring the footage to a monitor or the server. Many B&Bs use CCTV cameras for enhanced security (Cebekhulu, 2016:56) and are certainly required in the study area where crime is rife. Usually, a B&B will have more than one access point, such as gate control, front door entrance, back entrance for staff, guest and staff parking, and a receiving area (Matyas & Csege, 2019:74). Having a CCTV system that is monitored is an important requirement as security officers monitor CCTV footage on a 24/7 hour basis. From the CCTV cameras, security personnel can see everything happening around the establishment; they are able to make decisions or apprise other security personnel of a situation and how to handle it or give access to someone who is authorised to view the footage (Cebekhulu, 2016:55).

Security personnel who work with the CCTV system can often anticipate robberies and theft before they actually happen from the footage viewed, which acts as an early warning system to security guards on the ground to take action.

### **2.10.5 Access control of deliveries**

At the larger B&Bs deliveries to B&Bs should pass through a security checkpoint for safety control, where the security personnel could also make sure that suppliers deliver the correct goods that were ordered by the establishment. Visitors' property brought into the B&B, and left at the registration point or front desk should be safeguarded from theft. In addition, security

officers should scan all items being brought into the establishment to check, for example, for explosives (Anuar et al., 2019:29).

#### **2.10.6 Visitor profile**

When visitors make a reservation, they are not seen since they make the reservation telephonically or electronically. The B&B staff will physically see the guest only when they check in at the establishment. Guests vary—they could be politicians, well-known actors or robbers. Robbers make bookings intending to conduct illegal activities and B&B management and security officers would not know their intentions. Only after an illegal activity has taken place will management and the security department become aware that the criminal has been welcomed into the establishment as a guest (Kubickova et al., 2019:29).

During the booking process, B&B staff should check the visitor's personal information with government departments such as Home Affairs and the South African Police Service, to establish whether they have a criminal record or are blacklisted. Personal details of guests should include their full names, identity (or passport) number, gender, nationality and country of birth (Kubickova et al., 2019:32).

#### **2.10.7 Verification of staff**

As a standard procedure, all B&B staff, whether permanent or on contract, should undergo a verification process before being employed. B&B management should conduct a background check on all staff to identify potential employee risks for safety and security reasons.

Also, it is important to check the financial background of newly appointed employees, to avoid attracting bad publicity for the B&B with subsequent legal enquiries (Malleka, 2020:11). Some B&B employees may even be bribed to plant a bomb in the luggage of a visitor without the visitor's knowledge (Cebekhulu, 2016:43).

#### **2.10.8 Emergency exit plan**

All B&Bs should have an emergency exit and escape plan. The management and security department in some of the larger B&Bs should make sure that all employees and visitors know the emergency drill, and selected staff are trained as fire marshals, trained in first aid, in the inspection of fire extinguishers and trained to use them in emergencies (Malleka, 2020:14). Safety and security within the premises need to be taken seriously by the management for the safety of guests, B&B assets and staff (Cebekhulu, 2016:28).

### **2.11 Importance of safety and security in B&B establishments in the study area**

Security officers are employed to ensure the safety and security of employees, guests and the assets of B&Bs. B&B guests are usually unaware of the extensive work done behind the scene to ensure their personal safety and the security of their belongings (Curiel & Bishop, 2018:1).

Guests are trusting by granting access to their rooms to housekeeping staff that they do not know, as they want their rooms to be serviced. A visitor can stay for a long time in a B&B with intentions of conducting illegal activities, such as theft, prostitution, gambling and organised gatherings with drug lords (who are not guests) without the B&B staff noticing anything (Aly Aglan, 2019:227).

B&Bs depend on their positive image for success and the security and safety component contributes to the B&B's positive image. The security staff need to treat visitors in a friendly but professional manner, be neat and tidy in dress, wear full uniforms and display a willingness to help at all times (Aly Aglan, 2019:228). From the visitor's perspective, their image of the security department is formed by the treatment they receive from the security personnel. Therefore, it is very important that security officers treat every guest with respect and professionalism so that the guest will be happy to return to the establishment (Aly Aglan, 2019:228).

Illegal activities that take place in a B&B could damage the reputation of the establishment as guests would not want to return to the establishment. Security officers are often blamed for the crimes committed in a B&B for not having done their jobs correctly. Even if what was stolen had been recovered, guests and management will still blame the security section for not doing their jobs properly (Malleka, 2020:12). It is the role of the security department to train their staff on how to conduct themselves professionally; in addition, listening skills are very important since visitors like to be listened to attentively when they experience problems (Aly Aglan, 2019:230).

Communities who are involved (perhaps employed) in a B&B could play an important role in the positive reputation of B&Bs through a security section. Communities are valuable sources of gathering information regarding crime. They could also offer advice on which B&B has a good reputation for protecting guests and their property (Malleka, 2020:10). It is therefore important that a B&B's security should build a good relationship with the community and attend community forums so that they are aware of crimes that are taking place in the area. Also, the B&B security department should develop a sound relationship with the local police so that they have access to crime statistics and professional help. This relationship will help when the security department needs police assistance (Cebekhulu, 2016:48).

Travellers could develop negative thoughts about the B&B, and their own safety, and may even change their travel plans if they are doubtful about their safety and security at a particular tourist destination (Ghazi, 2016). When choosing a destination, travellers do not make a decision based only on the price and good image of a product or service, but also place much value on their personal security and safety. Security is an extremely important issue that needs to be prioritised as travellers want to feel safe, secure and protected against all types of risk (Ghazi, 2016:172).

In previous years some B&Bs were not as concerned with the stringent security measures which are so necessary in present times and generally practised in hotels (Ghazi, 2016:174). They were establishments of accommodation for people who travelled a lot for various reasons; they needed to be welcoming and comfortable but had little or no security (Ghazi, 2016:174). As time passed, B&Bs were faced with the challenge of increasing crime and illegal activities (Cebekhulu, 2016:49). Safety and security measures became a priority for management. In brief, B&B security is the safeguarding of visitors, staff and the B&B's assets from criminals, both petty and dangerous, who pose a threat to the safety and well-being of patrons, and the security of their belongings (Ghazi, 2016:176). Criminals see B&Bs as soft targets, hence the need for tight security.

It is mostly the higher-graded B&Bs that are targeted because dignitaries, actors, politicians, soccer stars and wealthy people like to stay in such B&Bs (Ghazi, 2016:176). B&B visitors become targets when their names and other personal details appear on a dishonest person's list. Perpetrators wait for these people to leave the safety of their homes, such as when they travel and are less protected, and even though a B&B is supposed to be a home-from-home, the safety and security of visitors is easily compromised. Therefore, visitors are not safe and are vulnerable to attacks that might happen during their stay at a B&B (Alananzeh, 2017:129).

A B&B can be used as a venue for illegal meetings and to plan criminal activities elsewhere. The perpetrators may have unlicensed guns or even explosive devices hidden on their bodies. They will make sure that guns and bombs are not seen or scanned by the security personnel at the B&B front entrance, back entrance, parking area and luggage collection area, which are the targeted access points for criminals (Alananzeh, 2017:132).

The security industry is faced with the challenge of professionalism, where training and improvement of management skills are limited. B&B security officers should possess the required skills, qualifications and information, they should look presentable and be professional. (Malleka, 2020). This is very important in the industry since a B&B's image rests on its standard of service. It is vital that the security service matches the service standards of the B&B. The security service in a B&B should be in line with the B&B's policies and goals so that security duties are not under-performed (Malleka, 2020:14).

Travellers may obtain information about a particular destination or attraction through trawling the Internet or by word-of-mouth before travelling to it. They sometimes make a decision based on the information they have gathered, which is often not true of the destination (Malleka, 2020:15). Cebekhulu (2016:7) notes that travellers sometimes expose themselves to risk. For instance, travellers visit places that are not safe and secure, which exposes them to many dangers. Young travellers are keen to experience the nightlife and enjoy themselves or engage in adventure activities, which exposes them to criminals that are waiting to rob them (Curiel & Bishop, 2018:3).



Travellers develop a negative attitude towards a destination if they experience feelings of not being safe or in danger while on vacation. This may affect the establishment's image negatively and cause travellers not to return, resulting in a decline in visitor numbers to a particular tourist destination. Efendi (2020:396) states that a decrease in visitor numbers may happen when:

Potential travellers decide not to visit an establishment or tourist attraction because it has a bad reputation for having high incidents of crime.

Travellers feel unsafe and insecure at a tourist attraction or establishment and are too scared to even leave the room to participate in outdoor activities.

Travellers who have experienced unsafe situations are unlikely to visit the establishment again and will not recommend the establishment to their friends, family and/or colleagues (Efendi, 2020:397).

## **2.12 Issues of safety and security at B&B establishments**

B&B staff and visitors could have accidents caused by poor performance in terms of safety and security as far as health and safety is concerned, for example, slippery and/or oily ground (Hammam & Fathy El Sayed, 2017:58). The swimming pools at B&Bs are considered high risk to children if they are unfenced or monitored when using the swimming pool. Children under the age of nine years should preferably not be permitted to use a swimming pool unless supervised by a person of 18 years and above (Mckercher & Darcy, 2018: 62; Efendi, 2020). For safety and legal reasons, a net must cover the swimming pool when not in use (Hammam & Fathy El Sayed, 2017:59).

Hammam and Fathy El Sayed (2017:61) believe that a holiday could be fun for groups of friends, couples and families when enjoying their time at the B&B pool and/or jacuzzi. The use of fireplaces and heaters in cold weather could cause fires if not properly controlled. Cebekhulu (2016:10) opines that these fires are likely to occur in the evenings from 17h30 to 22h00 before people go to sleep, or again in the mornings between 07h00 to 10h00. Fires could also be caused by stoves in the kitchen or electrical faults such as faulty plugs or exposed wiring throughout the B&B.

Terrorism was a major threat in South Africa during the apartheid era and could still be a big threat to B&B management and security managers. Security staff may find it very difficult to deal with guests on the subject of terrorism as it could be recognised as a hostile takeover. Executive management/B&B owners and all service sections, including information and communication technology (ICT) in larger B&Bs, and safety and security, play a vital role in protecting people from serious threats (Malleka, 2020:13). The process of making sure that acts of terrorism do not take place includes proper communication and sharing of relevant information through highly protected software and the latest technology. Hence, there is a need

to inform and educate visitors by telling them “if you have noticed something, say something” (Nishla & Rinosa, 2019:978).

Criminals at B&B organisations use sophisticated technology to steal (clone) credit card details when guests use cards to settle their accommodation accounts. Often criminals have an accomplice inside the organisation working with them, for example, someone working at the Reception desk or in the restaurant (Nishla & Rinosa, 2019:980).

B&B parking areas are important for both guests and staff in offering safe and secure parking for their vehicles. At some B&Bs, parking may be off-premises or there may not be security staff during the day to monitor vehicles in the parking area. Management view B&B parking areas as a recoverable cost since they need to be maintained, well lit and cleaned regularly. Management tends to overlook parking areas when conducting a risk assessment but focuses instead on internal and external areas of the B&B that may need extra security (Malleka, 2020:16).

Small B&Bs often do not hire security personnel to monitor their parking areas but use staff members to be on the alert and inform management about anything suspicious happening in parking areas (Nishla & Rinosa, 2019:980). Ghazi (2016:173) argues that the B&B is not responsible for a car that is broken into or stolen from a parking area, even when there is security present.

### **2.13 Crime at B&B establishments**

The location of a B&B and its type of visitors are factors in crimes that take place. Different B&Bs around the study area are faced with various types of crime, including sabotage, bomb threats, organised robbery and theft. Robberies are not taken seriously by B&B management as they happen infrequently, and are generally just reported to the management (Nagaj & Zuromskaite, 2020:8) and are seldom worth reporting to the police.

B&B establishments are open to risk when it comes to safety and security warnings in the form of health, man-made, abduction or terrorism. B&Bs are known to be soft targets when it comes to safety and security warnings. Contributing factors are access that is open to all, 24-hour operation, many access points, parking areas and sharing restaurants with outside patrons and foreign nationals (Nagaj & Zuromskaite, 2020:63).

### **2.14 Types of B&B crime**

In order to protect guests, the safety and security systems at the B&Bs in study area need to be on a level to combat risks of robberies and other crimes at B&B establishments. Visitors and/or staff could suffer serious or critical injuries in a robbery, leaving them extremely traumatised or even dead (Nagaj & Zuromskaite, 2020:64). Some employees or guests who get injured could be the only breadwinners in a household which, with no income, could result

in the family going hungry or suffering poverty. Crime persists as one of the major problems that have negative impacts on the tourism industry in South Africa. Research has shown that crime leads to serious challenges like prostitution, xenophobia, drugs, robberies, even murder of local community members, visitors and the host and may tarnish the image of the destination, chasing away new and returning tourists. Linda (2020:373) states that crime makes visitors wary of going to a destination where their safety is compromised, while bad word-of-mouth information is escalated very quickly when visitors return to their province or country of origin. It has already been stated that South Africa is known for its beautiful attractions, fynbos and fauna and natural landscapes that charm domestic and international visitors. Crime is the biggest challenge to tourism expansion as it deters visitors from coming to the region or province; the increase in crime, which in certain provinces is recognised as targeting visitors, plays a significant role in the decline in visitor numbers (Linda, 2020:374).

Sumb (2019:174) reports that violent crimes, such as robbery, rape, assault, sabotage and attempted murder are fairly common in B&B establishments (Nagaj & Zuromskaite, 2020:64). Non-violent crime, such as credit card skimming, theft of B&B assets, theft of guests' possessions, prostitution, drug trafficking and money laundering, all contribute to losses suffered by B&B establishments.

Sumb (2019:176) further reports that there has been an increase in robberies of visitors in international and local B&Bs. Many business visitors are female, which makes them an ideal target for criminals, and rape is sometimes involved. Armed criminals gain entry to a room where the guest is asleep, hold the guest up at gun/knife-point, force them to open the safe and steal the guest's valuables. In these cases, the B&B management could refuse to replace the stolen valuables (Nicholas, 2017:95). Alananzeh (2017:143) argues that it is very difficult to obtain crime statistics on B&B robberies from police stations as B&B management tends to avoid reporting such activities or taking responsibility for crimes, making the guest feel guilty for failing to ensure their own safety and that of their possessions.

## **2.15 Violent B&B crimes**

The crimes experienced at the B&Bs in the study area are discussed in the following sections.

### **2.15.1 Violent crime threats**

Threats to lives as well as robberies aimed at guests, staff and B&B assets in the establishment could damage the image of the establishment. Violent robberies could also have a negative effect in the workplace and on employees' performance (Nicholas, 2017:95).

Violent crime against employees, guests and B&B assets has been experienced for some time (Nicholas, 2017:95). Over the past centuries, wars have taken many lives and even now in 2021, certain countries around the world are still fighting with each other, such as in Mali,

where at one of their accommodation establishments, the Radisson Blue Hotel, a terrorist attack took place which left 21 people dead. Terrorist attacks using airlines took place in the United States of America on the 11<sup>th</sup> September 2001 and in Paris in 2015 (Cebekhulu, 2016:55). Robberies and attacks are taking place regularly in the Middle East (Curiel & Bishop, 2018:3). Accommodation establishments, including B&Bs, are targets for robberies and attacks. Crimes like prostitution, money laundering, hostage-taking, and drug trafficking are greater in certain industries, such as the hospitality and accommodation sector. According to the South African Bureau of Labour Statistics (BLS), 1 000 employees were killed while 1600 were assaulted in the work environment every year in South Africa (Nicholas, 2017:95). It is suggested that 85% of deaths that take place in the work environment are caused by robberies (Cebekhulu, 2016:55). This violence may be perpetrated by a robber, who may be under the influence of drugs, a mentally challenged individual, guest, customer or former employee.

### **2.15.2 Violent criminal activities in the workplace**

Cohen (2019:507) defines violent robberies as “a robbery activity in which violence is enforced”. Hu (2016:524) explains work environment violence as physical violence, bad behaviour, and/or abuse happening in the work environment. Cebekhulu (2016:55) states that work environment violence is explained as any occasion in which members of staff are abused or intimidated in the work environment. The author further explains that work environment violence involves arguments and conflict between staff members that spiral into serious quarrels and threats and physical injuries or even death may be experienced. This may happen inside or around the work environment.

In some cases, violence may be caused by activities that are not business or work-related, which may affect the business and other employees in the workplace. Depending on the weight of the event in the B&B work environment, a visitor may be directly or indirectly affected by the violence, such as destruction of property and business, and damaging the organisations’ assets. A visitor may hold the B&B accountable where reimbursement penalties apply (Cohen, 2019:509). Work environment crime may also happen in the B&B, employees’ homes or while travelling to the B&B facility from the visitor’s place of origin. Some guests are robbed while in a shuttle from the airport to the B&B, as well as in the B&B parking area. Examples of B&B violent crime are room invasion, assault, hostage-taking and gang rape. Cohen (2019:510) states that work environment violence can be categorised into three groups, namely, unexpected/stranger, guest and staff violence.

### **2.15.3 Unexpected violence**

Some guests enter the B&B for the sole purpose of committing a crime. In a B&B establishment, the criminals who force entry to commit a crime may have actually paid for a visitor’s room (Prieto & Bishop, 2018:46) and are therefore not easily identified as criminals.

Weapons such as guns, knives, or handcuffs may be employed in some robberies. This kind of robbery scares visitors as it disturbs and endangers them. Some visitors, who are involved in the act of robbery, may never recover from the terrible experience. A rape that takes place during a robbery is explained as illegal sexual intercourse with a female without her permission and using force. Prieto and Bishop (2018:46) explained rape as “the illegal sexual intercourse performed by a male with a female to whom he is not married”, by forcing attention on her. This definition has got limitations, meaning that the victim is limited to a woman, where men are the only ones committing crime (Min et al., 2020: 6115).

#### **2.15.4 Staff violence**

This act of violence could be experienced by the public as the most unacceptable act committed by the employees in the work environment as the employee is “contracted” to offer a service to the paying customer. The conduct includes a staff member who assaults another staff member, their supervisors or their managers. Former staff members, contract staff and temporary staff may also be involved in this conduct (Sharma et al., 2020:92). The SAPS explains assault as “an illegal attack by someone with the aim of imposing severe bodily injuries”. This type of conduct involves the use of weapons or other ways which could cause harm or death (Nicholas, 2017:96).

#### **2.15.5 Guest violence**

This is violence when a guest assaults a member of staff during a misunderstanding or caused by a business transaction that is unsatisfactorily concluded (Sharma et al., 2020:93). The assault could be caused by panic, possibly caused by a delay in service (Sharma et al., 2020:93). Guest violence causing business or profit loss may take time to be noticed but one incident of violence may harm the operation of the business. Subsequently, with financial projections, monies that may be lost could impose major risks on the profitability of the business (Curiel & Bishop, 2018:5).

Business losses may lead to the following situations:

- a) Loss of business image;
- b) Damage to property and business loss; and
- c) Death and injury to staff, guests, customers.

#### **2.16 Non-violent crime in B&Bs**

Property robberies in the business world are experienced daily (Cebekhulu, 2016:58). It is very common in South Africa to come across someone whose house has been broken into and burgled or someone whose bank card has been scammed through an automated teller machine (ATM), or someone whose car has been stolen (Cebekhulu, 2016:58). Property crimes provide huge profits to the criminals and no security system can prevent the crime, while owners of the stolen property suffer large losses. Crimes committed in properties in the

B&B industry are called white-collar crime (Ghaderi et al., 2017:553). Such criminal activities may be performed by very accountable and respected people in society. The owners do not bring property crimes to the attention of the police, as the owners themselves could also commit such crimes, which are called victimless crimes; this includes selling contraband, hosting gambling games and prostitution. These crimes are categorised into two groups, namely white-collar and corporate crime (Ghaderi et al., 2017:554).

### **2.16.1 White-collar crime**

White-collar crime is explained as a crime that is usually performed by a well-known and respected person in the community, in a manner in which they conduct a lawful business transaction, which illegally benefits only themselves (Ghaderi et al., 2017:555). The illegal acts involve, for example, the misallocation of policy pay-out of funds, the rearrangement of registers or financial greed and misuse of regulations and policies (Ghaderi et al., 2017:555). A practical example of white-collar crime could be a supply chain officer who is handling a supply chain process of buying for a group of B&B, and may have a deal with the service provider or manufacturer to increase prices so that they can benefit. This 'crime' is not usually associated with B&Bs which are normally small to medium-sized family operations. White-collar crimes are not only committed by individuals who are working for legal businesses but by individuals who are in illegal businesses, some conducting the business in their private time. Businesses could even hire private information security to spy on and steal useful information from competitors by asking for details from the business executives, from laptops and through computers that may not be in constant use. Globally, big institutions are casualties of industrial espionage (Curiel & Bishop, 2018:3).

The concept of white-collar crime is complex and very challenging to explain as it usually places focus on the kinds of individuals who perform these crimes more than on the crime itself, ignoring who the criminals are (Sharma et al., 2020:94). As a practical example, the owner or housekeeping nmanager may purchases shares in a listed organisation before informing the public as expected, understanding that they will get a very good return from those shares. They could be charged with a white-collar crime for illegal insider trading. In the same company, an intern, upon having the above information through company statements and reports, applies for a loan to buy the same shares before the public can be informed. These two individuals should be charged with white-collar crimes of illegal insider trading as they have broken the same law. Or should only the company chief financial officer be charged for the crime because of status or position in the company? (Makeeva et al., 2017:259).

The second approach puts more focus on the offence and states that white-collar crime is any crime that involves the violation of law, policies and acts, such as the Security Services Act (Act 36 of 2004), which monitors illegal insider-trading and fraud-related business activities

(Makeeva et al., 2017:260). The approach stresses the laws and acts that are breached, rather than the people who break the law. It is known that in some cases, certain people who break the law are not working but well known in terms of status, and this statement supports the definition and intentions of white-collar crimes, by concentrating on those in higher positions in the work environment and the people who are respected by the community because of their status (Cebekhulu, 2016:59).

### **2.16.2 Corporate crime**

This kind of crime happens when a management member of an establishment commits an unlawful business transaction that will benefit the company. The crime committed may include bribes or misleading information. As a practical example, the owner or housekeeping manager presents false information about the B&B's rooms on social media or the Internet and such offences are not brought to book since it was committed for the sake of the establishment (Cebekhulu, 2016:60).

### **2.16.3 Property crime threats**

Property crimes involve illegally taking a person's goods with the aim of keeping them, which is theft (Cebekhulu, 2016:60). They entail crimes such as bank theft, car swindles or fraud, stealing and planned robberies (Nicholas, 2017:99).

### **2.16.4 Scam/fraud/swindling**

Nicholas (2017:99) states that a scam is a global act of deceiving, applied by certain individuals to obtain an advantage over other individuals. Malleka (2020:16) defines occupational crime as the utilisation of someone's work for personal reward, through the exploitation of an organisation's assets. Different types of crime include fraud, bribery, thieving and credit-card swindles. Cebekhulu (2016:61) defines credit card swindles as "the act of illegally taking someone's credit information for the aim of defrauding funds" from someone's credit cards. The author states that the act of fraud involves breaking of trust.

### **2.16.5 Credit card swindling in the B&B industry**

Travel agents highlighted that in Johannesburg credit card swindles are common, especially when visitors make a booking (Cebekhulu, 2016:60; Hu, 2016:526). The risk information centre of the South African Reserve Bank announced that about R500 million was stolen during credit cards swindles in 2015 (Cebekhulu, 2016:60). B&Bs that want a deposit or the total amount for a booking, expose their establishments to fraud, where the scammers will pay for a booking reservation using a fake credit card (Hu, 2016:526). For example, a telephone booking is performed without producing the actual bank card. The scammers then check in according to the procedures and check out in the middle of the night or early hours of the morning to prevent

being noticed or apprehended, and not settling the account. The B&B will only notice the fake transaction once the visitor has checked out. Cebekhulu (2016:62) argues that this act would not damage the B&B industry but require it to invest more in the latest security technology and implement stricter security measures, such as when checking in, the bank card used to make a booking and payment should be presented with a copy of an identity document, driver's licence or passport, to confirm identity (Sharma et al., 2020:95).

Scammers have come up with complicated ways of stealing visitors' personal information at B&Bs, by producing fake accounts of Wi-Fi (wireless fidelity) As such, once the B&B visitor has logged in on the Internet, the scammers may be able to access the visitor's bank card information. Other investigations relating to credit card scammers at B&Bs, done by Spider Labs (Sharma et al., 2020:95), revealed that 30% of credit card scammer cases involve the B&B industry. Scammers see B&Bs as a wealth of information for bankcard data. Nwokorie and Igbojekw (2019:197) revealed that at B&Bs in Paris, the accommodation sector's reservations systems was breached, or an employee was involved, to reveal visitors' information on a faked pre-message to make the visitors believe they needed to deposit money into a bank in Poland. The scammers were informed by a message, as if sent from a B&B after a reservation was made, asking visitors to give their bank card pin code. The fake message showed the name of the B&B where the reservation was made, the dates reserved at that B&B, the visitor's home address and the correct bank account number (Cohen, 2019:510).

#### **2.16.6 Prostitution**

Nwokorie and Igbojekw (2019:198) explain that prostitution is a line of work that involves sexual intercourse with other persons for money. A case was reported in 2014 at a police station in Gauteng, South Africa, where a female scholar was apprehended and supplied evidence of running a prostitution business with the assistance of a Dr Genchen Rugnath, Ravina Rugnathi, Sandile Patric Zwane, Nonduzo Dlamini and Bhabha Dubazini. The female scholar's prostitution ambassadors faced 156 cases of alleged crimes that included illegal business, rape, child sexual victimisation and assault. Cebekhulu (2016:63) reports that during 2010, a large number of sex workers visited South Africa for the FIFA Soccer World Cup tournament and according to the South African Central Drug Authority, approximately 40 000 prostitutes from South Africa and surrounding African countries arrived in Gauteng for prostitution-work and drug-dealing activities (Cebekhulu, 2016:63). Many hotels and B&Bs around the Gauteng Province had sex workers from Zimbabwe on their doorsteps (Cebekhulu, 2016:63).

#### **2.16.7 Bilking**

Makeeva et al. (2017:261) describe bilking as an act of leaving any accommodation establishment without honouring the bill. Cebekhulu (2016:64) asserts that each accommodation facility should comply with standard operating procedures, legally, and be



insured for fraud for guests leaving without paying their bills by making sure that they have a guest check-in/check-out register. The check-in book, or other appropriate reservations system, should be designed in line with legal requirements, where the B&B manager notes all the guests who are given accommodation, for a price or fee. A guest check-in book will help the B&B manager to trace guests when actions of crime, like fraud and bilking, occur (Ghaderi et al., 2017:558). Failure to apply standard operating procedures as required could result in a B&B owner being liable for prosecution and refund-claims.

Cebekhulu (2016:65) states that bilking was performed by Christopher Kehler (a professional criminal), at the age of 32 years, in five different B&Bs around the various Gauteng Central Business District (CBD). Kehler checked in at different B&Bs, pretending to be a staff member of an organisation that he knew to have billing accounts with various B&Bs. These B&Bs did not verify this information with the mentioned organisation as to whether Kehler was their staff member. He skipped the B&Bs without paying after a considerable stay. B&Bs worldwide are often faced with bilking challenges, as many B&Bs do not follow proper check-out operational requirements (Sharma et al., 2020:95).

#### **2.16.8 Theft**

This could be explained as intentionally taking someone else's property without their permission (Nwokorie & Igbojekwe, 2019:199). Staff members, guests and/or visitors in the business environment could be involved in the theft. In the B&B industry, theft by staff members most often happens in the housekeeping and Reception area, where managers and supervisors experience difficulties in preventing it from happening because of staff working shifts (Nwokorie & Igbojekwe, 2019:199).

Nicholas (2017:101) believes that signs of staff theft are detectable, although security personnel find it challenging to identify these crimes as laptops, cell phones, jewellery, money, clothing, and information is easily accessed. Cebekhulu (2016:66) states that the causes of theft by certain staff members who intentionally follow the employee is known as stealing, for example, when they are not happy or are angry with their supervisors or managers about working conditions. Such staff members are usually regarded as good employees but it is the thieves who befriend staff members who steal in the workplace (Hu, 2016:528).

Many B&Bs are faced with the challenges of theft, which could include B&B guests, B&B assets, and employee property. Employees and/or visitors may steal items such as linen, towels, ashtrays, bedding and television remotes. Such theft is known as shrinkages in the B&B industry, as it is regarded as a small theft (Hu, 2016:529). The criminals steal visitors' luggage through a walk-in robbery, where the criminals choose the B&B for one reason, which is theft. They steal visitors' belongings in the B&B lobby, by making themselves comfortable in the lobby as if waiting for a visitor to be given accommodation at the B&B. Such criminals, if

identified, are told to leave the B&B as they are recognised for their specific behaviour (Curiel & Bishop, 2018:8).

Staff theft is another type of white-collar crime where they illegally enrich themselves. Staff theft is explained as taking something from a colleague without permission and is usually committed by a staff member during working hours. B&B employees could steal anything from the B&B, including visitors' property. Cebekhulu (2016:67) reports that employees in the housekeeping department have the most access to B&B and visitor belongings, compared to other B&B departments. The attitude of B&B management to staff honesty as being an integral part of operations, is vital, meaning they choose to trust or not to trust their staff members. For example, statements like "my staff will never rob guests" or "I do not trust most of my staff members, should they be given a chance, they steal" (Cebekhulu, 2016:67). Employers often do not hide the fact that they do not trust their staff members (Nicholas, 2017:102). Matyas and Csege (2019:78) report that a member of the American Association of Criminology, Dr Harold Gluck, stated that 30% of staff members will steal from their employer, that 30% are good, honest and hardworking employees and the remaining 40% will be employees who are loyal but will steal when they have a chance.

An incident in 2012 involved a prominent business executive from the Middle East, Farid Alshabbar, who became prey to thieving at the Sandton Holiday Inn hotel in Johannesburg. Victor, the head of security at the hotel, together with the porter, were the prime suspects (Matyas & Csege, 2019:80). Victor was seen on the CCTV cameras going into the room of Alshabbar six minutes before he got back to his room, after finishing his dinner. The suspect used the porter's access card to open the room door and opened the visitor's safe with a pin that he asked the visitor to change as it was due to expire. The suspect took a gold pellet, that was valued at R 372 160.00, and R1.9 million in cash. The cash that was taken included 500 in Euro notes, which were later found in the porter's pocket, and the police apprehended the porter. However, the police reports stated that the head of security ran away and the police could not apprehend him. Alshabbar expressed his disappointment in the hotel management for asking him not to report the incident to the police and offering him free accommodation (Matyas & Csege, 2019:81).

## **2.17 Source of B&B crimes**

B&B crimes are encouraged by their open-door policy and they operate 24/7, 365 days a year. Sharma et al. (2020:198) maintain that some B&B crime is encouraged by a suitable robbery target, the lack of visible security personnel and the proximity of potential criminals.

### **2.17.1 Suitable criminal target**

This refers to the easy access and the appeal of the targeted assets. Appealing refers to the value of the targeted assets or material of the B&B to potential criminals and the easy accessibility to the B&B establishment (Nwokorie & Igbojekw, 2019:204). The higher the B&B's asset value, the more appealing it is to the potential criminal. Asset accessibility means how easy it is to steal the targeted assets and easy accessibility motivates criminals to perform a robbery.

### **2.17.2 Proximity of potential criminals**

This refers to the distance between the targeted establishment and where the criminals live. Criminals who live close to the target are more likely to conduct a robbery on that particular B&B. Robberies that take place in B&Bs may also be committed by non-visitors who are not staying at the B&B establishment (Cebekhulu, 2016:60). B&B robberies may be controlled by the type of visitors staying at the B&B, the value of the B&B's assets and the location of the B&B. B&Bs that are situated in a business area are more likely to be robbed than those that are not, except those B&Bs that accommodate people of high status, such as presidents, ministers and actors, which then became easy targets (Makeeva et al., 2017:263).

Crimes performed against people in the B&Bs, such as visitors and/or employees by possible criminals are explained as criminal actions. Since B&Bs operate on a 24/7 hours basis, 365 days a year and permit a number of individuals to move around at any time, criminal events are likely to happen (Ghaderi et al., 2017: 561).

## **2.18 Chapter summary**

B&Bs aim to be the best in the hosting industry by providing the best accommodation, offering value for money and ensuring the best security systems. The success of a B&B depends on management to set goals and grow the business. To achieve success and growth, a B&B must build a positive image in the accommodation market. Part of this success is its reputation for being a safe and secure destination. B&Bs should retain guests and also attract new visitors to the establishment by providing the best service and having effective safety and security measures in place (Cebekhulu, 2016:30).

Accidents and crimes at B&Bs should be reported to the authorities. B&Bs must implement measures to ensure the safety and security of guests, staff and B&B assets (Alananzeh, 2017:144). Effective safety and security programmes will reduce crime and ensure the safety of all.

## **CHAPTER 3: RESEARCH DESIGN AND METHODOLOGY**

### **3.1 Introduction**

This chapter provides a understanding for the reader of the target group that participated in the study and the methodology of collecting data. The instruments used are procedures employed to target and assess a service system, are also discussed. Research methodology comprises the steps that the investigator uses in the application of the procedures of an investigative study.

These steps include the processes followed when leading a scientific investigation, where the investigator researches individuals' beliefs, how they behave and their relationship and attitudes towards their employers (Garidzirai, 2020:304). Sumb (2019:173) explains a social science investigation as the objective investigation of people and their activities in their social surrounds, with the intention of attaining valid intuitive information (Phori & Mbali, 2020:1166). The current study observed the social situation concerning security systems and measures in B&Bs situated in Idutywa and Butterworth in the Eastern Cape Province of South Africa.

A qualitative survey method was used in this study to collect data that would be illustrative and informative and which would result in a descriptive and interpretive procedure (Sumb, 2019:172). These collection procedures become presentations that involve field notes, voice records and interviews, which approach should result in a realistic conclusion. This means that the investigator studied the situations in their natural manner and environment and aimed to gain a meaningful understanding from the collected data (Linda, 2020:372). Qualitative research includes assessing a study through a theory or description of factors (Ghazi, 2016; Behari-Leak et al., 2021). The current study encompasses the professional scientific research investigation relating to a social situation that contributes to growth in the body of information relating to security management issues, specifically in the study area of the province (Linda, 2020:372). This investigation was also based on the researcher's interests in and observation of a real-world situation.

Ghazi (2016:169) states that observant and sensitive people in society are more likely to participate in interesting investigation topics. This investigation project was also positioned on the investigator's study of reality in his field of work A case study approach was employed to obtain more information and understanding about the field of study and was used in this investigation.

The study focused on the unique quality of the situation (security systems and measures) that were observed in the context of a real-life situation of the case study (the local B&B industry), and the investigator's questioned assessment and examination of the unique interest

(Garidzirai, 2020:305). For a researcher to comprehend the situation being investigated, they should be in the same or similar, location. The researcher's comprehension must therefore focus on a shared aspect of using the same economic and cultural resources and the same social aspects.

### **3.2 Research design**

Latan and Noonan (2017:12) explain research design as information accessible to investigators to research incidents and, according to the literature, that is satisfactory for their study purpose. This study is descriptive (it explains a real-world situation), explorative (it seeks to establish the security facts at B&Bs) and historical (the security problems at B&Bs are not a recent event), based on the interview data collected and complex comparable law enforcement reports. The study information was obtained from security guards, guests, staff and B&B managers, on reasonable, orderly and existing security systems and measures in the selected B&Bs. The strategies of crime prevention were developed and supplemented by in-depth interviews with identified participants

This interactive case study focussed on B&Bs in Idutywa and Butterworth, and the position illustrated in the case study that security systems and measures, in its bigger context (Latan & Noonan, 2017:13). The sample was 20 people at the identified B&Bs, and was selected as representatives of a broader population, where the information obtained from the research could be projected to a larger group (Latan & Noonan, 2017:14).

### **3.3 Population and sampling**

Patten and Newhart (2018:18) explain that "the population is a bigger group of units from which elements of a [smaller] sample are taken for the purpose of the research". The population necessitates the usage of a sampling frame to produce the same elements. From the population of the 15 B&Bs in the study area, a sample of eight was visited. (The researcher established during the study that the establishments all refer to themselves as B&Bs and not guesthouses). The participants included in the investigation formed part of this group. A random sampling approach (every second B&B on a written list provided by the local municipality) was employed because this could represent the elements of the whole population that is targeted and reduces bias. Because of the small population of B&Bs in the study area, a list to choose representatives to be sampled was randomly drawn from a hat.

Since the Eastern Cape Province is extensive in area, the investigation was limited to only the two selected towns to enable the researcher to target every B&B in these towns. These towns were chosen as they are important commercial hubs, attracting a large number of travellers and visitors, many of whom must stay in the towns because of the distances they have to travel from their homes to these commercial centres.

### **3.3.1 Sampling**

Sampling is defined as the “process of selecting a subsection of items from a selected population, to incorporate into the research study” (Bob-Algozzine, 2017:15). To ensure the validity of the research study, sampling plays an important part, for instance, that the sample indeed measures what the researcher plans to measure. In this study, eight of the 15 B&Bs in the area were sampled, as some of the establishments on the municipal list were not available for the study due to the COVID-19 epidemic. The sampling approach can be depended upon to give a similar outcome after repeating the same representative procedure.

### **3.3.2 Simple convenience sampling**

Convenience sampling was used as an approach that is relevant and determined by expectations, by which population units would have a fair opportunity of being chosen, but primarily the sampling is easy for the researcher (Bob-Algozzine, 2017:18). The convenient sampling selection process is an independent element, indicating that the chosen procedure would not influence the chosen participants, or banish others from the sample, rather that a chosen participant would nominate another participant who would be relative to the study. Because of the small population of only 15 B&Bs in the study area, a list to choose representatives was drawn from a list supplied by the local municipality (Latan & Noonan, 2017:13). Patten and Newhart (2018:15) state that for a population of less than 1 000 units, a sample ratio of 30% is appropriate. This study used a 53% sample of the total population of B&Bs in the study area.

### **3.3.3 Selection of participants**

Each B&B employed one security person (sometimes a family member) who dealt with security issues at the B&B facility. Security officers are also sometimes referred to as facility officers since they perform other duties in the B&B establishment. However, during the process of interviews, the investigator found that only one security officer was acknowledged as the facility officer at each of the eight B&Bs. The participants of the study were aged from 26 to 56 years. Their work experience, qualifications and cultures varied. Most of the participants were female, while males were mostly employed in security functions: these findings are discussed in Chapter 4. The investigated participants that were staff, guests and B&B management were selected conveniently (first-come-first-approached) to acquire accurate information regarding the situation being investigated.

The sampling plan was designed around the study objectives to establish whether security measures and systems at B&Bs, in Idutywa and Butterworth in the Eastern Cape Province, were sufficient and effective for the protection of guests, staff and the establishment, and to

prevent crime. Very few security personnel were noticed patrolling inside the establishment at some B&Bs but some were not expected to work inside the B&B. Most of the participating security officers were in-house (employed by the B&B), while some were outsourced. In-house security was observed to be operationally hands-on, with working experience in the B&B establishment. This data is elaborated on in Chapter 4.

In-house security personnel in certain B&Bs supervised most of the outsourced security personnel. The research participants provided accurate information concerning the experience they have gained relevant to the current study. The researcher conducted face-to-face interviews as a technique of collecting data from the participants.

### **3.3.4 Unit of analysis**

Unit analysis takes place when a researcher collects data from the participants (Hammam & Fathy El Sayed, 2017:57). Investigation questions play a vital part in unit analysis, where the investigator's questions necessitate data to be gathered from separate sources such as members, community groups, journal articles and higher research institutions. For this study, the researcher gathered data from sources such as literature, journal articles, security officers, guests, staff, and managers working in the B&Bs in the study area because of the small sample of B&Bs. Guests were conveniently approached at the reception to participate in the study, as their participation was voluntary and no guests were forced to participate. Because of the small sample of available B&Bs, and the undetermined (before the study began) number of participants, a single convenience sampling methodology was chosen.

The units of investigation were considered as specific characters to what the investigation study aimed to establish. For example, investigation questions were intended specifically for security officers, guests, staff and B&B managers. It is important to note that the conclusions drawn by the investigator from the findings were restricted to the unit of analysis (security officers, staff, guests, and B&B managers) as highlighted in the investigation questions. It may be that the findings of the acceptability and effectiveness of the current security measures and systems at the B&Bs in Idutywa and Butterworth in the Eastern Cape Province are necessary for visitors at the B&Bs (Linda, 2020:372).

As the investigation questions centred around the units of analysis, therefore, participants became a vital element in the investigation. The researcher took into consideration the demographic factors of the participants, such as status, gender and age, to avoid any form of discrimination. The only criteria were that the participants were currently working at or staying in one of the selected B&B establishments, executing duties of security, housekeeping, receptionist, B&B management or being a guest when the investigation was performed.

### **3.4 Data collection**

Data collection comprises the processes and procedures that are utilised in the investigation to gather data. As the researcher employed a qualitative analysis, although it takes more time, the phenomenon being investigated must reflect the actual situation (Latan & Noonan, 2017:19).

The research adopted an interviewing method to collect data, using an interview schedule developed from interview schedules used in previous studies under the supervisor. This technique is seen as the connection between two or more people (the interviewer and the interviewees) to obtain answers from someone with information (Bob-Algozzine, 2017:14). Latan and Noonan (2017:22) define an interview as “a method that you need to be present to experience it”, where the interviewer verbally obtains feedback. Patten and Newhart (2018:18) further explain an interview as “a conversation between two or more people, to gather information”.

Cebekhulu (2016:21) reported four types of trustworthiness — face, content, criterion and construct. In face trustworthiness, the investigator’s perception plays a significant part in that the interview plan measures what the investigator wants to measure. This study used one-on-one interviews and included security officers with extensive knowledge in the security field, guests, staff and managers concerning measures of security in B&Bs. With trustworthiness, the interview schedule included independent items to address the concept in question.

The interview schedule contained demographic and other questions, which addressed the main questions of the study. In constructive trustworthiness, questions must be in line with the investigation and measure what they were created to measure and they must address the main study questions (Latan & Noonan, 2017:22).

Regarding criterion trustworthiness, which is concerned with the connection between the interview schedule and its outcome, the measure increases the capacity to evaluate the present traits of the theory under investigation, or the predicted B&B conditions (Cebekhulu, 2016:22).

#### **3.4.1 Trustworthy**

The researcher should make sure that the measuring tools that are utilised in the investigation study produce consistent outcomes when the investigation is repeated (Malleka, 2020-15). Consistency and balance are key theories recognised as key elements of trustworthiness. Balance shows the ability of the investigation to deliver the same results even after being redone, and consistency refers to obtaining similar results when the study is reproduced. Before any facts were examined, the participants’ responses was understood by clear rules, called “standard of selection” (Sumb, 2019:174). The duty of ‘standard of selection’ was



employed firmly and consistently to go through all variations of participant's feedback, for other investigators and readers to acquire the same or similar results.

### **3.4.2 Credibility**

The investigation was considered as credible as the measuring tool was utilised accurately to define the theory of credibility (validity) it was meant to establish (Sumb, 2019:174). Malleka (2020:15) states four types of credibility as discussed in Section 3.4.1. In certain situations, there were some participants who also provided credibility as internal, that is, their discoveries were mentioned to be truthful with respect to the interviewed member in the sample (the investigation members were correctly recognised and described), and external, where the truthful discoveries were based on the members' information (same discoveries were acquired in another factor, by another interviewer when utilising the same method of data collection). With face credibility, the researcher's conclusions played a role in the interview process, which measured what the researcher intended to measure. The investigator selected one-on-one interviews as the research study (at B&Bs) included security officers with experience in the security industry, staff, guests, and B&B management looking at security measures in B&Bs. Credibility is not easily verifiable and supported but it is tolerable (Cebekhulu, 2016:30).

The process of analysing data follows shortly after the interviews are completed (Linda, 2020:372). The aim of data analysis was to provide an in-depth understanding of the social realities of the participants. The rationale for conducting qualitative research was to generate findings, which were recognised when the raw data were refined from trivia to significance, and relevant designs were initiated. Linda (2020:373) states that data analysis is:

“...a process of generating structure, order and value to the collected data. It explores for broad statements about connections amongst categories of facts and develops a balanced hypothesis”.

### **3.5 The interview process**

To gain more knowledge of the phenomenon and to acquire the information of the phenomenon being investigated, the researcher read what the participants said and paid attention to how the participants expressed their ideas when speaking. Careful attention was given to the behaviour of participants when answering the questions, while also confirming with other participants whether what the investigator heard, noticed, and/or observed, was actually what the participants stated.

The process sometimes corroborated or opposed the content of what other participants had said (Aly Aglan, 2019:244). The interviewer coached and motivated the participants to gather the correct information related to the investigation. The reaction of the researcher towards the participants also played an important role since the investigator was researching a new topic with the participants. During the interview process, the participants' feedback led the process

into new areas, which caused the investigator to examine other questions related to the investigation and led to suggestions for future investigation. This is confirmed by Alananzeh (2017:124), that during the process, unforeseen questions could come up regarding the study, which would require future investigation.

### **3.5.1 Interview setting**

Permission from the B&B managers at the targeted establishments was sought and obtained before the interview process took place (see Annexure B). The participants (interviewees) were then welcomed, informed about the investigation and given detailed information on what the investigation was about (Aly Aglan, 2019:245).

The researcher and the participants agreed on a B&B being the venue for the interviews. The investigator was requested to forward the interview schedule to the participants before the agreed interview date to allow them to assess and familiarise themselves with the type of questions contained in the interview-schedule.

During the interview process, some participants were called to attend to operational issues. This was due to the fact that employees were taking turns to come to work (one week in and one week out) to avoid congestion in the working space, and also B&Bs were not busy.

Each interview took approximately between 40 minutes to an hour, in an environment that was quiet with no intrusions and where the participant was comfortable. Non-verbal communication skills played a big role in the interview process. The researcher noticed gestures of respect from the participants. For example, some did not look at the researcher when being spoken to, or they nodded their heads when in agreement with the interview statements (Matyas & Csege, 2019:72).

Non-English speaking participants were considered. The interviewer asked the questions in their preferred language and reworded the answers into English. For the deaf participants, who would use sign language or had a disability in terms of hearing, were also taken into consideration and a sign language interpreter was asked to be on standby. However, no deaf members were on the investigation panels. Simple English was employed for participants with a language limitation (Aly Aglan, 2019:245).

It was not a difficult task for the investigator to build a rapport. Aly Aglan (2019:246) states that the world “we are living in is filled with individuals showing fear, disagreement, untrusted and unpleasantness”. The participants willingly opened up to the researcher after they were informed about the interest the investigator had in the topic being investigated. The interview participants were offered all the attention they needed (Matyas & Csege, 2019:72) to respond to the interview questions and participants did not show any feelings of disagreement, distrust or unpleasantness.

### **3.5.2 Managing the interviews**

Matyas and Csege (2019:72) report that interview skills play an important role in a one-on-one interview situation. The duty of the interviewer during the process of the interviews is to pay undivided attention to participants, then coach and motivate them where needed. The interviewer did not guide the one-on-one interview setting but did lead the conversation back on track to obtain suitable answers. Participants were motivated to explain further, which is a method known as the naturalistic way of interviewing, on something said in passing (Malleka, 2020:15).

The interviewer's language was vital during the one-on-one interview setting. The investigation participants came from different racial and cultural groups. Although the interview questions were written in English, most participants did not show any challenges in answering in English. Sometimes the interviewer had to adapt the language, as certain interviewees spoke in Xhosa when they wanted to stress a point. The interviewer translated these responses into English to ensure what the member meant. At certain times, the interviewer would translate the interviewee's response and into the English language (Malleka, 2020:16). During some interviews, street slang in Xhosa was used, which the investigator interpreted and recorded the responses in English.

### **3.6 Ethical considerations**

Research ethics is defined as "a process of safeguarding the interest of research participants" (Bob-Algozzine, 2017:17). This research did not cause any harm or distress to the participants. Confusion was avoided for the participants by ensuring that they were fully informed about the study. They were assured that all information would remain confidential and results would be correctly reported. A researcher must adhere to ethical research principles to ensure that the interests of participants are safeguarded.

Morals, as a noble practice, must be upheld on principles concerning what is right or not right. The research study was conducted in line with CPU's Faculty of Business and Management Sciences policy on research ethics, and the Ethical Certificate was issued on 12 December 2020 (Annexure C). Permission was obtained from each B&B manager for the researcher to conduct the study on their premises.

#### **3.6.1 Ethical review process**

Investigation ethics, as defined by Cebekhulu (2016:33), "is a procedure of safeguarding the interest of investigation participants". The investigation did not cause distress to the participants and risks were avoided by making sure that informed consent forms were signed. Confidentiality of all information was guaranteed and the correct reporting of the outcomes of the investigation was assured.

### **3.6.2 Institutional approval**

The managers at the selected B&Bs at which the investigation was conducted granted permission for the researcher to conduct the social investigation.

### **3.6.3 Respect for human prejudices**

The investigator took note of safeguarding the participants from psychological distress and, importantly, observed cultural pride. The questions posed to participants were neutral and did not distract or upset them, according to the participants.

### **3.6.4 Informed consent**

Informed consent included telling all the participants about the main reason for conducting the investigation. The researcher invited them to participate in the investigation, with the understanding that they would be allowed to withdraw from the investigation at any time they wished, or not to answer any question they did not wish to answer.

The investigator provided consent forms that clearly detailed the aim of the investigation (Cebekhulu, 2016:34).

### **3.6.5 Confidentiality**

Before the start of the interviews, the investigator assured the participants that their anonymity (codes were allocated to each participant known only to the researcher) was guaranteed as the source of information when reporting the findings (Bob-Algozzine, 2017:27). It is the responsibility of the investigator to uphold the confidentiality of data (Latan & Noonan, 2017:16).

## **3.7 Planning for data recording**

Before beginning the interviews, informed consent was requested from the participants for the researcher to use a recording device to record the interviews. The interviews were performed in an environment suitable for the participants (quiet, cool with comfortable furniture). The recording of the interviews with a tape recorder and camera was explained in a systematic manner according to the interview schedule before the collection of data began (Cebekhulu, 2016:29). The researcher ensured the participants that the recording method employed would not hinder the process of interviews in any manner.

Sufficient batteries were available for the recording device for recording participants' responses. The environment where interviews were held was quiet and undisturbed. All tape recordings of the interviews were suitably and accurately noted. Codes representing the participants' names (known only to the researcher), the date and time of the interviews were recorded on the device before starting the interview.

### **3.8 Data collection and preliminary analysis**

The researcher adopted a two-fold approach for data analysis. The first approach was the researcher visiting the study area for the initial analysis before and during the collection of data. The second approach entailed the researcher going to the study area after the data had been gathered. As a qualitative investigation is empirical, the investigator was not able to estimate the examination of data that was gathered, which was why initial data analysis was conducted when the collection of data began. A thematic analysis is a systematic method for identifying, organising and providing understanding in to patterns of explanations over a set data, through paying attention on explanations over a set data (Muresherwa et al., 2022b). Content analysis permits the researcher to realise and make sense of accumulative or shared explanations and experience (Cebekhulu, 2016:30).

#### **3.8.1 Managing data**

Extensive data were collected by the qualitative investigation and were transcribed into words. Data were tape-recorded systematically before analysis by using the recording device so that it could be redeemed easily. The researcher manually interpreted the data by using the Atlas tl system with the aim of obtaining more information about the case being investigated. All the interpreted data were saved on the researcher's server with a pin code so that only the researcher could access it (Latan & Noonan (2017:13).

#### **3.8.2 Reading and writing memos**

Data were arranged into files and the tapes were studied more than once to make sure that the data made sense. The evaluation and examination of the data would assist the investigator to understand the relevant content, and irrelevant and inconsistent data were edited (Latan & Noonan, 2017:13).

#### **3.8.3 Generating categories, themes, and patterns**

This aspect of the study was introduced in Section 3.8, Generating categories, themes and patterns is a most challenging, multiplex, creative and fulfilling phase (Linda, 2020:374). The researcher concentrated on the responses that were understood without being directly stated in relation to the social environment and the main theory, aims of the study and patterns were recognised. Patterns and themes under the main categories warranted data to be classified into significantly and easily understood groupings (Cebekhulu, 2016:32). The researcher was able to understand from the participants' verbatim transcripts what they actually meant, as required by Linda (2020:374) and these themes were recorded in the transcript margin. The investigator noted how participants contradicted each other in the same categories. The investigator was able to establish the "how" in what the participants stated differently (Linda, 2020:374).

#### **3.8.4 Coding data**

Diagnostic thinking played a vital role when data were coded and where the Atlas tl software for analysis was employed. From this, categories and themes were generated which was easy and convenient for the researcher due to the small number of participants (Cebekhulu, 2016:31). A coding process was applied to the subject and groups to reveal the connections, where codes were allocated as a form or shape of recognition, after a group of similar subjects and samples (Dantzker & Hunter, 2016:19).

#### **3.8.5 Testing emergent understanding**

The researcher assessed the practicality of the data, whether it could be understood. The researcher probed the connection between the data gathered from the initial questions investigated and explained how this was connected to the investigation. Thereafter, researcher attempted to find any contradictions and patterns in the data gathered.

#### **3.8.6 Searching for alternative explanations**

The investigation sought to detect a flow, to check the possible evidence, as classification and models in data were developing. The researcher also looked for other clarification for the data to disclose why selected clarification was more acceptable than others (Cebekhulu, 2016:32).

#### **3.8.7 Presentation of the findings**

The data are presented in the following chapter. The data are presented in the form of tables, graphs and written discussions. All sources cited in this investigation are acknowledged. This study underwent a Turnitin plagiarism test to endorse it, where the work was confirmed to be in line with CPUT standards.

The researcher submitted a progress report of the investigation to the Faculty of Business and Management Science's Research Ethics Committee, through the assigned supervisor. The research study, when finalised and approved, will be available to all interested parties in the Cape Peninsula University of Technology's library.

### **3.9 Chapter summary**

This chapter provided a clear understanding of how the investigation was performed. Furthermore, the qualitative technique and the methodology employed for the investigation were discussed. The investigation used a random and convenience sampling technique to select the sample from the population. The form and the procedure of the sampling, including the unit analysis, were explained.

The interview schedule, containing semi-structured questions to obtain meaningful, in-depth data from the participants, and its procedures, were explained. Ethical procedures played a

vital role in the research and involved elements such as confidentiality, ethical clearance from CPUT and signed informed consent forms. Validity and reliability of data were described.

## **CHAPTER 4:**

### **DATA PRESENTATION, INTERPRETATION AND ANALYSIS**

#### **4.1 Introduction**

This chapter interprets and analyses the data collected from the interviews, from the facts collected from the participants. Data were collected using one-on-one interviews with all participants. The themes with important information are identified. For the classification of groups and themes, the researcher examined the transcripts of the interviews of the participants' responses. The participants' statements were recorded and grouped as numbers (the process is known as thematic analysis) to choose common denominators within the groups and to acknowledge the identified themes (Cebekhulu, 2016:85).

The aim of the study was to investigate whether the security systems and measures in place in the B&Bs in Idutywa and Butterworth are effective and to propose meaningful action to remedy any identified shortcomings. The objectives of this study are grouped into two sections, the main research objective and sub-research objectives, and flow from the research aim.

**Main objective:** To assess whether there are effective security systems employed to assist productive security personnel in the B&B industry in Idutywa and Butterworth in the Eastern Cape Province to cope with security issues at the B&Bs.

**Sub-objectives:**

Assess the productiveness of security systems that are employed to protect staff, guests and assets;

Identify what valuable assets of staff, guests and the organisations need to be protected; and

Determine the internal and external risks facing the assets of staff, guests and the B&B organisations.

The study outcomes are presented as follows. Biographical data of participants are given in Section A and the data on the elements contributing to the measures of security at B&Bs are presented under Section B.

#### **4.2 Section A: Biographical data**

Biographical data played an important role in the investigation because it gave the researcher an understanding of who the research participants were in terms of their age, ethnic group, gender, marital status, position, employment and education qualifications. The data obtained from the participants were relevant to the study because all research participants were either visiting the B&B or working at the B&B.



#### 4.2.1 Biographical information of participants

The biographical information reflected in Table 4.1 includes the participants' age, ethnic group, race, marital status, qualifications, position and length of employment. As agreed, all 20 participants at the eight B&Bs were interviewed at their work- or sleeping places.

The duration of the interviews varied between 45 minutes and one hour.

**Table 4.1: Biographical information of participants**

Participants	Age	Race	Gender	Marital status	Position	Length of employment	Qualifications
1.	37	Black	Female	Single	Staff	3 years	Grade 12
2.	33	Black	Female	Single	Staff	2 years	Grade 12
3.	36	Black	Female	Single	Staff	2 years	Grade 12
4.	30	Black	Female	Single	Staff	2 years	Certificate in Tourism
5.	34	Black	Female	Single	Guest	N/A	Grade 12
6.	40	Black	Female	Married	Guest	N/A	Diploma in Nursing
7.	46	Black	Female	Married	Guest	N/A	Grade 12
8.	44	Black	Female	Married	Guest	N/A	Diploma in Accounting
9.	51	Black	Female	Married	Guest	N/A	Grade 12
10.	54	Black	Male	Married	Security	6 years	Grade 9
11.	56	Black	Male	Married	Security	8 years	Grade 4
12.	48	Black	Male	Married	Security	4 years	Grade 7
13.	41	Black	Male	Married	Security	7 years	Grade 6
14.	39	Black	Male	Single	B&B Manager	9 years	Grade 12
15.	28	Black	Male	Single	B&B Manager	4 years	Grade 12
16.	37	Black	Male	Married	B&B Manager	3 years	Diploma in Tourism
17.	35	Black	Male	Single	B&B Manager	2 years	Hotel Management diploma
18.	41	Black	Male	Married	B&B Manager	5 years	Diploma in Education
19.	44	Black	Female	Married	Guest	N/A	Grade 12
20.	47	Black	Female	Single	Guest	N/A	Diploma in Education

Source: Researcher's construct (Research Data)

##### 4.2.1.1 Ages of participants

The ages of the participants varied. Ten of the twenty participants were between 30 and 60 years of age. The investigator tried to involve research participants who had a capacity for personal decision-making. The research study required participants that are above 18 years of age for ethical reasons, as suggested by Cebekhulu (2016:86).

#### **4.2.1.2 Race of participants**

All of the investigation participants were black, which is not surprising as the research area is predominantly black. Visitors and staff of other population groups are very rare in Butterworth and Idutywa. Researchers should consider the diversity of culture, which includes race, gender and age, and where there is a lack of diversity among participants, there might be serious research and ethical consequences regarding acceptability. Efforts were made by the investigator to ensure that the gender and communication abilities were considered for the research participants to be able to express their opinions freely (Efendi, 2020:389).

#### **4.2.1.3 Gender of the participants**

Of the twenty participants, eleven were females and nine were males. The investigation suggests that the security at the B&Bs in the study area is male-dominated. Most security officers in the B&B industry are males and the security industry is known as a male-dominated industry (Ghaderi et al., 2017:552). No comments can be made regarding the gender of the visitors, except that only females were in residence during the study period. However, in the past few years, there has been an increase in the number of female security staff in the industry. With this positive change, the security field is diversifying and the need for female security staff is rapidly growing (Ghaderi et al., 2017:553).

#### **4.2.1.4 Marital status of the participants**

Of the twenty participants, eleven were married, while nine were single. This data cannot be generalised but researchers should look at the diversity of their research participants and ensure that their marital status is recognised and respected for them to feel welcomed and to express themselves freely (Cebekhulu, 2016:87).

#### **4.2.1.5 Employment positions of the participants**

Employment positions of the participants varied. Not all participants were security officers who perform security duties but included guests (whose employment status was not requested), staff and the management of the B&B. The investigator ascertained that of the twenty participants, four were security officers, four were staff working at the B&B, seven were guests visiting the B&B and five were B&B managers, who oversee management duties at the B&B. It is very important to look at the different positions of the research participants. Some are in positions of authority, such as the B&B managers, and they expected the researcher to recognise their positions and address them by their titles, as they had worked very hard to attain their employment status. During the interview process, due to experience and educational background, managers were forthcoming with information as they could understand the question and answer accordingly, while some security officers needed detailed explanations before they could respond to the questions (Cebekhulu, 2016:88).

#### **4.2.1.6 Length of employment service of participants**

Of the twenty participants, ten had between two and six years of experience working at the B&B establishment, three had between seven and nine years of experience, while the remaining seven were guests at the B&Bs during the time of the investigation, and therefore employment was not a criteria, and the question did not apply to them. The length of employment and age appeared to be interlinked, which could involve limited career growth at certain ages. From the interviews the researcher observed that older employees may be more patient and tolerant and have learned coping strategies under stressful situations than younger employees. Satisfied employees will be more productive and experienced and remain at an organisation for longer periods, whereas dissatisfied employees will not be productive and ready to quit their jobs quickly (Latan & Noonan, 2017:4).

#### **4.2.1.7 Educational qualifications of participants**

Of the total of twenty participants, nine hold a Grade 12 certificate, six hold national diplomas in different fields, one holds a college certificate in tourism management and the remaining four hold school qualifications from grades 4 to 9. These participants were over the age of 40 years which suggests that it was not necessary prior to 1980 to attain a high level of schooling, especially for unskilled or semi-skilled employment. The investigator ascertained that those qualifications play a vital role on how employees think, communicate, teamwork, problem-solving and for a positive attitude in the workplace, and apply the required skills as far as safety and security are concerned (Cebekhulu, 2016:89).

### **4.3 Section B: Elements contributing to effective security systems and measures at B&B establishments.**

Several contributing elements were ascertained in the collection, interpretation and examination of the data acquired from participant's narratives. These elements are discussed in detail below.

#### **4.3.1 Nature of business services at B&B establishments**

To establish the kind of business of the establishment under investigation, the participants were asked the following prepared questions.

**Question 1:** In what type of business is your establishment engaged if it is not a B&B? This question aimed to comply with the study objective: Outlining the type of business in which B&Bs are engaged.

In answering this question, the participants provided differing feedback, although the guests could only voice their opinions on this aspect. Nineteen of the participants indicated that the B&B operated for commercial gain, meaning that guests pay money to use the B&B, while only

one participant stated that he is employed as a security guard at the B&B that offered accommodation to visitors. This response suggests that the respondent did not fully understand the question as his response is the same as the other 19 participants. The question was asked because the B&Bs also provide other services such as conferences, meeting venues and dining to the guests and the local society in general. A B&B, as a profit-generating establishment, focusses its attention on attracting more guests to the establishment, so that they can make more money and employ more people from the surrounding communities (Linda, 2020:373).

#### **4.3.2 Provision of operative security at B&B establishments**

The investigator wanted to establish whether the B&B organisations had security structures and policies in place, by asking the following questions.

**Question 2:** Does the B&B establishments have a proven and up to date security policy and procedure in place? Question 2 aimed to address the study objective of determining if there are security procedures and policies in place as part of operational security.

The participants offered similar answers to the question. Nineteen of the participants stated that there are up to date security policies and procedures in place at the B&Bs. Guests and the general staff responded according to what they had observed at the B&B. One participant stated that he did not know whether the B&B where he is working had a security policy and procedure in place. It is confirmed that most of the participants understood that the B&B establishments had a constructive security structure, with procedures and policies in place to protect guests, workers, management and the organisation's assets.

Security policies are vital because they give clarity on the goals of the B&Bs' security component. Security procedures are also important because they indicate the steps that should be observed as a guideline by the security officers to achieve the objectives as outlined in the security policies (Linda, 2020:374). Policies and procedures are also viewed as the simplest but most efficient form of security to protect the establishments because they are compiled and written for the security officers to follow. Where there are no security policies and procedures in place, the security staff would not be able to fulfil their security duties properly; however, this was found not to be the case at the B&Bs under investigation (Malleka, 2020:7).

#### **4.3.3 Valuable assets in B&B establishments**

The following question sought to establish from the participants what were the assets in the B&Bs that needed to be safeguarded.

**Question 3:** Are there any valuable assets in the B&B establishments that need to be safeguarded? The question sought to answer the study objective to investigate which valuable

assets needed to be safeguarded at the B&B establishments, but guests could only respond according to their requirements for safeguards their own valuables.

Of the 20 participants, 17 stated that valuable assets in the B&B establishments that needed to be safeguarded included visitors' valuables, staff possessions and B&B assets such as computers, laptops, furniture, Telkom phones, cell phones, tablets, jewellery and money. The remaining three participants indicated that guest information, bank card information and B&B assets should also be safeguarded.

Belongings that guests bring to the B&Bs also need to be safeguarded from B&B thieves, such as staff members, intruders and other visitors. These belongings may be jewellery, cameras, and handbags containing important items such as driver's licence, identity documents, keys and bank cards. The B&B establishment should provide a safety box in each room (or at least at Reception) where visitors can store their valuables for safekeeping. Items such as laptops, electronic devices, banks cards and B&B assets such as suitcase stands, linen, dish cloths, towels, pictures, crockery, cutlery, small carpets, plumbing/taps are stolen; these need to be safeguarded by the security personnel (Cebekhulu, 2016:88).

All participants had a common understanding of the use of what were the vital assets that needed to be safeguarded, as clearly stated by participant 9 when she stated that "all B&Bs are for visitors and no one else", meaning that B&Bs would not exist if they were not meant for guests, who are the main focus in the B&B industry. Furthermore, participant 14 elaborated on the previous statement, saying that "not only safeguarding of visitors from robbers is required but also from other visitors who have hidden intentions of terrorising guests". This finding suggests that some visitors are not what they appear to be.

If visitors' valuables were safeguarded they would always feel safe and secure at the B&Bs. Employees are also vital assets because if they suffer serious injuries, or incidents take place within the B&B establishment or while on their way to and from the B&B, their lives or assets cannot be replaced (Matyas & Csege, 2019:72). Participant 7 stated "assets as far as the B&B is concerned are equipment, electronic devices and company cars but to me, it is the staff and information of the B&B establishment". Credit card information also needs to be safeguarded at all times as it is vital to guests and the B&B (Cebekhulu, 2016:89).

#### **4.3.4 Challenges of crime at B&B establishments**

The following question sought to establish if there was any crime targeting the assets at the B&B establishments.

**Question 4:** What are the challenges of crime experienced in and around the B&Bs, which threaten the assets of the establishments, staff or guests/visitors? The question sought to

answer the objective to identify the challenges facing the safety of assets in the B&B establishments. All participants appeared to be aware of the crime in the study area.

In answering the question, the participants provided differing answers. Seventeen of the participants stated that prostitution, theft of visitors' valuables and B&B assets are the main challenges facing the B&B establishments. Three participants further mentioned that assault and murder of security personnel had been experienced at the B&Bs.

All the participants responded appropriately, noting the different types of challenges facing B&B establishments, especially when the B&B was open for 24 hours a day. The participants provided differing opinions on the aspect of crime challenges at the B&B establishments. Participant 11 stated:

“Some of the challenges of crime in the B&B establishment, in most cases, are caused by the negligence of visitors, who should have followed the rules of the establishment. Visitors are the ones who expose themselves to risk from perpetrators, prostitutes and armed robbers sometimes. They are not only exposing themselves to risks but also the B&B establishments”.

In explaining how visitors break the B&B rules, Participant 4 went on to say that:

“Visitors do things themselves, by inviting a person they do not even know to their rooms. These people are capable of drugging them and you may sleep for a very longest time”.

Most of the participants scored prostitution as the highest and the most common crime experienced by the B&B industry, which includes other crimes such as drugging (using and selling of drugs), holding hostages, killings and stealing guest's valuables.

It would appear that some visitors and prostitutes have an agreement, which makes it very challenging for the B&B owner to mitigate the situation and for security staff to monitor this crime. Participants 6 and 9 support this when they highlighted that “visitors sneak prostitutes inside the B&B because they do not want to pay an extra fee for them”. This action gives more power to the prostitutes when visitors are drugged and/or robbed and the B&B management is unable to trace who was in the visitor's room when the incident happened (Matyas & Csege, 2019:73).

#### **4.3.5 Incidents of loss at B&B establishments**

To examine the type of incidents of loss the B&Bs encountered, the investigator asked the following question of the participants.

**Question 5:** Has the B&B establishment encountered any loss in the previous three years? The question aimed to answer the objective to ascertain what incidents of loss were encountered in the B&B establishments.

In answering question 5, participants provided two different answers in their responses. Although guests may not be aware of crime at B&Bs, 18 of the participants stated that losses took place mainly due to fire, where, for example, a drunk visitor fell asleep while smoking a cigarette. However, it is challenging to know exactly what causes these fires, but they seem to occur more often, especial when there is thunderstorms. Perhaps fires are caused by electrical faults or negligence in the B&B kitchen. Most of the participants stated that fire was a common incident in B&B establishments.

Fires at the B&B establishments are common. Participant 3 stated “we had fire (sic) that burnt down two of our rooms and lost visitors’ valuables because they were also burnt by the fire and the B&B management had to block the rooms for maintenance”. Fires may cause a B&B to lose visitors because they will go to other establishments since the preferred establishment is not available. As fires in the B&Bs are seen as common, they may be triggered by the different factors, such as faults in electricity from the laundry room, or in the B&B kitchen (Pattern & Newhart, 2018:15). In some cases, B&B employees may cause the fires by burning old material that is no longer needed by the B&B, but visitors do also cause some fires. Participant 5 confirmed this: “one of our visitors was drunk, and he fell asleep while smoking a cigarette that burnt the sheets and suddenly the fire occupied the entire room”.

The remaining two participants stated that the collusion of staff and security personnel produced the most losses, as they connived to perform illegal activities, including robbery and stealing the B&B’s assets or the guests’ valuables. Other participants stated that staff members are likely to team up or collude with security personnel when they plan to commit crimes in the B&Bs.

Collusion among B&B employees and security personnel is common in the B&B establishments (Cebekhulu, 2016:91). This is confirmed by Participant 14 when saying:

“This take place when employees planned to do illegal activities in the B&B workplace, such as transporting B&B stolen goods, like laptops, computers, printing machines, drug smuggling and prostitution, as employees and security personnel conspired, most times through a bribe from an employee, and one of these parties is likely to get away with crime”.

Collusion by these employees, according to Participant 8:

“...may be influenced by the dishonest and disloyalty of the employees who may either not getting their salaries on time or not getting their salaries at all or need to generate an extra cash”.

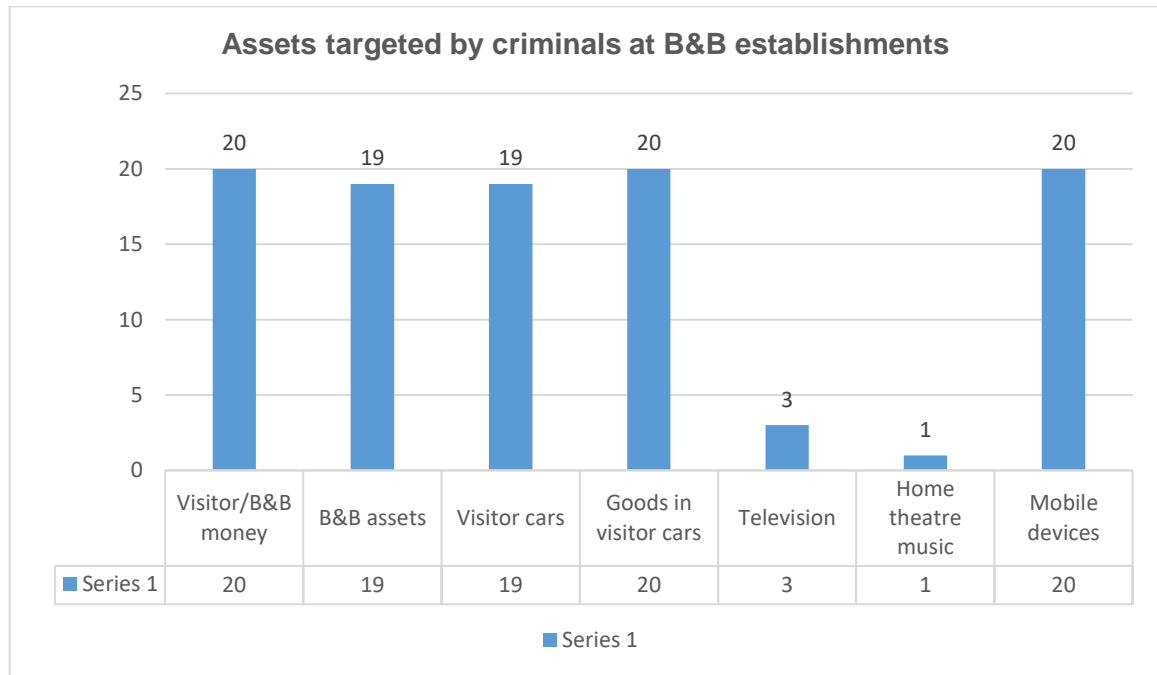
It does occur that employees that befriend security personnel make illegal deals with the security personnel and this is where the problem starts (Nicholas, 2017:90).

#### **4.3.6 Assets of interest for criminals to pursue at B&B establishments**

To determine in which assets criminals are interested at the B&Bs, the investigator asked the following question.

**Question 6:** Which assets do the B&B robbers target? This question addressed the objective to determine which assets criminals targeted at the B&B.

All twenty of the participants responded to this question, including the guest-participants who volunteered their views on the question. The responses are reflected in Figure 4.1.



**Figure 4.1: Assets targeted by criminals at B&B establishments**

Series 1: Number of research participants who participated in the interviews.

As seen in Figure 4.1, participants revealed that the criminals target B&B visitors' money, cash from the B&Bs, B&B assets, including linen, money, computers, laptops and furniture, visitors' cars, goods inside visitors' cars and mobile devices, while a few participants stated that television and home theatre music systems were also targeted. All participants confirmed that visitors/B&B money, items inside visitors' cars and mobile devices are mainly targeted. Most participants also confirmed that B&B assets and visitors' cars were also targeted, while a few participants stated that televisions and home theatre music systems were also targeted. However, all participants indicated that criminals are looking mostly for mobile devices such as laptops, cell phones and computers and all participants revealed that visitors' or B&B cash were also target by criminals. All participants stated that crimes could be prevented if foreign visitors did not change their money into South African Rand at the airports on arrival. Foreign visitors who do not change their money into Rand apparently it is unlikely to experience these kind of crimes, as criminals would be forced to go to foreign exchange bureaux to change the money that they had stolen into Rands, and their identity documents or driver's license and



passports would be requested and questions would be asked, such as to where they got the money.

Money is considered a vital asset in the eyes of a B&B criminal (Nicholas, 2017:93). Participant 7 mentioned that “Money is something that is valuable to someone who needs it most”, while participants 14 also stated that “Money, cell phones, room safes and jewellery are valuable in robbers’ eyes”. Cars are also targeted, especially when there is a conference at the B&B and there are many visitors. Participant 6 stated:

“Certain groups/gangs specialise in targeting visitor cars and their wheels. These groups pretend to attend conferences because they want to know who is driving what and how solid is the security and is there any security looking after the cars in the parking spaces”.

Some participants stated that the robbers could also rob the goods that are inside the visitors’ cars at the B&B parking areas.

Participant 12 revealed that the criminals in the parking area of a B&B establishment stole two cars. Participant 9 stated that criminals would jam the car doors so that the doors cannot lock, with the aim of stealing luggage and anything valuable inside the car. Jamming is a method utilised by criminals to prevent the car from centrally locking to prevent breaking into the vehicle that will deactivate the alarm (Nicholas, 2017:95).

#### **4.3.7 Profile and methods used by criminals at B&B establishments**

The question was asked of the participants to establish who the B&B criminals are and what methods they employ in committing B&B crimes.

**Question 7:** What are the profiles and methods used by the B&B criminals? The question addressed the objective to determine the profiles and criminal activities used by the criminals.

Nineteen of the participants, including guests who have knowledge of crime in the study area, offered the following responses under the profile and methods used by the criminals:

- Females: B&B criminals could be females.
- Males: B&B criminals could be males.
- Different ages: B&B criminals do not have a specific age; anyone can be a criminal.
- Different ethnic groups: B&B criminals can be from any ethnic group.
- Criminals dressed in expensive clothes and sometimes overdressed for the occasion: They do dress to be noticed or to impress.

Many criminals do not look suspicious but are usually armed when robbing unarmed guests in the B&B establishments. Furthermore, while unpacking the methods employed by the criminals at the B&B establishments, 19 of the participants stated the following:

- Criminals normally work in pairs or groups.
- Criminals are usually talking on their cell phones more than usual.

- They like to walk around while checking the exits of the establishment.
- They steal computers or laptops of targeted B&Bs because they want to sell information of the B&B to competitors.
- They chat with their victims while planning to rob them.

In profiling the criminals, participants stated that the criminals were people who once visited the establishment as a guest, former staff member, or a contractor, thus having some 'inside' knowledge of the B&B. Participant 10 supported this view by highlighting that:

"I know the criminals; they used to work for a service provider that we used to call whenever we have problems with the plumbing or geysers here at the B&B".

This could explain why criminals would appear to have more information about the premises than could be reasonably expected and would therefore be able to stage their criminal activities at the B&Bs successfully (Sumb, 2019:165). Having information of the B&B could advantage the criminals when robbing the B&Bs.

The remaining one participant stated that they did not have a clear picture of the profile of the criminals and their methods since they had never experienced an attack by criminals since joining the B&B industry. Participants who had not yet experienced B&B criminal activity should consider themselves very lucky but that does not mean that the B&B should not have an effective and operational security system in place (Cebekhulu, 2016:95).

#### **4.3.8 Security measures and systems for safeguarding of B&B establishments**

To examine what measures and systems were implemented to avoid crimes in the B&B establishments, the participants were asked the following question.

**Question 8:** What security measures and systems are currently in place to safeguard the B&B assets? This question sought to address the objective to determine the effectiveness of the security measures and systems that are currently in place at the B&Bs (guests were not required to answer this question if they felt they had no information to provide).

In answering the question, 13 participants (those working at a B&B) answered on their understanding of what security was in place at the B&B, as reflected in Table 4.2.

**Table 4.2: Security measures safeguarding B&B establishments**

<b>Security measure &amp; Systems</b>	<b>Participants</b>
CCTV cameras	13
Access control gate	13
Security personnel	13
Alarm system	13
Intercom	13
Telephone system	13

#### **4.3.8.1 CCTV cameras**

Thirteen participants confirmed that they have CCTV cameras at the B&B to record daily activities. This footage can be saved in the recording system for a couple of days. Therefore, B&B owners can make use of CCTV cameras for any investigation. However, the CCTV cameras should not capture the individual's private time. Cebekhulu (2016:95) explains that the CCTV cameras should not be installed in places like bedrooms and toilets but in public areas like Reception, parking, bars and corridors and there should be warning signs of the presence of CCTV cameras.

#### **4.3.8.2 Access control gate**

Thirteen participants mentioned access at controlled gates. It is a standard procedure that all staff and visitors should access the premises through access-controlled gates where they can be seen and identified. Security personnel are normally stationed at the main gates to control the access and departure of staff and guests of B&B establishment (Cebekhulu, 2016:95).

#### **4.3.8.3 Security personnel**

Thirteen participants confirmed the importance of security personnel at any B&B establishment, as they are the human element behind electronic security systems that are in place.

#### **4.3.8.4 Intercom**

The importance of this facility was highlighted as the intercom can be utilised by visitors in a case of emergency from their rooms, to inform Reception that they need assistance, or from the Reception to guests' rooms (Cebekhulu, 2016:95).

#### **4.3.8.5 Alarm system**

Thirteen participants highlighted the alarm system as being vital in a B&B establishment because guests may not have time to explain what is happening, such as being attacked by

criminals. Pressing the panic button notifies the security response company or police (Cebekhulu, 2016:95).

#### 4.3.8.6 Telephone system

The telephone system can be utilised by guests in serious cases of assistance required or emergencies from their allocated rooms to Reception, or by staff and the security personnel from their action stations (Cebekhulu, 2016:95).

#### 4.3.9 Frequency of risk analysis at B&B establishments

This question asked of participants was for the investigator to examine how often the security officers checked possible risks at the establishment and whether they investigated potential crimes.

**Question 9:** How many times does the B&B do a risk assessment of the B&B management, the staff and of the guests? The question aimed at addressing the objective to examine the frequency of conducting risk assessments at B&Bs.

The question was asked because the B&B establishments have access points that may be used by criminals to access the establishment. Thirteen of the participants answered the investigation question as revealed in Figure 4.2.

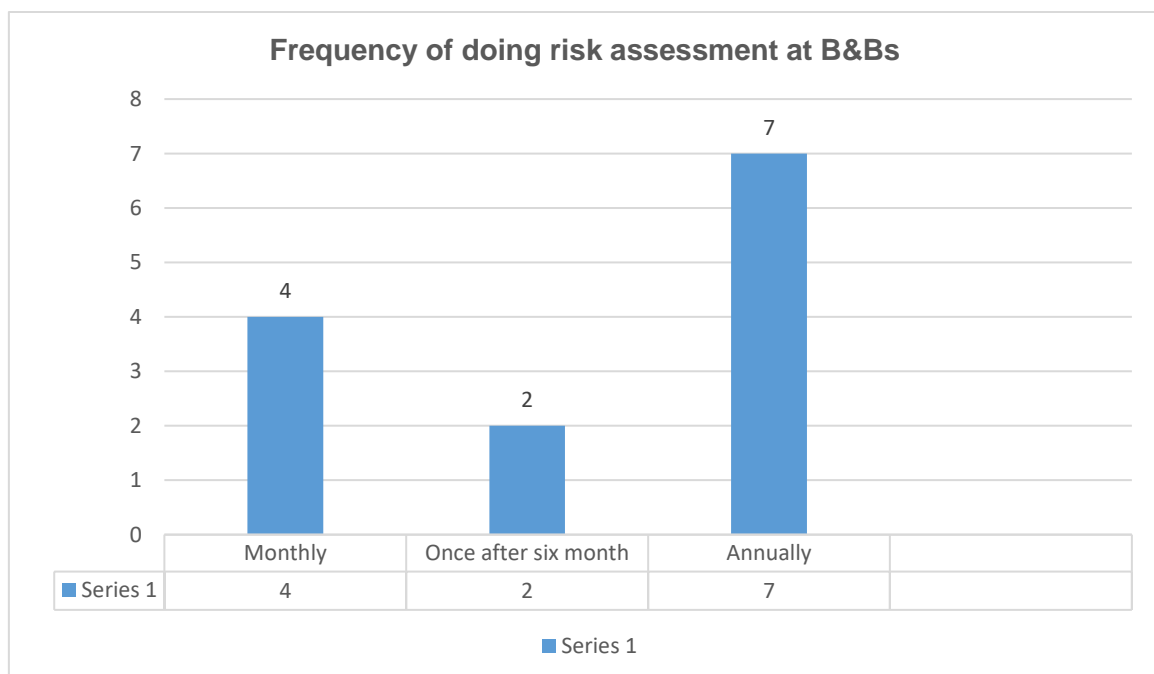


Figure 4.2: Frequency of doing risk assessment at B&Bs

Figure 4.2 above reveals that four of the participants stated that risk assessments are done monthly, two participants stated that risk assessment is done once every six months, while the remaining seven participants indicated that risk assessments are conducted annually. The results indicate that risk is of a major concern in B&Bs and the security component is not adequately observed. B&Bs should not wait for a crime to happen but should hire risk assessment experts to access the establishment regularly, not leave lengthy intervals between assessments.

The participants who indicated that risk assessments are done monthly at their establishment stated that the security manager or a private organisation conducted the assessments. Seven participants stated that the establishment used an outsourced supplier to do the risk assessment on their premises yearly. It is very important to understand that risk assessments are safety measures that are vital in ensuring the safety and security of the guests (Efendi, 2020:395).

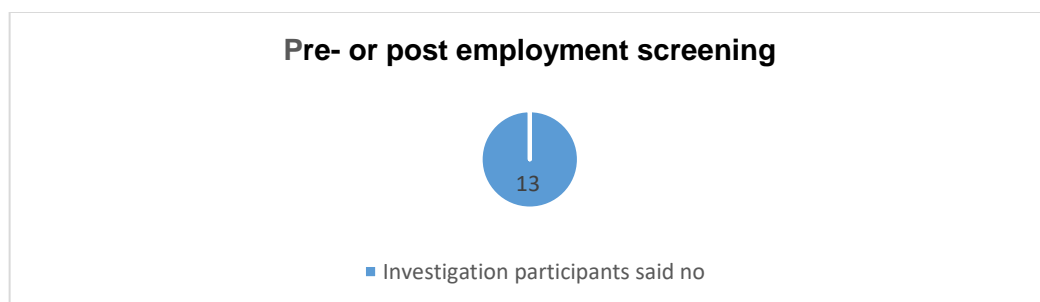
To conclude, risk assessments are very important and need to be done regularly in all B&B establishments to avoid risks, not only when there are crime challenges facing the B&Bs. The risk assessment of one B&B could differ from another B&B's requirements, based on their risk exposure (Sumb, 2019:168).

#### 4.3.10 Staff background checks at B&B establishments

For the investigator to determine if B&B staff, whether permanent or on contract, were the appropriate people to be employed in the B&B establishments with regards to honesty and trust, the following question was asked of participants.

**Question 10:** Is screening, pre- or post-appointment, conducted on all staff members at the B&Bs, including security officers? This question aimed to address the objective to find out whether pre- or post-employment screening is done for staff and security personnel at the B&Bs. Some guests gave their personal views on what *should* be done before employment.

Figure 4.3 below reveals the responses to this question.



**Figure 4.3: Pre- or post-employment screening**

From Figure 4.3 above it can be seen that 13 of the participants said “No, pre- or post-employment screening is not done at their B&Bs. Screening indicates that the B&Bs are cautious about staff members working for them and want to promote an environment that is safe and secure for employees and visitors. The information received gave the investigator the impression that even though the B&Bs operate as a lucrative business, the staff they employ may still put the B&Bs in danger (Malleka, 2020:21). It is understood that dishonest employees may cause the B&Bs problems by stealing B&B assets and guests’ belongings.

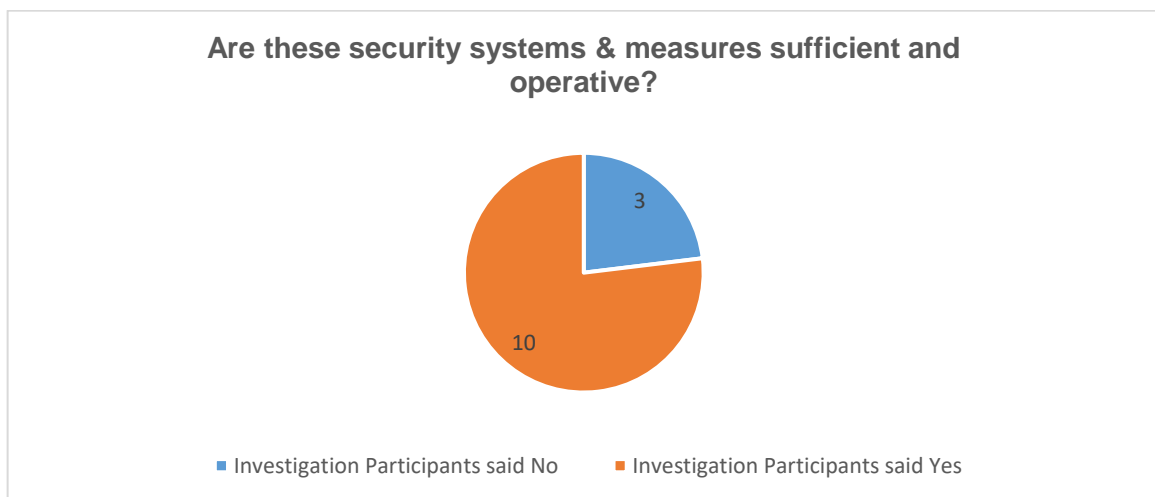
It can be concluded that most B&Bs in the study area do not conduct pre- and/or post-employment screening and that could place them at a disadvantage because they cannot identify staff challenges well in advance and prevent these (Linda, 2020:380).

#### 4.3.11 Sufficient and operative security systems and procedures at B&B establishments

The investigator asked a question of participants to examine if current security measures are sufficient and operative to safeguard the B&B’s staff and guests’ belongings.

**Question 11:** In your opinion, are these security systems and procedures sufficient and operative? The question sought to address the objective to determine whether the security systems and measures are sufficient and operative.

In answering this question, 13 of the participants answered as reflected in Figure 4.4



**Figure 4.4: Sufficient and operative security systems and measures at B&Bs**

From the figure above can be seen that ten of the participants said “Yes”, that the security systems and measures of the B&Bs are sufficient and operative, while the other three of the participants said “No”, the systems were insufficient. Many of the participants confirmed that

security systems and measures at the two B&Bs are sufficient and operative but some participants stated that current systems and measures at the B&Bs are not as sufficient and operative as they should be, therefore there is a need for improvement or re-evaluation. This information indicates that current security systems and measures could need re-evaluation to ensure safeguarding of the B&B as a whole (Nicholas, 2017:94).

It can be said that security systems and measures are in order at the B&Bs as stated by ten of the participants but it is of concern that three of the participants recognise a need for improvement or re-evaluation of the current security systems and measures.

#### **4.3.12 Effect of risks at B&B establishments**

To examine the effect of risks at B&Bs, the investigator asked the following question.

**Question 12:** What will be the effect on the B&B establishments should the risk take place? The question probed the study objective to determine the effect on the B&Bs should any risk take place.

The participants gave differing responses to the question, where ten of the participants indicated that B&Bs would develop a bad reputation, lose customers and possibly have to close the business. Three respondents indicated that the risk could chase visitors away and they would lose customers, which is actually saying the same thing. It is possible that participants did not fully understand the question.

The participants indicated that visitors would never return to the B&B and through word-of-mouth they would advise other guests not to come to the B&Bs due to the unsafe nature of the establishment. The marketing policies state that word-of-mouth referrals play a vital part in attracting guests to the B&B industry (Kotler & Armstrong, 2014). The spread of positive or negative experiences of services received is important in attracting guests or chasing them away.

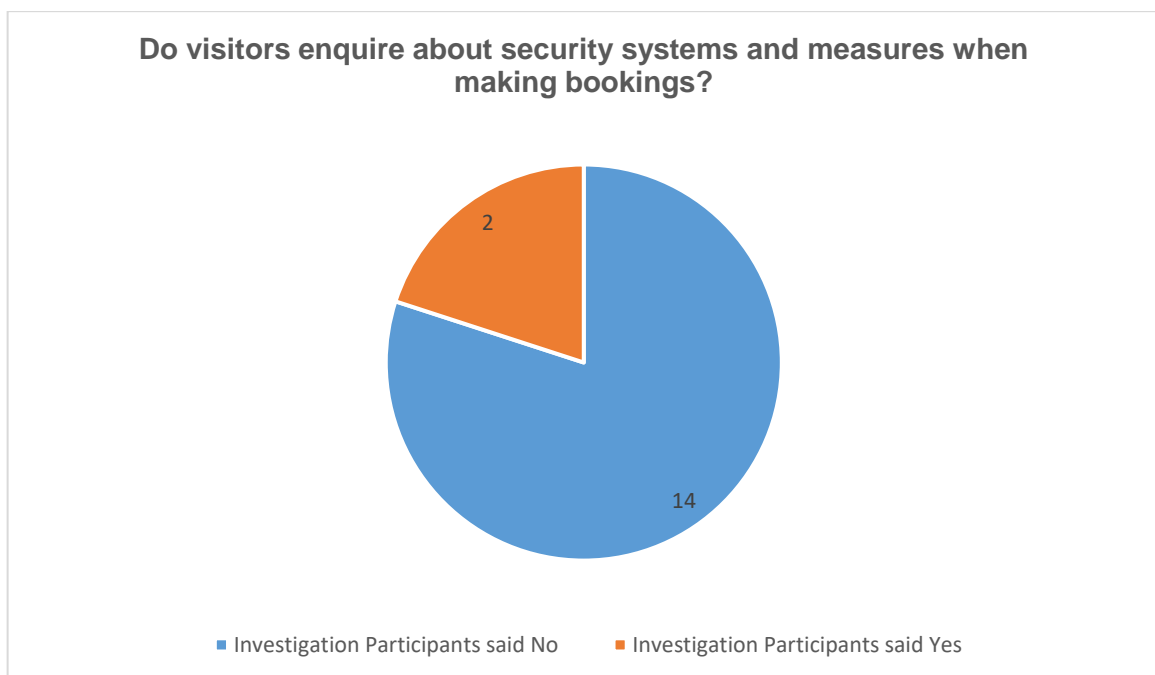
The question was raised because all B&Bs depend on their good reputations to attract more guests. Reputation is a vital aspect in any organisation but especially in a 'people' industry such as the B&B industry. This is one of the most important things for a B&B; visitors' choices depend on a B&B's reputation, hence safety and security issues of the establishment are vital. It can be said that the effect on the B&B organisation may be considerable if a risk incident take place at a B&B establishment (Matyas & Csege, 2019:79). Regular visitors have a level of loyalty to specific B&Bs due to the safety and service they always perceived. This speaks to the way in which B&Bs handle their business to satisfy the guests and staff; security should be at the centre of the organisation's planning and take first priority to safeguard the assets, staff and the guests (Kruger et al., 2010:1; Cebekhulu, 2016:102).

#### 4.3.13 Enquiries of visitors on security systems and measures at B&B establishments

The investigator wanted to know from the participants if visitors showed any concern about security when making their reservations, by asking the following question.

**Question 13:** Do visitors enquire about security systems and measures when making their bookings? Question 13 aimed to address the objective of ascertaining whether visitors enquired about security systems and measures when making their bookings.

Sixteen of the participants answered the question as outlined in Figure 4.5.



**Figure 4.5: Enquiry of visitors about security systems and measures when making their bookings**

The data reveal that the majority 14 of the participants said “No”, visitors do not enquire about security systems and measures when making their bookings but two participants stated that visitors did enquire about security systems and measures when making their bookings.

The question was posed because safety and security in any organisation plays an important role in the visitors’ mind. The answers of many participants indicate that visitors do trust that B&Bs offer sufficient and operative security for the safety of the guests, staff and the B&B’s assets. It can be said that safety and security is a major issue to all persons when guests make a booking at the B&Bs as certain guests are prepared to first examine the level of safety and security before they make a booking (Matyas & Csege, 2019:75).



It is evident that the type of visitor plays a vital role when making a booking. Security is determined by some visitors who visit the establishment, for example, if the establishment hosts high-profile guests like actors, politicians or sports personalities and the level of safety and security should correspondingly be very high (Latan & Noonan, 2017:31).

#### **4.3.14 The feelings of visitors about security systems and measures at B&B establishments**

The investigator asked participants if visitors expressed their feelings about the level of safety and security before they left the B&Bs, by asking the following question.

**Question 14:** How do visitors feel about their safety and security at the B&B? The question wished to address the objective of ascertaining how visitors felt about safety and security at the B&B establishments.

All twenty of the participants indicated that visitors felt safe and secure at their B&B establishments. Furthermore all the participants claimed that when they checked out, visitors showed satisfaction with the security provided by the B&B. This suggests that B&Bs around Idutywa and Butterworth are concerned about the safety and security of visitors.

All participants indicated that before visitors left the premises, they showed satisfaction on the level of safety and security. The participants stated that visitors stated that they would return to the establishments and also indicated that they would be inviting their friends, families, colleagues and church members to visit the B&Bs. Participants maintained that safety and security in the B&Bs is vital, as it motivates a number of visitors to keep visiting a particular B&B as the preferred accommodation establishment. It can perhaps be concluded that the level of safety and security at B&Bs is in line with the expectations of visitors. It is clear that some B&B exceed the required levels of safety and security they offer visitors (Cebekhulu, 2017:105).

#### **4.4 Chapter summary**

All responses from the participants and from interviews were analysed and explained. The explanations and analyses were generated by linking the empirical outcomes of the investigation as the source of data to the contribution made by the investigator in interpreting the participants discoveries (Efendi, 2020:395) and addressing the study objectives.

The study examined the themes that were identified after transcripts were completed and sorted. The themes that were highlighted were the biographical information of each participants, type of business service at the B&B establishment and whether the security structures were sufficient and operative at the B&B establishment. The themes included B&B assets that needed to be safeguarded, the risk of crime at the B&B establishments, incidents

of crime at the B&B establishments, assets targeted by criminals at the B&B establishments and the profile of criminals targeting B&B establishments (Nicholas, 2017:96).

The themes included the interventions implemented by the B&B management in safeguarding the assets of staff, guests and the B&B. Security systems and measures at the B&B establishments included the frequency of analysing risks, staff members' background checks, sufficient and operative security measures, the effects of risk, enquiries of visitors on security at the B&B establishments; the feelings of visitors about security systems and measures at the B&B establishments were discussed in detail (Kotler & Armstrong, 2014:1; Cebekhulu, 2016:115).

The explanation and analysis of the participants' narratives played a vital role in examining the true facts of security systems and measures that were explored at the selected B&Bs in Idutywa and Butterworth.

## **CHAPTER 5: SUMMARY, CONCLUSION AND RECOMMENDATIONS**

### **5.1 Introduction and study summary**

The investigation focused on the examination of the risks to B&B assets, staff, and guests. Various types of crimes in B&Bs and the current security systems and measures in place were also addressed. The study considered the provision of operative security at B&Bs, valuable assets in B&B establishments, and the challenges of crime at B&B establishments. Incidents of loss at the B&Bs, assets of interest for criminals to pursue, the profile and methods used by criminals at the B&B, and the security measures and systems for the safeguarding of B&Bs were highlighted. The frequency of risk analysis at the B&Bs, staff background checks, sufficient and operative security systems and procedures at the B&Bs were discussed. Finally, the effect of risks at the B&Bs and the feelings of visitors about security systems and safety measures at the B&Bs formed part of the study.

This chapter summarises and concludes the study. Recommendations are formulated based on the findings and the limitations of the study identified by the researcher. The recommendations are suggested for the re-evaluation and/or improvement of the security systems and measures at the B&Bs, as well as for future investigations into the related topic.

### **5.2 Study conclusions**

The investigation employed a case study research design at Idutywa and Butterworth in the Eastern Cape Province where the security systems and measures at specifically identified B&Bs were examined. As highlighted in Chapter 1, this is the first empirical investigation conducted in Idutywa and Butterworth in the Eastern Cape Province, for safeguarding assets, staff, and guests, and to consider strategies of crime prevention in the B&B industry. The significance of this investigation was relevant to the local communities since local people are visitors and employees at the B&B establishments. Safety and security awareness is considered in highlighting the insufficient and ineffective security systems and measures at B&Bs to make the industry stakeholders aware of problems, including security experts, owners, businesses, people, and visitors who all form part of the core business in the B&B industry. This identification promoted the comprehensive understanding of crimes and incident-related challenges facing the B&B industry due to insufficient security systems and measures at B&Bs in Idutywa and Butterworth in the Eastern Cape Province.

To get the attention of stakeholders in the B&B industry in preventing crimes and incidents from happening in the B&Bs establishments, through operative security systems and measures, their effectiveness and operativeness had to be examined. The examination comprised a qualitative investigation where interviews were employed as the data collection

method, which involved 20 research participants comprising security officers, B&B managers, staff, and guests at the B&Bs in Idutywa and Butterworth in the Eastern Cape Province. The investigation was conducted to examine and document the vital role played by the security officers, staff and B&B managers in the safeguarding of B&B assets, guests' valuables, and the impact of crimes and incidents that took place in the participating B&Bs, as well as identifying criminals responsible for B&B crimes. The investigator employed an empirical study and investigation processes and procedures were followed. The aims and objectives of the research study, as identified in Chapter 1, were followed and are highlighted in the research participant responses of the investigation presented in Chapter 4.

The main objective of the study was:

- To assess whether there are effective security systems employed to assist productive security personnel in the B&B industry in Idutywa and Butterworth in the Eastern Cape Province, to cope with security issues at the B&Bs.

The study sought to examine if there are effective security systems employed to help productive security officers in the B&B industry in Idutywa and Butterworth. The findings show that, generally, there are effective security systems in place in the B&B industry to assist productive security officers to maintain adequate levels of crime-prevention. The safety and security of guests/visitors, staff, and assets of the B&Bs are of paramount important, hence every B&B ensured that they were safeguarded from any criminal activities by employing CCTV cameras, access-controlled gates, security officers, alarm systems, intercoms and telephone systems.

The sub-objectives of the study are restated and discussed below.

- Assess the productiveness of security systems in place to protect staff, guests, and assets.

The study sought to examine the productiveness of the security systems in place to protect staff, guests and assets found that the security systems, including CCTV cameras, access-controlled gates, and alarm systems are adequately productive and operational. The selected B&Bs understand that the safety of staff, guests and assets is vital in the B&B industry, as no guests would want to visit a B&B that is not safe and secure.

- Consider what valuable assets of guests, staff and the organisations need to be protected.

The study wanted to assess what valuable assets of staff, visitors and the assets of the B&Bs needed to be safeguarded. The relevant assets were identified as the money of visitors and B&Bs, visitors' cars, goods in visitors' cars, and televisions and mobile devices. These are the items mostly targeted by B&B criminals, hence there is a need for them to be protected.

- Determine the internal and external risks facing the assets of guests, staff and the B&B organisations.

The study sought to identify the internal and external risks to the valuables of visitors and staff, and the B&Bs' assets. It is strongly advised that in-depth screening of the background of potential employees is done before employing anyone and again before they are permanently employed. Staff can be easily influenced to take part in illegal activities in a B&B and steal the B&B or guests' valuable assets. From the external risks perspective, every guest should be treated the same, considering that criminals could be posing as guests with the intentions of robbing staff, guests and B&B assets. This emphasises the importance of having effective and operative security systems in place to prevent criminal activities at B&B establishments.

The study investigated whether the current security systems and measures were effective, operative and sufficient to prevent any incidents of crime against B&B assets, staff, and guests' valuables at the B&B establishments. The recommendations must be seen as feasible solutions as interpreted by the investigator.

### **5.3 Recommendations**

The findings of the investigation suggest numerous recommendations for B&B management and security experts. The following recommendations are organised according to the various stakeholders who form part of the safeguarding in the B&B industry.

#### **5.3.1 Recommendations for B&B management**

The following recommendations are made:

- B&B security personnel should be proactive and plan before any criminal activity can take place. They should not only patrol the floors of the B&B when there are important guests in the B&B such as ministers, actors, and soccer stars since they require extra safeguarding but also patrol the B&B floors daily and at irregular times so as not to form a pattern.
- B&B access points should be minimised to two: one should be the main entrance for guests and staff, and the second one should be at the back for deliveries.
- Visitors should not be allowed to drive up to the Reception door for drop-offs. Visitors should park at a distance and walk to the main entrance and should be monitored by security officers while walking. This allows security personnel to note any suspicious behaviour of a visitor.
- CCTV cameras should be installed in all B&Bs at all critical points, such as Reception, passages, public areas, all entrances, parking areas, and around the establishment. The privacy of the guests and staff members should also be considered, and trained

security personnel should monitor the cameras 24/7, to safeguard the B&Bs from criminals.

- Guests' baggage should be scanned to check for B&B stock, such as linen, cutlery and crockery. It would be appropriate if the scanning was done on arrival and departure of visitors.
- Visitor's friends should be granted a visitors' pass and their personal information should be noted in the visitors' register, either at the B&B entrance or at Reception. Visitors should be notified to always carry their visitor pass while in the B&B establishment. This will limit unnecessary checks by the security personnel when they do routine checks to verify whether all guests have the authority to be on the premises.
- Security systems and procedures at the B&Bs should be re-evaluated and improved regularly because failure to do so will render them exposed and vulnerable to criminal activities.
- The B&B owner is responsible for the safety and security of all staff and visitors. The B&B owner should understand that compromising the safety and security of guests might result in the B&B owner being held accountable should anything happen to them.
- B&Bs should be linked by the Internet or WhatsApp, or some form of communication so that management are in constant communication and to be alert to any problems.

### **5.3.2 Recommendations for the security department**

The following recommendations are proposed to assist security officers to improve the level of security at B&Bs:

- It is advised that B&B meetings be attended by the managers and security officers from the different B&Bs, or that a representative on behalf of the B&B attends meetings to acquaint all concerned with relevant security matters.
- Security officers and managers at B&Bs in and around Idutywa and Butterworth must receive B&B crime statistics from the SAPS showing crimes that were committed and criminal profiles, as well as detailed information of crimes that have taken place at B&Bs. This is necessary to plan and implement better security.
- Security personnel should receive their monthly salaries on time as they tend to borrow money from loan sharks at high interest rates. Before they receive their salaries to repay the loan sharks, they may be influenced to commit crimes just to get the money. Such situations could expose these staff to criminals who might take advantage of their poor financial state and influence their involvement in criminal activities against the B&B.
- Security officers and B&B managers should screen all B&B security employees during the employment process to make sure that they are who they claim to be. Staff security

checks should be done yearly to ensure that employees are still as honest as when they were initially employed.

- B&B managers should encourage/require security officers to take part in community policing forum activities so that they are kept abreast of criminal activities in the area. This will assist the B&Bs in improving their protection of B&B assets, guests and staff.
- Police should conduct regular patrols at the B&Bs and should respond quickly when informed of a crime that took place or is in progress at the B&B.
- Security management of B&Bs should be in constant communication to alert them to possible criminal events.

#### **5.4 Limitations of the study**

Limitations of this study became apparent during the investigation process. Even though the phenomenon of crime at hospitality organisations has been investigated before, there remains a lack of empirical confirmation on crime prevention specifically in the B&B industry. The literature that was reviewed was related to safety and security in the hospitality and tourism industry. However, in South Africa, there seems to be a lack of knowledge regarding the phenomenon under investigation. As a result, the investigator was unable to source detailed statistical evidence on B&B crimes in Idutywa and Butterworth in the Eastern Cape Province.

The current investigation was restricted to selected B&Bs in Idutywa and Butterworth in the Eastern Cape Province. All of the research participants from the selected B&Bs were comfortable to be recorded during the interview process and the interviews ran smoothly. However, some interviewees were called to attend to operational issues that sometimes took the entire day to resolve. This caused the affected interviews to be rescheduled. Some participants advised the researcher that the information they were providing was “secret and confidential”, requiring the investigator to pause the recording device.

Sampling was limited for the examination of security systems and measures at the selected B&Bs. This meant that the data was not generalisable to the entire population. Given more time, the whole B&B industry in the study area could have partaken in the study. Therefore, generalisation seems to be questionable. A study objective was to examine the operativeness and effectiveness of the current security systems and measures at B&Bs in Idutywa and Butterworth in the Eastern Cape Province, which is where the incidents of crime took place. Due to different locations and sizes of B&Bs, security systems and measures examined in the study may not be relevant or applicable to some of the B&Bs in other provinces.

The rationale behind the employment of security systems and measures at B&Bs may differ depending on the value of assets that need to be safeguarded. Also, the policies, procedures, and the structure of security departments may differ depending on the star grading of the B&B. To ensure the safety and security of staff and guests in the B&B sector of the hospitality and

tourism industry, more information is still required to validate the findings of the present investigation.

### **5.5 Recommendations for future research**

Arising from the research findings, the following recommendations for future research should be considered:

- This was the first investigation performed with empirical evidence in Idutywa and Butterworth in the Eastern Cape Province. A similar study could be conducted in other provinces.
- The investigation on security systems and measures could be approached from a different angle where visitors would be expected to evaluate the safety and security in the B&B establishments.
- Prostitution in B&Bs has been highlighted as most concerning, as it has been taken to high levels where B&B visitors are persuaded into their rooms for entrapped sexual activities. Furthermore, further investigations should be conducted to determine the impact of poisoning of victims of prostitutes in B&Bs, which occurred in some instances found in the study.

### **5.6 Conclusion**

Crimes that take place in B&Bs seem to be increasing, despite security systems and measures being in place B&B establishments. According to Cebekhulu (2016:23), B&Bs strive to provide a smooth and pleasant welcome to visitors. A smooth check-in is not always possible. B&B employees experience challenges as they are sometimes unable to differentiate between legitimate paying guests and visitors who are there with a criminal purpose. B&B managers find it very difficult to maintain the best standard of security while presenting a good image and a pleasant welcome. B&Bs are seen as easy targets because of the flow of visitors in and out of the establishment. Management has the responsibility of protecting B&B assets, visitors, and employees by engaging more security personnel to cover all aspects of the establishment, manage the flow of people within the B&B and control and patrol the premises.

Safety and security is of paramount importance for tourists and vital for the growth of all tourism establishments. It is normal to be concerned while visitors are on tour, regarding the safety and security of the establishment. It is also vital for travellers to know that they are safe and secure at any establishment that they are visiting. The one thing that always comes to visitors' minds when they visit a destination for the first time is potential risks and dangers. The risks and dangers involve burglary, loss of life, kidnapping, prostitution, climate change induced risk and other crime (Spencer & Muresherwa, 2019; Efendi, 2020).



The role of security systems and measures, as an important phenomenon, was hardly recognised in the B&B establishments and had to be examined for operativeness and effectiveness. It is the responsibility of the B&B to ensure that visitors, who are clients that bring growth and profit to the B&B establishment, are safeguarded during their entire stay. Safety and security should be at the centre of every tourist establishment to safeguard guests, employees and the assets of the establishment. No visitor wants to visit an unsafe destination as they want to experience their visit safely. Therefore, when something threatens the safety and security of guests they would not be keen to travel, as they fear for their lives; tourist destinations would suffer and there would be no guests to serve (Imbeah et al., 2020:222).

Recent incidents include the Anni Dewani tragedy, where a British tourist was brutally murdered in Cape Town while she and her husband were in South Africa for their honeymoon. Also, in 2017, Dutch visitors were robbed while they were being transported from OR Tambo International airport to Fourways in Johannesburg where they were going to stay.

The tourism industry is open to many risks and dangers, such as natural disasters and incurable diseases, which may have a direct negative effect on the wellbeing and health of travellers. Hence, safety and security concerns have become a topic of our daily lives and could have a negative impact on guests if not prioritised. Every global challenge, including the Coronavirus, recessions, diseases and natural disasters, may affect travellers and could have negative impacts on the profitability of tourist establishments as few or no travellers would visit these establishments (Cebekhulu, 2016:125).

To ensure that a tourist destination continues to flourish and make an income, all tourism stakeholders should focus on the safety and security of their staff and guests. When visitors decide to visit a particular establishment, such as a hotel or B&B establishment, their decision is not only influenced by a price but also by the degree of safety and security in the establishment (Imbeah et al., 2020:225).

This chapter concludes the investigation with a summary of the study. The recommendations for different stakeholders in the B&B sector of the hospitality and tourism industry are noted, based on the research findings. The study focused on a unique phenomenon, hitherto not investigated, of the safety and security measures in selected B&Bs in Idutywa and Butterworth in the Eastern Cape Province. The study highlights the challenges that were encountered and offers suggestions for future research.

## REFERENCE LIST

- Acha-Anyi, P.N. 2020. Leisure tourism and sustainable livelihoods in the Eastern Cape Province of South Africa. *African Journal of Hospitality, Tourism & Leisure*, 9(4):500-514.
- Alananzeh, J. 2017. Impact of safety issues and hygiene perceptions on customer satisfaction: A case study of four- and five-star hotels in Aqaba, Jordan. *Journal of Tourism Research & Hospitality*, 6(1):22-145.
- Aly Aglan, S. 2019. Developing the performance of security employees: Applied to 3-star hotels in Alexandria city. *Research Journal of the Faculty of Tourism & Hotels*, 7(6):222-252.
- Anuar, J., Musa, M., Khalid, K. & Abu Bakar, S.K. 2019. *Safety & security practices among hotels in Terengganu: Perspectives from hotel managers*. MARA Universiti Teknologi, Malaysia.
- Artuger, S. 2015. The effect of risk perceptions on tourists' revisit intentions. *European Journal of Business and Management*, 7(2): 36–43.
- Behari-Leak, K., Josephy, S., Potts, M.A., Muresherwa, G., Corbishley, J., Petersen, T.A. & Gove, B. 2021. Using vulnerability as a decolonial catalyst to re-cast the teacher as human (e). *Teaching in Higher Education*, 1-16.
- Bob-Algozzine, D.H. 2017. *Doing case study research. A practical guide for beginning researchers*. New York: Teachers College Press.
- Brondoni, S.M. 2017. Global tourism and terrorism. safety and security management, *Symphonya Emerging Issues in Management*, 6(2):7-16.
- Cebekhulu, N.P. 2016. Assessing security measures at hotels: A case study from Gauteng. Unpublished Master's dissertation, University of South Africa, Pretoria.
- Chuie-Hong, T., Xin-Wei, C. & Sin-Ban, H. 2017. Significance of safety and security issues on the tourism industry in Malaysia. *Science International*, 29(2):471-475.
- Cohen, E. 2019. Robbed: a serial auto-ethnography of a tourism researcher as a robbery victim. *Tourism Recreation Research*, 44(4):507-515.
- Curiel, R.P. & Bishop, S.R. 2018. Fear of crime: The impact of different distributions of victimization. *Palgrave Communications*, 4(1):1-8.
- Dantzker, M.L. & Hunter, R.D. 2016. *Research methods for criminology and criminal justice*. 3<sup>rd</sup> ed. Boston, MA: Jones & Bartlett, LLC.
- Darcy, S. & Pegg, S. 2011. Towards strategic intent: perceptions of disability service amongst hotel accommodation management. *Tourism Management*, 26:919.
- Dube, C.N. & Muresherwa, G. 2019. Tourism to the Table Mountain national park: community beneficiation. *The Business and Management Review*, 10(3):209–220.
- Efendi, M. 2020. The problems faced by hotel security managers: Antalya case. *Journal of Tourism & Gastronomy Studies*, 8(1):388-403.

- Garidzirai, R. 2020. An autoregressive distributive lag analysis of crime & tourism in the Western Cape Province, South Africa. *GeoJournal of Tourism & Geosites*, 35(2):304-308.
- George, R. 2013. *Marketing for tourism in South Africa*. 2<sup>nd</sup> ed. Cape Town: Oxford University Press.
- Ghaderi, Z., Saboori, B. & Khoshkam, M. 2017. Does security matter in tourism demand? *Current Issues in Tourism*, 20(6):552-565.
- Ghazi, K. 2016. Safety and security measures in Egyptian Hotels: The high institute of tourism and hotels, King Marriot, Alexandria, Egypt. *Journal of Association of Arab University for Tourism & Hospitality*, 13(1):165-190.
- Hammam, A. & Fathy El Sayed, S. 2017. The effect of political instability and terrorism on the migration of Egyptian hospitality manpower: Case study on five-star hotels in Hurgada. *International Journal on Recent Trends in Business and Tourism*, 1(2):55-68.
- Hashim, N.A.A.N., Ritchie, B.W. & Tkaczynski, A. 2018. Prospective Tourists' Cognitive Image Prone to Safety and Security destination: The Case of Sabah, Malaysia. *International Journal of Academic Research in Business and Social Sciences*, 8(16):163-177.
- Hill, K.L., Bama., H.K. & Muresherwa, G. 2022. Critical success factors for a guided tour in the Western Cape province of South Africa. *African Journal of Hospitality Tourism & Leisure*, 11(4):1502-1519.
- Hog, L. & Kong, S. 2018. Theft in the hotel workplace: Exploring frontline employees' perceptions towards hotel employee theft. *Tourism and Hospitality Research*, 18(4):442-455.
- Hu, Y.N. 2016. Research on the application of fault tree analysis for building fire safety of hotels. *Procedia Engineering*, 135:524-530.
- Imbeah, N., Khademi-vidra, A. & Bujdoso, Z. 2020. Assessment of tourist's perceptions on safety at the Cape Coast tourism destination in Ghana. *Geo Journal of Tourism and Geosites*, 28(1):217-231.
- Kong, H. & Loi, K. 2017. The barriers to holiday taking for visually impaired tourists and their families. *Journal of Hospitality, Tourism & Leisure*, 32:99-107.
- Kruger, S., Wessels, W. & Saayman, M. 2014. Association between age, critical skills and work perspectives. *African Journal of Hospitality, Tourism & Leisure*, 3(1):1-17.
- Kubickova, M., Kirimhan, D. & Li, H. 2019. The impact of crises on hotel rooms demand in developing economies: The case of terrorism attacks 9/11 and the global financial crisis of 2008. *Journal of Hospitality & Tourism Management*, 38(1):27-38.
- Kyomba, M.N., Spencer, J.P. & Muresherwa, G. 2022. Indirect versus direct bookings: Hotel customer motivations for online reservations at travel agencies in the cape metropole. *Acta Universitatis Danubius. Œconomica*, 18(5):58-76.
- Latan, H. & Noonan, R. (eds). 2017. *Partial least squares path modelling. Basic concepts, methodological issues, and applications*. New York: Springer International Publishing AG.

- Linda, N. 2020. Tourism crime, safety and security issues: The case of a local South African municipality. *African Journal of Hospitality, Tourism and Leisure*, 9(3):372-381.
- Machisa, P., Muresherwa, G. & Steyn, J.N. 2018. Green Point residents' perceptions of the socio-economic impact of the Cape Town Carnival. *African Journal of Hospitality Tourism & Leisure*, 46(7):1-13.
- Makeeva, D., Maloletko, A. & Egorova, E. 2017. Actual issues of confirmation of environmental safety in the sphere of tourism and hospitality in Russia. 25th International Scientific Conference on Economic and Social Development - XVII International Social Congress (ISC-2017) – Moscow, 30-31 October 2017. *Economic and Social Development: book of proceedings*, 258-269.
- Malleka, T.S.C. 2020. City tainted by crime: Visitors perceptions on safety and security in Johannesburg. Unpublished Master's dissertation, University of Johannesburg, Johannesburg.
- Maree, K. 2016. *First steps in research*. Pretertia: van Schaik.
- Matyas, S. & Csege, G. 2019. Results of empirical research of surveillance camera systems in the light of subjective sense of security. *Belügyi Szemle*, 10:71-84.
- McKercher, B. & Darcy, S. 2018. Reconceptualising barriers to travel by people with disadvantages. *Tourism Management Perspectives*, 26:59-66.
- Min, J., KC, B., Kim, S. & Lee, J. 2020. The impact of disasters on a heritage tourist destination: A case study of Nepal earthquakes. *Sustainability*, 12(15):6115.
- Muresherwa, G., Machisa, P. & Steyn, J.N. 2017. Residents' perceptions of the impacts of a carnival in Cape Town. *African Journal of Hospitality Tourism and leisure*, 45(6):1-12.
- Muresherwa, G., Tichaawa, T.M. & Swart, K. 2022a. Developing event tourism in Zimbabwe: opportunities and challenges amid the Covid-19 pandemic. *African Journal of Hospitality, Tourism & Leisure*, 11(3):1259-1272.
- Muresherwa, G., Makuzva, W., Amony, I. & Dube, C.N. 2022b. The management of mountain gorilla tourism in Uganda: Are the socio-economic benefits realised? *The Journal For Transdisciplinary Research In Southern Africa*, 18(1): a1136.
- Muresherwa, G., Amony, I., Iwu, C.G. & Dube, C. 2020. The impact of mountain gorilla tourism: A residents' perspective. *African Journal of Hospitality Tourism & Leisure*, 9(2):1-18.
- Nagaj, R. & Zuromskaite, B. 2020. Security measures as a factor in the competitiveness of accommodation facilities. *Journal of Risk and Financial Management*, 13(5):1-16.
- Nicholas, I. 2017. Tourist's perception of the role of safety in tourism at a selected tourist destination in the central region of Ghana. *Acta Carolus Robertus*, 7(2):89-102.
- Nishla, M.N.F. & Rinosa, K. 2019. Safety and security in tourism: A strategic approach for tourism industry of Sri Lanka to recover from Easter Sunday attack. *Proceedings of 9th International Symposium 2019 on Promoting Multidisciplinary Academic Research and Innovation, Oluvil, Sri Lanka, 27-28 November 2019*. New York: Harper Collins: 935-945.

- Nwokorie, E.C. & Igbojekw, P. 2019. Security challenges for the hotel industry: Implications for the selected hotels in Owerri, Nigeria. *Academica Turistica - Tourism and Innovation Journal*, 12(2):193-211.
- Olya, H., Gazi, Z., Aksal, F. & Altinay, M. 2017. Behavioural intentions of disabled tourists for the use of peer-to-peer accommodation. *International Journal of Contemporary Hospitality Management*, 30(1):436-454
- Patten, M.L. & Newhart, M. 2018. *Understanding research methods. An overview of the essentials*. London: Routledge.
- Phori, M.M. & Mbali, M. 2020. Analysis of the perceptions of crime in Florida Road, Durban, Republic of South Africa. *GeoJournal of Tourism and Geosites*, 31(3):1166-1173.
- Prieto, R.C. & Bishop, S.R. 2018. Fear of crime: The impact of different distributions of victimization. *Palgrave Communications*, 4(1):1-8.
- Sharma, A.K., KC, B. & Calderon. A.H. 2020. Perceived safety and security concerns among tourists in Thamel - a tourism hub in Kathmandu valley, Nepal. *Indonesian Journal of Tourism and Leisure*, 2020, 01(2):92-102.
- Skare, M., Riberio Soriano, D. & Porada-Rochon, M. 2020. Impact of covid-19 on the travel and tourism industry. *Technological Forecasting & Social Change*, 163(2021): Art. 12469.
- Skilling, L. 2018. *Preventing crime in communities: A critical analysis of community safety in lower income neighbourhood in Nairobi, Kenya*. PhD thesis, University of South Wales. [https://pure.southwales.ac.uk/files/3598425/PhD\\_Thesis\\_Louise\\_Skilling\\_.pdf](https://pure.southwales.ac.uk/files/3598425/PhD_Thesis_Louise_Skilling_.pdf) [17 September 2020].
- Spencer, J.P. & Muresherwa, G. 2019. The effects of climate on tourism: would you travel to destinations where you may be in danger? *The Business and Management Review*, 10(3):188 – 200.
- Statistics South Africa (Stats SA). 2020. *Unemployment statistics in South Africa 2020*. <http://www.statssa.gov.za/?p=13411#:~:text=According%20to%20Statistics%20South%20Africa,the%20first%20quarter%20of%202020> [22 August 2020].
- Sumb, A. 2019. International tourist's perception of safety and security issues in Madang Province, PNG. *South Pacific Studies*, 39(2):163-178.
- Swart, K., Linley, M. & Muresherwa, G. 2017. Sport mega-events and media. In Brittain, I. (ed.). 'Legacies and Mega-Events: Fact or Fairy Tales? Routledge.
- Szewezyk, I. 2015. Accessible Szezyrk hotels features for disabled tourists. *Tourism in South and East Europe*, 3:369-382.
- WESGRO. 2019. *Cape Winelands regional trends: January – July 2016*. <http://www.wesgro.co.za/research?Research.ID=Y0ttu170>. [21 January 2022].

# APPENDICES

## APPENDIX A: CPUT ETHICAL CLEARANCE



---

P.O. Box 1906 • Bellville 7535 South Africa • Tel: +27 21 4603291 • Email: fbmsethics@cput.ac.za  
Symphony Road Bellville 7535


Office of the Chairperson Research Ethics Committee	FACULTY: BUSINESS AND MANAGEMENT SCIENCES
--	---

The Faculty's Research Ethics Committee (FREC) on **20 October 2020**, ethics **Approval** was granted to **Vusumzi Victor Ntlabathi (208066144)** for a research activity **M Tech: Business Administration** at Cape Peninsula University of Technology.

Title of dissertation/thesis/project:	<b>Assessing security measures in Bed and Breakfast organisations: A case study from Idutywa and Butterworth in the Eastern Cape Province</b>  Lead Supervisor (s): Prof J P Spencer
---------------------------------------	--

Comments:

Decision: **APPROVED**

	<b>14 December 2020</b>
Signed: Chairperson: Research Ethics Committee	Date

---

Clearance Certificate No | 2020FOBREC841

## APPENDIX B: INTERVIEW SCHEDULE

### ***INVESTIGATION TOPIC: ASSESSING SECURITY MEASURES IN BED AND BREAKFAST ORGANISATIONS: A CASE STUDY FROM IDUTYWA AND BUTTERWORTH, IN THE EASTERN CAPE PROVINCE***

My name is Victor Vusumzi Ntlabathi, and I am a registered, fully paid up, part-time student at the Cape Peninsula University of Technology, studying for a Master in Technology: Business Accounting degree. I seek your assistance in ascertaining the security situation in selected B&B organisations in my study area. All the information will be treated with utmost confidentiality, and you may refuse to answer any question(s), or withdraw your permission to participate at any time. I have applied to the University for ethical clearance to do this study, and I now ask your approval to help me in my studies.

All the data collected will be used ONLY to complete my studies, and publish an article based on the study.

NO NAMES OF PERSONS NOR B&BS WILL BE PUBLISHED.

Do I have your permission to voice-record our discussion? I will also take notes as we speak.

Thank you for your assistance.

VV Ntlabathi

Cell number: 0823537994

Interview Number: .....Date: .....Time: .....Place: .....

Duration: .....

#### Section A: Participant profile details

Age: .....

Gender: .....

Marital status: .....

Race: .....

Current employment position: .....

Place of employment: .....

Duration of your current employment: .....

Level of education: .....

Income range? (voluntary information) .....

Section B: General information

1. What type of business is your establishment engaged in, if it is not a B&B?
2. Have the B&B establishments a proven and up-to-date security policy and procedure in place?
3. Are there any valuable assets in the B&B establishments that need to be safeguarded?
4. What are the challenges of crime experienced in and around the B&Bs, which threaten the assets in the establishments, or staff, or the guests/visitors?
5. Has the B&B establishment encountered any loss in the previous three years?
6. Which assets do the B&B robber's target?
7. What are the profiles and methods used by the B&B criminals?
8. Which security measures and systems are currently in use and in place to safeguard the B&B assets?
9. How many times does the B&B do a risk assessment of the B&B management, the staff, and of the guests?
10. Is employment screening, pre- or post-appointment, conducted on all staff members at the B&Bs, including security officers?
11. In your opinion, are these security systems and procedures sufficient and operative?
12. What will be the effect on the B&B establishments should the risk take place?
13. Do visitors enquire about security systems and measures when making their bookings?
14. How do visitors feel about their safety and security at the B&B?

Thank you for your assistance



## **APPENDIX C: GRAMMARIAN LETTER**

22 Krag Street  
Napier  
7270  
Overberg  
Western Cape

20 January 2021

### **LANGUAGE & TECHNICAL EDITING**

Cheryl M. Thomson

---

### **ASSESSING SECURITY MEASURES IN BED AND BREAKFAST ORGANISATIONS: A CASE STUDY FROM IDUTYWA AND BUTTERWORTH IN THE EASTERN CAPE PROVINCE**

**Supervisor: Prof J P Spencer**

This is to confirm that I, Cheryl Thomson, executed the language and technical editing of the above-titled Master's dissertation of VICTOR VUSUMZI, student number 208066144, at the CAPE PENINSULA UNIVERSITY OF TECHNOLOGY in preparation for submission of this dissertation for assessment.

Yours faithfully



CHERYL M. THOMSON

Email: cherylthomson2@gmail.com

Cell: 0826859545