



Impact of Information Technology Security System on Patronage of Private Beaches in Eti-Osa Local Government of Lagos State

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Abstract:

Tourism is a significant contributor to the economic growth and cultural enrichment of Lagos State, particularly in the Eti-Osa Local Government area. Private beaches play a crucial role in coastal tourism development, attracting millions of visitors each year for business, leisure, and recreational purposes. However, the area faces several challenges such as over-congestion during peak periods, insufficient infrastructural facilities, pollution, and occasional flooding, which can affect the safety and security of tourists. To address these issues and ensure a safe and secure environment for visitors, the integration of robust information technology security

systems is essential. This study aims to examine the relationship between IT security measures and the patronage of private beaches by exploring the perceptions and experiences of beachgoers and operators. A total of 150 valid questionnaires were collected from respondents of the two major beaches in the area, representing an average number of customers over time. The data were analyzed using percentages and descriptive statistics. The study found that most respondents agreed that adequate security systems would strengthen the security of the beach and increase their patronage, leading to referrals to the destination. The study recommended the monitoring and transmission of information using gadgets like Closed Circuit Television (CCTV), Walkie Talkies, and Electric Security Alarms.

Keywords: *IT Security Systems, Tourism, Private Beach Patronage, Lagos State.*

Introduction

Information Technology (IT) security systems play a critical role in safeguarding the privacy and integrity of sensitive data in various industries. In the context of private beaches in Eti-Osa Local Government of Lagos State, the implementation and effectiveness of IT security systems are paramount for ensuring a secure environment for patrons. This study aims to investigate the impact of IT security systems on the patronage of private beaches, examining how these systems influence visitors' trust, confidence, and

willingness to engage in recreational activities at these beach destinations. In recent years, the rapid advancement of information technology has revolutionized how businesses and organizations operate, including private beach establishments. However, with the increasing reliance on technology comes the heightened risk of data breaches, cyber-attacks, and unauthorized access to sensitive information. Consequently, private beaches in Eti-Osa Local Government are under increasing pressure to adopt robust IT security measures to protect



their guests' data and ensure a safe and enjoyable experience. Recent studies have highlighted the significant impact of data breaches and cyber incidents on customer trust and loyalty (Smith & Johnson, 2022). Instances of security breaches can erode patronage and damage the reputation of private beach establishments. Therefore, understanding the relationship between IT security systems and patronage is crucial for business sustainability and growth. The implementation of effective IT security systems in private beaches can positively influence patrons' perceptions of safety and confidentiality (Garcia et al., 2023). When visitors feel confident that their data, financial information, and online transactions are adequately protected, they are more likely to patronize these beach destinations regularly and recommend them to others. Moreover, IT security measures can enhance the overall guest experience by providing seamless and secure digital interactions, such as online bookings, mobile applications, and contactless payment systems (Lee & Williams, 2023). A user friendly and secure digital interface can attract tech-savvy visitors and elevate the private beach's reputation as a modern and customer centric establishment. In light of the increasing prevalence of cyber threats and data breaches, this study seeks to shed light on the significance of IT security systems in the context of private beach patronage. By examining the perceptions and attitudes of visitors towards these security measures, the research aims to provide valuable insights for private beach operators using Atican Beach Resort and La Champagne Tropicana as study areas in Lagos state to enhance their IT security practices and optimize customer satisfaction. By investigating the perceptions and experiences of both beachgoers and beach operators, the study further provides valuable insights into the significance of IT security measures in influencing tourist behavior and preferences. Additionally, the research will delve into the practices of private beach operators in implementing effective IT security systems to create a safe and enjoyable environment for their guests. Through a comprehensive analysis of the relationship between IT security and patronage, this study aspires to contribute to the sustainable development of coastal tourism in Lagos State.

By recognizing the role of IT security in ensuring tourists' safety and satisfaction, it endeavors to pave the way for positive changes in the tourism sector, positioning Lagos State as an increasingly attractive and secure coastal destination for both local and international travelers and loyalty.

Theoretical Framework

The theoretical framework for this study is based on the Technology Acceptance Model (TAM) developed by Davis in 1986 and subsequently extended by various researchers. TAM is a widely recognized model in the field of information systems research, specifically focused on understanding individuals' adoption and acceptance of technology. The TAM proposes that an individual's intention to use a particular technology is influenced by two primary factors: perceived usefulness and perceived ease of use (Davis, 1986). Perceived usefulness refers to the extent to which a person believes that using the technology will enhance their performance or make their tasks easier. Perceived ease of use, on the other hand, pertains to the individual's perception of the simplicity and user-friendliness of the technology.

In the context of this study on the impact of information technology security systems on the patronage of private beaches in Eti-Osa Local Government of Lagos State, TAM can be employed to examine tourists' intention to visit and patronize private beaches equipped with robust IT security measures.

Perceived Usefulness

The implementation of information technology security systems in private beaches can positively influence tourists' perceived usefulness by enhancing their confidence in the safety and security of their personal data, financial transactions, and overall experiences. Studies have shown that perceived usefulness significantly influences users' intention to adopt technology (Venkatesh et al., 2003). As such, tourists are more likely to visit private beaches with effective IT security measures, as they believe that their privacy and safety are adequately protected.

Perceived Ease of Use

The ease of using the IT security systems at private beaches is another crucial determinant of tourists' acceptance and patronage. A user-friendly and seamless experience with security measures can contribute to tourists' positive perceptions, thereby increasing their intention to visit and return to these beaches. Previous research has demonstrated that perceived ease of use plays a vital role in shaping users' attitudes toward technology (Moon & Kim, 2001).

By adopting the TAM as the theoretical framework, this study will examine the interplay between perceived usefulness, perceived ease of use, and tourists' intention to visit and patronize private beaches equipped with information technology security systems. The findings of this research can provide valuable insights for private beach operators and policymakers to optimize IT security implementations and create a safe and secure environment that enhances tourists' overall experiences, fostering a positive impact on coastal tourism in Lagos State.

The tourism industry is made up of the following;

- a. Hotel and hospitality, this includes lodges, resorts, tourist homes, guesthouses, restaurants, and eateries among others.
- b. Transportation services that include air, water, road, rail, and foot.
- c. Entertainment services that are casinos, social halls, churches, and mosques.
- d. Information services that are travel agencies, tour operators, etc.
- e. Attraction services both natural and manmade.
- f. Education and research, which is tertiary colleges and universities.

The different types of tourist centers play a vital role in the structure of the tourism industry. Tourists often travel great distances to visit specific tourist centers, either as the main purpose of their trip or as an added experience during their journey. These tourist attractions come in various forms and sizes, catering to

different preferences and interests. Some centers are bustling with activity, while others offer a more serene environment. Additionally, tourist attractions can be either privately owned businesses or public enterprises. (Coccosis, H., & Mexa, A. 2004). Examples of educational tourist attractions might include museums and exhibitions (Saraniemi, & Kylanen, 2011). Other types of tourist attractions may facilitate recreation, hospitality, and special events. A tourist attraction will usually have value to the tourist in one of the following areas; historical significance, cultural value, political significance, nature, natural or built beauty, leisure, amusement, and fun. (Saraniemi, S., & Kylanen, M. 2011).

Types of IT Security Systems for Private Beaches and Their Impact on Patronage

Information Technology (IT) security systems play a vital role in ensuring the safety, privacy, and trust of visitors to private beaches. These security measures not only protect the sensitive information of tourists but also create a secure and enjoyable environment, leading to increased patronage. In this context, several types of IT security systems are commonly employed in private beach settings to enhance the overall experience and attract more visitors. The following are key types of IT security systems and their impact on the patronage of private beaches:

1. Access Control Systems

Access control systems are essential in regulating entry and exit points to private beaches. By implementing biometric authentication, key cards, or PIN codes, access control systems ensure that only authorized personnel and paying guests can access the beach premises. This level of security provides visitors with peace of mind and a sense of safety, increasing their confidence in visiting the beach (Cho & Lee, 2021).

2. Video Surveillance and CCTV

Video surveillance and Closed-Circuit Television (CCTV) cameras are integral to monitoring activities within the beach area. These systems help deter potential wrongdoers, prevent theft,

and ensure the safety of visitors and their belongings. The presence of visible cameras can act as a deterrent, and the availability of recorded footage aids in investigating incidents, leading to a higher sense of security among tourists (Van Deursen & Van Dijk, 2019).

3. **Wi-Fi Security**

In today's digital age, tourists often expect Wi-Fi connectivity at private beaches. Implementing secure Wi-Fi with encryption and password protection ensures that tourists can access the internet safely and securely during their visit. This enhances convenience and positively impacts patronage, especially among tech-savvy travelers who value staying connected (Bassil, Chehab, & Merheb, 2021).

4. **Mobile Payment Security**

With the increasing popularity of mobile payments, integrating secure payment systems is crucial. Implementing encryption and tokenization technologies in mobile payment systems safeguard tourists' financial information, instilling confidence in the beach's safety standards and encouraging more visitors to make cashless transactions (Faqeh & Al-Nahar, 2017).

5. **Network Security and Firewalls**

Strong network security and firewalls protect private beach infrastructure from cyber threats and unauthorized access. Implementing robust firewalls and regular security updates safeguard against data breaches and cyberattacks, ensuring the privacy of visitor information and promoting a safe digital environment (Nababan & Hanjani, 2020).

6. **Emergency Response Systems**

Private beaches can deploy emergency response systems that enable visitors to quickly report incidents or seek assistance in case of emergencies. These systems can include panic buttons, emergency contact information, and real-time communication channels to provide immediate support when needed. Having reliable emergency response measures in place enhances visitors' perception of safety and boosts patronage (Sultana & Das, 2019).

By incorporating these various types of IT security systems, private beach operators can significantly improve the overall safety and security of their facilities. These measures not only protect the interests of the beach management but also instill confidence in tourists, encouraging higher patronage and fostering a positive impact on coastal tourism in Lagos State.

Empirical Review

In recent years, the tourism industry has seen a significant shift towards the adoption of information technology security systems to enhance the safety and trust of tourists visiting various destinations, including private beaches. The integration of advanced IT security measures plays a crucial role in attracting and retaining tourists, as it ensures the protection of sensitive information, financial transactions, and overall safety during their visits. This empirical review aims to explore the impact of information technology security systems on the patronage of private beaches, focusing on recent studies conducted within the last five years.

1. **Enhanced Visitor Confidence and Safety**

Information technology security systems such as access control, video surveillance, and Wi-Fi security have been identified as key factors in enhancing visitor confidence and safety. Studies have shown that the presence of visible security measures, such as CCTV cameras and access control systems, instills a sense of safety among tourists (Alotaibi & Alqarni, 2017; Choi & Lee, 2020). The perception of a safe and secure environment at private beaches positively influences tourists' intention to visit and patronize these destinations.

2. **Positive Impact on Visitor Experience**

Tourists seek enjoyable and stress-free experiences during their visits to private beaches. Effective IT security systems, including secure Wi-Fi and mobile payment options, contribute to a seamless and convenient experience for visitors (Kannan & Oza, 2018). Tourists appreciate the convenience of making cashless

transactions and staying connected, which can significantly impact their overall satisfaction and likelihood of revisiting the beach.

3. Mitigation of Cybersecurity Threats

With the increasing reliance on digital technologies in the tourism industry, private beaches are also exposed to cybersecurity threats. Implementing strong network security and firewalls can help mitigate potential data breaches and cyberattacks (Elhajjaji et al., 2019). A study by Balozi and Kabalisa (2021) highlights the importance of cybersecurity measures in protecting tourists' personal information and financial data, as well as preserving the reputation of private beaches.

4. Influence on Tourists' Decision-making Process

The availability and effectiveness of IT security systems can significantly influence tourists' decision-making process when selecting a beach destination. Research by Oh and Lee (2019) indicates that tourists consider safety and security as one of the primary factors in choosing a private beach. Private beaches equipped with robust IT security measures are more likely to attract a larger number of visitors and gain a competitive advantage in the tourism market.

5. Role in Crisis Management

Information technology security systems also play a crucial role in crisis management and emergency response at private beaches. Quick and efficient communication channels, such as emergency contact information and panic buttons, help ensure the safety and well-being of tourists during emergencies (Ahmed et al., 2020). The implementation of such measures can enhance tourists' confidence in the beach's preparedness to handle unforeseen events, leading to higher patronage.

6. Impact on Repeat Visitation and Customer Loyalty

Ensuring the security and privacy of tourists' information and experiences can foster trust and loyalty among visitors. Studies have shown that satisfied tourists are more likely to become repeat visitors and recommend the destination

to others (Chege & Muturi, 2019; Wei & Peng, 2017). Effective IT security systems contribute to building a positive reputation for private beaches and can lead to increased customer loyalty.

Challenges Facing Customer Patronage in Tourism Destinations

Customer patronage in tourism destinations is essential for the sustainable growth and success of the tourism industry. However, several challenges can hinder tourists' patronage and impact the overall tourism experience. This section discusses some of the significant challenges that tourism destinations face in attracting and retaining customers, with relevant citations to recent studies.

1. Safety and Security Concerns

Safety and security are critical factors influencing tourists' decisions to visit a destination. Tourists are more likely to avoid destinations with high crime rates or perceived security risks (Mohamed & Rahman, 2018). Incidents of theft, harassment, or terrorism can create negative perceptions and deter potential customers from visiting the destination.

2. Infrastructure and Services

Inadequate infrastructure and services can also challenge customer patronage. Tourists expect well-maintained roads, efficient transportation, and reliable facilities at their destination. A lack of proper infrastructure can lead to dissatisfaction and deter repeat visits (Nusair & Bani-Melhem, 2019).

3. Environmental Concerns

Environmental sustainability is becoming increasingly important to tourists. Destinations facing environmental issues such as pollution, overdevelopment, or destruction of natural resources may experience reduced patronage as tourists seek eco-friendly alternatives (Mohammed & Mat, 2020).

4. Cultural Sensitivity and Authenticity

Preserving cultural heritage and authenticity is crucial in attracting tourists seeking unique and genuine experiences. Over-commercialization

and cultural misrepresentation can lead to a loss of interest among tourists (Cheah & Phau, 2016).

5. Economic Factors:

Economic challenges, such as currency fluctuations, inflation, and recession, can affect tourist spending and travel decisions. High costs and limited purchasing power may lead to reduced tourist numbers (Li et al., 2018).

Brief of La'campagne Tropicana Beach Resort

La'Campagne Tropicana Beach Resort is a hidden gem nestled along the coastline of Lagos State, Nigeria. Known for its breathtaking natural beauty and serene ambiance, the resort offers a perfect retreat for tourists seeking an escape from bustling city life. Spread over 65 acres of lush greenery and pristine beaches, the resort promises an unforgettable experience for visitors of all ages. Nestled between the Atlantic Ocean and the warm embrace of the Lekki Lagoon, La'Campagne Tropicana Beach Resort boasts an array of exciting activities for its guests. Nature lovers can explore the resort's extensive biodiversity, including various bird species, exotic plants, and a mangrove forest teeming with life. The resort's well-maintained gardens and landscapes offer a picturesque setting for strolls and photography. For beach enthusiasts, the resort's private beachfront provides a tranquil and safe environment to bask in the sun, swim in the clear waters, or simply relax with a book under the shade of swaying palm trees. The clean and well-maintained beach area ensures a pleasant experience for families, couples, and solo travelers alike.

The resort also offers a range of recreational activities to keep guests entertained throughout their stay. Adventurous souls can indulge in water sports such as jet skiing, kayaking, and canoeing. Thrill-seekers can take part in beach volleyball, horse riding, and ATV rides. Additionally, the resort organizes bonfires and cultural dance performances, providing an opportunity for guests to immerse themselves in the rich local culture.

Atican Beach Resort: A Serene Getaway in Lagos

Atican Beach Resort is a hidden oasis tucked away along the vibrant coastline of Lagos, Nigeria. This tranquil beach destination offers an idyllic escape from the city's hustle and bustle, providing visitors with a perfect blend of relaxation and adventure.

Nestled between the azure waters of the Atlantic Ocean and the scenic Lekki Lagoon, Atican Beach Resort boasts stunning panoramic views and a serene atmosphere. The resort's pristine sandy shoreline is perfect for leisurely walks, sunbathing, and building sandcastles with family and friends. For water enthusiasts, the resort offers a plethora of exciting water sports and activities. From jet skiing to paddleboarding, guests can indulge in thrilling adventures on the waves. Atican Beach Resort is not only a paradise for beach lovers but also a haven for nature enthusiasts. The resort's well-maintained gardens and lush landscapes provide a picturesque backdrop for picnics and relaxation. The soothing sound of the waves crashing against the shore adds to the resort's calming ambiance, making it an ideal spot for meditation and rejuvenation.

Methodology

A survey research method was used for the study and questionnaires were used to collect data from respondents. The study centered on tourists that visited La Champagne and Atican beach, during the period of this study. It was evident that the population size of the state is relatively large and cannot be surveyed for a better-optimized result, but a fraction of the entire population constitutes the sample used for the research work. Data for this research project was gathered from two main sources, namely primary and secondary sources, which were collected and analyzed to test the hypotheses developed from the objectives of the study. The general objective of the study is to empirically find out the impact of security systems on the patronage of private beaches in Eti-Osa LGA axes using Atican Beach Resort and La

champagne Tropicana as study areas in Lagos state with other specific objectives:

- To identify the available IT security system in the scope of the study
- To identify the impact of surveillance cameras on patronage.
- To identify the impact of CCTV/alarm systems on the beach.

Research questions

1. What is the available IT security system in the area of study?
2. What is the impact of surveillance cameras on patronage?
3. What is the impact of CCTV/security alarm systems on patronage in the resorts?

From the above research questions, the test of the hypothesis was formulated below;

1. **(H₀):** There is a relationship between the security systems and resort patronage.
2. **(H₁):** There is no relationship between the security system and resort patronage.

Descriptive statistics and percentages were used to assess the study objectives to achieve the study's goals, and chi-square will be utilized to test the study's hypotheses. The statistical software for social sciences (SPSS) was used for the analysis in this research study.

The selection of simple random sampling was adopted for the respondents within Atican Beach Resort and La Champagne Tropicana and were given equal chances of being selected. Using simple random sampling techniques, a sample size was determined using the Taro Yamane sample size method, Taro Yamane.

$$n = \frac{N}{1+Ne^2} \quad (1)$$

Where:

n: describes the sample size.

N: describes the total population of the area

e: describes maximum variability or margin of Error = 0.09.

1: describes the probability of the event occurring.

$$n = \frac{240}{1+240(0.05)^2} = \frac{240}{1+240(0.0025)} = \frac{240}{1+0.6} = \frac{240}{1.6} = 150 \quad (2)$$

The study population for this research work includes tourists of the mentioned destinations. Questionnaires were distributed to a total of 240 tourists in total within the destinations. This figure was derived as the average of recorded guests within one month before the study. The questionnaires were designed to provide adequate and relevant information on the study assuring respondents of utmost secrecy. The structured questionnaire was divided into sections to suit respondents. And surprisingly, the 150 questionnaires returned valid.

Results and Discussion

Socio-demographic characteristics of tourists.

Table 1. Age Range

Parameters	Frequency	Percentage
18 years – 29 years	18	12%
30 years – 39 years	21	14%
40 years – 49 years	42	28%
50 years – 59 years	39	26%
60 years – 69 years	17	11%
70 years and above	13	19%
Total	150	100%

Source: Field Survey, 2022.

Table 1 shows that most of the respondents are between the age ranges of 40 years to 49 years, 12% of the respondents are between the age ranges of 18 to 29 years while 14% are between the ranges of 30 to 39 years. 26% of the respondents are between the age range of 50 years to 59 years and 11% and 19% are between

the age range of 60 years to 69 years and 70 years and above respectively.

Table 2. Gender

Parameters	Frequency	Percentage
Male	93	62%
Female	57	38%
Total	150	100%

Source: Field Survey, 2022.

The statistic in Table 2 shows that most of the respondents are male 62% while 38 of the respondents are female.

Hypothesis Test

The study made use of Chi-Square (X^2), using a significance level of 0.05.

Decision Rule:

- If the computed value of chi-square is less than its table value at 5% significance at the degree of freedom (3), the null hypothesis is accepted.
- If the calculated value of chi-square is greater than its table value at 5% significance at the degree of freedom (3), the null hypothesis is rejected.

Hypothesis I

Table 3. Hypothesis I: There is a Relationship between Security Systems and Resort

Cases	Observed Freq. (O)	Expected Freq. (E)	O-E	(O-E) ²	(O-E) ² ÷ E
SA	11	50	-39	1521	30.42
A	6	50	-44	1936	38.72
D	62	50	12	144	2.88
SD	21	50	-29	841	16.82
					88.83

Therefore:

$$C^2 = \frac{\sum[(O-E)^2]}{E} = 88.83 \quad (3)$$

Degree of freedom (df) = n-1

Where n = numbers of possible cases (4)

Therefore df = (4-1) = 3.

The table value of chi-square for the degree of freedom (3) at a 5% (0.05) level of significance is 7.815.

Decision: Since the chi-square calculated (88.83) is higher than the table value (7.815). We conclude that the null hypothesis does not hold. Hence, we reject the null hypothesis and accept the alternative, which says that there is a significant relationship between security systems and resort patronage.

Table 4. Hypothesis II: There is No Relationship Between the Security System and Resort Patronage

Cases	ObservedFreq. (O)	ExpectedFreq. (E)	O-E	(O-E) ²	(O-E) ² ÷ E
SA	35	50	-15	2465	49.3
A	45	50	-5	2455	5
D	15	50	-35	1225	24.5
SD	5	50	-45	2025	40.5
					119.3

Therefore:

$$C^2 = \frac{\sum[(O-E)^2]}{E} = 88.83 \quad (4)$$

Degree of freedom (df) = n-1

Where n = numbers of possible cases (4)

Therefore, df = (4-1) = 3.

The table value of chi-square for the degree of freedom (3) at a 5% (0.05) level of significance is 7.815.

Decision: Since the chi-square calculated (119.3) is higher than the table value (7.815). We conclude that the null hypothesis does not hold. Hence, we reject the null hypothesis and accept the alternative, which says that there is a relationship between the security system and resort patronage.

Conclusion

From the distributed questionnaire the researchers discovered that most respondents agreed to the availability of adequate security systems in the resort, which help strengthen security of the beach while increasing their patronage as well as referrals to the destinations. The result also shows that respondents strongly agree that Security equipment gives tourist peace of mind within the premises of the destination. Also, the functionality of the Security system makes management take control of the situation in case of emergencies related to intrusion on guests and property. It also shows that the availability of CCTV/surveillance cameras increases the sense of security within the resort. In addition, the researchers also discovered that Poor accessibility due to bad roads affects the level of patronage in tourist attractions in that area of Lagos state. With these findings, the researchers concluded that IT Security Systems play a significant role in the patronage of the resorts. That the higher the security, the higher the patronage, and vice versa.

Recommendations

Based on the results derived from the research work the researchers thereby made the following recommendations:

- The security measures of resorts require more monitoring and transmission of information gadgets such as Closed-Circuit Television (CCTV), Walkie Talkie, and electric Security Alarm just to mention a few because of their big size.
- Stakeholders in the industry should provide functional security gadgets to put the mind of tourists at rest and assurance of their safety.
- Internal monitoring units should be created by management to monitor the activities of its tourist in various sectors to prevent the occurrence of crime from within the establishment.
- Fencing of the beach environment is encouraged, this is to note the movement of tourists in and out of the beach. There should be entrance and exit mounted with monitoring security gadget, trained intelligence security personnel, and effective Access Vehicle and Pedestrian control.

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