

Safety and security concerns at the beach: Views of migrant visitors in Ghana

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Abstract

Tourism-migration, safety and security experience are constructs that have drawn the attention of researchers. The literature has acknowledged the importance of safety and security as the foundations for building wealthy tourism. Utilizing the theory of optimism-pessimism, this research sampled 347 migrant visitors of three selected beaches in Ghana's capital, Accra. The analysis of the chi square test of independence shows a significant association among socio-demographic characteristics (marital status, age categories, education and nationality) and safety and security concerns. However, there is no significant association between gender and safety and security concerns. In all, the findings showed that migrant visitors were optimistic about Ghana's beach destinations. The results of the study validate the contribution of migrant visitors' viewpoint on safety and security which is relevant to Ghana's tourism development. Theoretical and practical implications of the findings are discussed.

Keywords

Tourism, migration, safety, security, crime, terrorism, visitor, Ghana

Introduction

Investigations into tourist safety and security (SnS) consciousness have drawn the attention of scholars and international bodies in the tourism industry (Chauhan, 2007; Lindqvist and Bjork, 2000; O'Connor et al., 2008; Tarlow and Santana, 2002; Tasci and Boylu, 2010; UNWTO, 2003; WHCTT, 1995). SnS is regarded as a foundation for building wealthy tourism (Chauhan, 2007; Lindqvist and Bjork, 2000; Neumayer, 2004; Pizam et al., 1997; UNWTO, 2003). According to these studies (see: Dolnicar, 2005; Lo et al., 2011; Tarlow and Santana, 2002; Yang et al., 2015) the risks associated with the tourism industry include the unforeseen occurrences of earthquakes, flood, riots, terrorism, crime, sexual assault, pollution, food safety, acts of war and others. Certainly, any SnS misfortune does not only challenge the image of vacation and destination sites but the tourism industry as a whole (Tarlow, 2006). This is believed to have a direct negative effect on tourist behavior, destination brand image, and business owners are also likely to lose both existing and potential customers, leading to a decline in revenue (Tasci and Boylu, 2010).

Notably, the United Nation World Tourism Organization (UNWTO) has suggested that all nations should develop a national policy on tourist safety and risk prevention (WTO, 1991). In 2003, SnS was included in the six determinants standards: hygiene, accessibility, transparency, authenticity, and harmony of quality tourist products (UNWTO, 2003). Consequently, the aim of this study is to investigate migrant visitors' SnS concerns and different socio-demographics responses on beach tourism destinations in Ghana. This study conceptualised migrant visitors as people working and residing in a country, where they were not born or brought up, and have retained citizenship of their original country and (sometimes) adopted dual nationality, who visit tourism sites within context. Investigations of this nature within context are relevant because of the possible loss of jobs and revenue in case Ghana is blacklisted as an

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unsafe destination. First, tourism is considered as the 4th highest income earner for Ghana after gold, cocoa, and oil (Mensah-Ansah et al., 2011; myjoyonline, 2018). The sector serves as one of the main socio-economic drivers that generates foreign income and has supported 682,000 jobs or 5.3% of total national employment in 2016 (WTTC, 2017). Second, Ghana is among the countries that signed and ratified the International Convention on the Protection of the Rights of All Migrant Workers and Members of Their Families' on 7th September, 2000 (UN High Commissioner for Human Rights, 2005). In case of any SnS calamity, a foreigner could challenge Ghana's commitment to the protocol. Ghana was ranked 4th in 2018 after Mauritius, Botswana and Malawi as the most peaceful place on the African continent (Global Peace Index, 2019). According to the United Nation Population Division of Economic and Social Affairs (UNPDES), there are about 217,556 migrant workers residing and working in Ghana (UNPDES, 2019). In 2018, migrant workers' contributions to Ghana's Gross Domestic Product were estimated around 2.5% of \$65,518 million US (OECD/ILO, 2018). Third, the findings of Donkor (2018) also indicated that tourism activities in the industry were expanding. However, the industry stakeholders such as the security agencies have not responded to the issues of SnS. This is an indication that most stakeholders have not fully grasped the implications of the discrepancies in Donkor's (2018) findings. Fourth, tourists or foreign nationals are becoming targets of terrorist groups. An example is the Tunisia beach attack which recorded 39 deaths; of which 30 were British tourists (*The Guardian*, 2015). Another example is the terrorist attack on Ivory Coast beach killing 22 tourists, including 4 foreigners (Miller, 2016). Indeed, exploring migrant visitor perceptions on SnS would enhance planning and management of tourism by policy makers, business owners, marketers and practitioners to provide unique services and products at destinations to strengthen and position Ghana's tourism among world tourism destinations.

Previous studies have shown that some selected tourist destinations within context are unsafe and insecure for tourists (Amuquandoh, 2011; Badu-Baiden et al., 2016; Boakye, 2010, 2012; George, 2003; Poku, 2016; Poku and Boakye, 2019). However, less is known about the tourism-migration nexus with focus on migrant visitors' concerns regarding SnS at beach resorts in Ghana. To bridge this knowledge gap in existing literature, this study utilized the optimism-pessimism theory to assess SnS concerns of migrant visitors in the tourism industry. The study is constructed as follows: Section 2 presents existing literature review on theories, migration, tourism and SnS.

In section 3, the methodology is presented. Section 4 provides the data analysis and discussion of results. Finally, the last section provides conclusion, implications and future research directions.

Literature review

Theoretical background

This study was grounded on the theory of optimism-pessimism, proposed by de Jonge et al. (2008) to understand migrant visitors' concerns about beach tourism in Ghana. This theory works with the assumption that certain factors impact on consumer confidence in beach safety. Scheier et al. (2001) found that optimists were confident and persistent, while pessimists were more doubtful and hesitant. Further, the theory admits that optimism and pessimism are not mutually exclusive. That is, consumers can equally feel optimistic and pessimistic about a product or service which might influence their behaviour. In this study, the theory is discussed on the scale of optimism and pessimism continuum as applied in previous studies (Amuquandoh, 2011; Poku, 2016). This implies that a consumer might have complete confidence in the safety of the beach (high optimism and low pessimism) or no confidence in the safety of the beach (low optimism and high pessimism) and a consumer could simultaneously feel optimistic and pessimistic about the safety of the beach. In addition, this study suggests that optimism about the safety of beach signifies the degree to which consumers are confident that the beach is safe while pessimism shows the extent to which consumers are doubtful and hesitant about the safety of the beach. Extant research (see: Poku, 2016; Richards, 2007; Ünüvar et al., 2012; Zhang et al., 2019) have relied on this theory to investigate tourists concerns of SnS. Poku (2016), for example, used survey data on tourists SnS views of Kakum National park in Ghana and identified 52.7% of the tourists were unsafe at the park. Importantly, these two concepts of optimism and pessimism advance the on-going discussion on how migrant visitors assess safety and security of beach tourism sites within context. Therefore, it is worth researching into this neglected area which is globally regarded as one of the backbones of tourism development.

Tourism and migration

Tourism and migration are regarded as the two most significant manifestations of globalization (WTO, 2010). Remarkably, some authors have established the relationship between tourism and migration (e.g. Etzo, 2016; Gössling and Schulz, 2005; Griffin and

Dimanche, 2017; Gueren-Omil et al., 2018; Hernandez and Mercader, 2015; Vuin et al., 2016) in the advanced countries. This has created knowledge gap in the developing nations like Ghana. It is postulated that the question of SnS experience of migrant tourists and its relevance to Ghana's tourism development remain largely unaddressed. Interestingly, migration provides socio-economic contributions and cultural enrichment to destination countries (Williams, 2012; WTO, 2010). This implies that migrants consume tourism products and also provide labor for the tourism, hospitality and catering sectors. Earlier findings revealed that migrant tourists spent more on products and services than domestic tourists on their visits to destination sites (Forsyth et al., 2012; Nghiêm-Phú, 2016; Nguyen and King, 2002). In addition, migrant tourists contribute to the development of new cultural tourism products (ethnic food, cuisine, restaurant), which enrich the cultural environment of destination countries. The World Tourism Organization (WTO, 2010) has identified two concepts on the nexus of tourism and migration "Tourism-Led Migration" (TLM) and "Migration-Led Tourism" (MLT) within the tourism-migration literature. TLM refers to the situation where people travelled to fill tourism employment gaps in other countries. For example, through TLM male laborers from South Asia met the construction demands of the tourism boom in the United Arab Emirates (UAE). Likewise, MLT contributes significantly to growth in tourism at both origin and destination countries through increased visibility, especially in the 'Visiting Friends and Relatives' (VFR) sector.

According to the United Nations database, the total number of international migrants in search of improved standard of living and better work opportunities in other countries was about 272 million in 2018, representing 3.5 percent of the world population (UN, 2019). In this study, migrant visitors comprised of skilled, semi-skilled and unskilled and no attempt was made to highlight the differences.

Tourism, safety and security

SnS is regarded as an important factor in the growth of the tourism industry (Boakye, 2012; Pizam et al., 1997; Tarlow and Santana, 2002; UNWTO, 2003). It infers that tourists concerns about SnS of a destination would highly influence their traveling decision. In spite of the existing literature (e.g. Badu-Baiden et al., 2016; Boakye, 2012; Poku, 2016; Poku and Boakye, 2019) on international tourists views on SnS, there is limited research within context in terms of migrant visitors' contribution to Ghana's tourism development. This study maintains that tourism development

is directly linked to the provision of safe and pleasant relaxation at destination sites, which migrant visitors cannot overlook or compromise. Indeed, Garg's (2015) study provided evidence that safety, peace and stability were major concerns for tourists when choosing a destination. Evidently, within the tourism literature, the concept of SnS is regarded as a complex multidimensional notion which include a range of components such as terrorism, crime, violence, health and sanitation, political security, sexual assault, public safety, acts of wars, legal protection of tourists, protection from disaster, environmental security and tourists access to reliable information (Kóvári and Zimányi, 2011; Tarlow, 2006; Tasci and Boyle, 2010). Wichasin and Doungphummes (2012) indicate that the application of the concept of SnS is used interchangeably. Other studies have also suggested that the two concepts are distinct (Yang and Nair, 2014).

Michelberger Jr and Lábodi (2012) defined safety as minimising risk factors to protect tourists from injury or death, while Nardi and Wilks' (2007) study explained security as freedom from danger, risk or doubt. Building on the previous definitions above, this study defines SnS as measures generally used in protecting tourists against unplanned consequences and things that might harm tourists at the beaches. Staines et al.'s (2005) research on threats and safety of beach visitors in Victoria, Australia showed that most deaths occurring at beaches were associated with submersion incidents. In most instances, deaths occurred from natural causes or tourists' self-harm. Their study further revealed that crimes at the selected beaches were principally loss of personal belongings and sexually related offenses. In the study of Baker (2013), it was concluded that cruise passengers were safe and secured in the Western Caribbean. This is because cruise passengers were encouraged to report kidnappings, sexual assaults, and other crimes. Besides, it was mandatory for vessels to be equipped with cabin peepholes, video surveillance systems and other security measures. Similarly, the findings on Chinese safety destinations showed that tourists' safety exceeded their expectation, suggesting a greater sense of post-travel destination safety (Yongguang and Fang, 2020).

Within the Ghanaian tourism context, Poku and Boakye (2019) found that visitors' perceptions of safety and security at the Kakum National Park, were split between the two extremes of being safe-secure or insecure. However, tourists understanding of safety and security at the Kakum National Park were need-driven and associated with visitors' age and continent of origin. Importantly, the results from previous studies revealed that SnS are factors

which influence tourist decision-making (Hall, 2002) and affect the image of destinations (Tarlow and Santana, 2002). Therefore, an investigation to ascertain whether migrant visitors are optimistic or pessimistic about SnS of Ghana's beach destinations is worthwhile. Finally, investigation into beach visitors' SnS perception with focus on migrant visitors would aid in incorporating their views into the planning and management of SnS at destinations.

Tourist victimization

Extant literature indicated a significant relationship between tourist victimization and SnS in the context of tourism (Baker and Stockton, 2014; Boakye, 2012; Brunt et al., 2000; Lisowska, 2017). Matakovic and Cunjal-Matakovic (2019) identified four patterns of crime victimisation within the tourism literature. These include tourism and crime rates (De Albuquerque and McElroy, 1999; Johnny and Jordan, 2007), relationship between tourism, crime and socio-economic indicators (Biagi et al., 2012; Palanca-Tan et al., 2015). Other studies focused on tourist attitudes to crime, security perception and fear of crime (Boakye, 2010; Holcomb and Pizam, 2006) and finally residents attitude towards tourism, crime and security (Andereck, et al., 2005; Gursoy et al., 2010). Typically, violence, crime and political instability instilled fear in tourists desire to travel to destination site. These studies (see: De Albuquerque and McElroy, 1999; Johnny and Jordan, 2007) have established that international tourists were usually victimized by property crime and robbery. Again, in the earlier study of Carić (1999) tourists' victimisation factors were numerous and could be grouped into three categories: social, psychological and situational. According to Holcomb and Pizam (2006), one of the victimisation factors is, tourists lifestyle. This is because they carried foreign currencies, credit cards and personal belongings such as mobile phones, cameras, wrist watches, etc. Other studies have found that tourists became victims because of their country of origin and their way of dressing (Matakovic and Cunjal-Matakovic, 2019). Other tourists were seen to be careless and indulged in anti-social and self-destructive behaviours, such as drug consumptions and prostitutions (De Albuquerque and McElroy, 1999). Unfamiliarity with the immediate environment also influenced victimisation (Harper, 2006). For instance Michalko (2004), using data from the Hungarian tourism context, found that most of the crimes committed against foreign visitors were primarily property related, especially car theft, car burglary and pickpocketing. According to the United Nations Office on Drugs and Crime (UNODC, 2013)

violence, murders, crimes and political instability especially in the tourism sector represent growing policy syndromes that ought to be prevented. Furthermore, Asongu et al. (2019) affirmed the role of security officers, police and armed service personnel in mitigating the unfavorable consequences of the insecurity on tourism.

Methodology

Guided by the proposition of the hotspot theory (Sherman et al., 1989), tourists are most likely to be victimized at tourism destinations where tourists are gathered. The study sites were the three hotspot beaches (Bojo, Labadi and Kokrobite) within Accra. Admittedly, Accra, the capital of Ghana hosts the majority of tourists including migrant visitors. It is located on the Atlantic coast of West Africa at latitude 5.5560198 and longitude -0.1969 , in the northern hemisphere. Beach tourism was considered for this study, for a number of reasons. First, beach tourism is regarded as the second most attractive form of tourism after heritage tourism in the country (National Tourism Development Plan, 2013). Certainly, beach leisure is branded with exceptional activities (e.g. snorkeling, rafting, exotic seafood, skin tanning, playing in the sand) and beautiful scenery that attract tourists. In addition, beach tourists take the opportunity to cool off and swim in the sea, do sunbathing, breath in sea air and bath seawater which is good for one's health. Second, earlier studies on related topics (e.g. George, 2003; Poku, 2016; Poku and Boakye, 2019; Prayag and Ryan, 2012) have deserted beach tourism. This area of tourism is now becoming the target for terrorists, an instance being the Tunisian and Ivorian beach attacks in 2015 and 2016 respectively. Third, in 2017, the country started the construction of the Marine Drive Project in Accra, which is expected to cover a total area of 241 acres and projected to create over 15,000 jobs (Graphic Online, 2019). This project is expected to serve tourists better, with the provision of beach soccer pitch, mini-golf and creation of the office of the Ministry of Tourism.

In this study, the selected beaches in the city are mostly dominated by foreign visitors. Interestingly, all the sampled beaches are endowed with diverse attractive offerings. Labadi pleasure beach has a large stretch of sandy beach for football, beach volleyball and entertainment by musicians, performers, acrobatics and selling of handicrafts. Kokrobite is a funky beach known by reggae music lovers and Rastafarians. It also provides a comfortable atmosphere for parties, bonfire celebration at night with singing, drumming and dancing. Bojo beach is located between River Densu, one of Ghana's popular rivers

and the Atlantic Ocean. Tourists are transported on boats to cross the river before getting to the beach. This provides a natural setting which is unique and lovely for tourists.

The targeted population considered for this research comprised migrant visitors, who visited the selected tourism destinations during the data collection period. Using the convenience sampling method, a total of 347 migrant visitors were reached comprising 189 in Labadi, 96 in Kokrobite and 62 in Bojo beach. As stated above, these beaches were purposively sampled due to their unique characteristics which are pleasant for beach visitors. Earlier, managers of the sampled beaches were contacted for discussion on the purpose of this study, and to facilitate data collection. This study used a research team made up of three groups comprising 6 experienced enumerators for each of the three selected beaches. Using the convenience sampling method, the research team simultaneously gathered data at their various assigned beaches. The team first explained the purpose of the study to the participants, and those who agreed to take part in the investigation were asked to complete the questionnaire. Convenience sampling method was used due to easy accessibility to participants, their willingness and readiness to complete the self-administered questionnaire (Creswell, 2014; Etika et al., 2016). The visitors were sampled on the beaches during their leisure time. Data collection interception enhanced a greater opportunity to gather sizeable data for this study and expected limitations associated with the data collection were minimized by different approaches. First, screening questions (Are you a foreigner working in Ghana? Have you earlier completed this survey?) were used to sample the targeted participants and to avoid double sampling. Second, the research team selected respondents separately, to prevent them from discussing their responses. Data was gathered for this research during the months of November 2018 to March, 2019. These months are considered Ghana's hottest season, when majority of the visitors visit the beaches (traveltips to Ghana, 2018). In all, 512 questionnaires were administered, with 347 (67.7%) found to be valid. Out of the 32.3% of non-response rate, 27.8% accounted for participants who decided to take the questionnaire away for completion, and to submit same at an agreed point before leaving the beach premises. However, it turned out that the majority of them did not keep to that arrangement. Probably the respondents were busy with the activities at the beach and might have forgotten to complete the questionnaires. Notably, the 32.3% non-response rate in this study is reflective of earlier research findings. For instance, Prayag and Ryan (2012), Yang et al. (2015), reported 42.6%

and 45.6% non-response respectively, by beach visitors. The remaining 4.5% of the questionnaires were not fully completed.

The instrument was piloted with 30 foreign tourists in La Tawala beach in the city. This exercise was useful because the results showed that the tourists understood the questions. Following the guidance from Altunışık et al. (2004), a sample size between 30 and 500 at 5% confidence level is generally adequate for quantitative research within an infinite population context. There are no official statistics on the number of migrant visitors in the selected beaches. The study instrument was developed in English language on the assumption that migrant visitors to the country could understand the language. The questionnaire was structured into two sections. Section one was to elicit the needed socio-demographic information, and section two contained five key modules on health and sanitation, visitor protections, harassment, crime and terrorism. The study adapted seven-items (7) on visitor protection and four items (4) on health and sanitation from Poku's (2016) study. Health and sanitation were operationalized as well-being and hygiene services which included presence of clinic, first aid box, ambulance and hygienic foods. Three (3) items on crime were adapted from Boakye (2010), include pickpockets, property theft and physical attacks. Again, three (3) items on harassment were borrowed from the previous study (Badu-Baiden et al., 2016) comprised of asking for money, addresses and electronic appliances. Finally, terrorism acts were operationalized as brandishing of guns or knives or swords toward visitors, kidnapping, discovering or sighting bomb(s) at the beach and reporting of rape cases that were adapted from earlier study (Pizam and Smith, 2000). In all, there were 22 items rated on a five-point scale, ranging from 1 = "very unsafe" to 5 = "very safe".

To ensure reliability of the studied variables, the reliability analysis was conducted where all Cronbach alpha coefficients (see: Table 2) were above 0.7 as recommended (Hair et al., 2010). This implies that the items are reliable with internal consistency among the items. In Table 2, the correlation matrix among the constructs also suggests both convergent and discriminant validity. The existence of convergent validity was confirmed by utilizing the average extracted variance values that exceeded 0.5 (Fornell and Larcker, 1981). To satisfy the requirement of discriminant validity, the square root of the construct's AVE was greater than the inter-constructs correlation (Fornell and Larcker, 1981). Next, this study used STATA 14 to process the survey data gathered from the field. The cross-tabulation and chi-square test were performed and results presented in

Table 1. Demographics data of the participants.

Demographics	Frequency N = 347	Percentage (%)
Gender		
Male	259	74.6
Female	88	25.4
Marital status		
Single	69	19.9
Married	278	80.1
Age categories		
≤40 years	48	13.8
>40 years	299	86.2
Qualifications		
Secondary	52	15.0
Graduate	295	85.0
Nationality		
America	102	29.4
Europe	87	25.1
Asia	121	34.8
Oceania	33	9.5
Africa	4	1.2

Source: Field data (2019).

Table 2. Average variance extracted, reliability and inter-correlation for all variables.

Factors	AVE	α	1	2	3	4	5
SnS							
Health and sanitation	0.81	0.78	0.90				
Tourists protection	0.73	0.77	0.30	0.87			
Crime	0.79	0.72	0.27**	0.24**	0.89		
Harassment	0.72	0.71	0.24**	0.55**	0.37**	0.85	
Terrorism	0.77	0.77	0.35	0.34**	0.43	0.29**	0.88

Note: All inter-correlation coefficients are significant at * $p < 0.05$ and ** $p < 0.01$. Bolded Diagonal figures represent the square root of the AVE; sub-diagonal figures are the latent construct for inter-correlations.

AVE: average variance explained; α : Cronbach alpha reliability.

frequencies, percentages and probability values (p-values). Thus, a p-value of less or equal to 5%, suggests a statistical association or relationship between variables under study. The Chi square test of independence (χ^2) was used to test the significant association between migrant visitors' response to SnS concerns and demographics (gender, age groups, level of education, marital status and nationality). Delucchi (1993) indicates that one advantage of using Chi-square test is its strength in determining whether a categorical outcome variable (e.g. SnS concerns) is associated with another categorical predictor variable (e.g. gender, level of education etc.). Following the recommendation of Sharpe (2015), this study

transformed the five-points scale into two categorical responses (yes or no) to meet the Chi square assumption. The first split of the data was based on the average values ≤ 3.0 meaning migrant visitors ($n = 104$) who claimed that the beaches were unsafe and insecure "No = 0" and visitors ($n = 243$) with average values > 3.0 being visitors who experienced safe and secured vacation at the selected beaches "Yes = 0". These classifications were supported in previous literature (Badu-Baiden et al., 2016; Boakye, 2010).

Results

Out of the 347 migrant visitors sampled for the study (Table 1), two-thirds were males (74.6%) and 80.1% were married. Further, the majority of the migrant visitors were aged 40 years and above (86.2%). Similarly, 85.0% of the visitors were graduates. The high numbers of migrant visitors were from Asia (34.9%). Notably, the results revealed SnS perceptions or views manifested in five main domains as presented in Table 3. These comprised of the average of health and sanitation (3.17), visitor protection (3.73), crime (3.47), harassment (2.32) and terrorism acts (4.64). The highest average of terrorism acts implied that the visitors were very safe or did not experience any terrorist act during their vacations at destination sites. The least average recorded was harassment (2.32) which signifies that visitors were unsafe or experienced harassment, from people asking visitors for money, addresses or contacts, and their personal belongings. In all, the average of averages of the SnS variables recorded 3.50 signifying safe and secured tourism concerns at the selected destinations.

Chi square findings

Table 4 shows the χ^2 results that revealed some association between migrant visitor demographic characteristics and SnS concerns. There is a strong significant association between marital status and SnS concerns ($\rho = 0.001$). Married visitors (68%) indicated that the beaches were safer and secured while 24.6% of the participants were single, and these reported that the beaches were not safe. Again, visitor age and SnS concerns were significantly associated ($\rho = 0.001$). There is evidence that 64.9% of the visitors aged 40 years and above indicated that their destinations were safe and secured than visitors aged below 40 years (25%). Education and SnS showed a significant association ($\rho = 0.002$). It is confirmed that 63.7% were graduate visitors, and acknowledged the selected beaches to be safe and secured while 34.6% of visitors with secondary education denied that the beaches were safe and secure. Nationality

Table 3. Descriptive analysis of safety and security concerns of migrant visitors.

Variable	Responses	Mean	SD
Health and sanitation		3.17	1.09
	Presence of clinic on site	2.69	1.07
	First aid box	2.74	1.02
	Ambulance	3.59	1.10
	Hygienic food services	3.66	1.16
Tourists protection		3.73	1.17
	Written safety and security policy	3.85	1.13
	CCTV camera	3.44	1.12
	Tourists safety and security desk	3.78	1.14
	Safety signs	3.58	1.22
	Security alarms	3.41	1.19
	Good lighting system at the beach	3.88	1.03
	Police presence	4.20	1.34
Crime		3.47	0.79
	Pickpockets	2.87	0.81
	Property theft	3.26	0.80
Harassment	Physical attack	4.29	0.77
		2.32	0.79
	Asking for money	2.43	0.77
	Asking for addresses	2.30	0.78
Terrorism acts	Asking for electronic appliances	2.24	0.82
		4.64	0.78
	Brandishing guns	4.73	0.77
	Kidnapping	4.80	0.78
	Brandishing of knives/sword	4.24	0.82
	Sighting of bombs	4.56	0.75

Table 4. Chi Square analysis of Safety and security concerns of migrant visitors.

Demographics	Safety and security responses				Total	Percent	χ^2	df	ρ
	No N	%	Yes N	%					
Gender									
Male	62	23.9	197	76.06	259	74.6	43.26	1	0.072
Female	29	33.0	59	67.05	88	25.4			
Marital status									
Single	17	24.6	52	75.4	69	19.9	43.06	1	0.001
Married	89	32	189	68	278	80.1			
Age categories									
<40 years	12	25	36	75	48	13.8	27.27	1	0.001
>40 years	50	35.1	249	64.9	299	86.2			
Qualifications									
Secondary	18	34.6	34	65.4	52	15.0	15.00	1	0.002
Graduate	31	36.3	264	63.7	295	85.0			
Nationality									
America	24	0.24	78	0.76	102	29.4	30.09	4	0.001
Europe	34	0.39	53	0.61	87	25.1			
Asia	45	0.37	76	0.63	121	34.9			
Oceania	4	0.12	29	0.88	33	9.5			
Africa	2	0.50	2	0.50	4	1.2			

and SnS concerns also recorded significant association ($\rho = 0.001$). About 78 number of American migrant visitors indicated that the beaches were safe compared to 2 African migrant visitors. Males (23.9%) and 33.0% females visitors mentioned that the destinations were not safe and secured for visitors. However, the study's findings showed that there was no statistical association observed between gender and SnS ($\rho = 0.072$).

Discussions and managerial implications

The purpose of this study was to examine migrant visitors experience of SnS at Ghana's beach tourism destinations. The overall finding substantiate that migrant visitors experience safe and secured beach holidays at the selected sites. Empirically, it implies that migrant visitors are optimistic about Ghana's beach destinations which supported the optimism concept of the theory used as the underpinning theory for this research. This finding is considered as one of the original contributions of this research to existing tourism-migration literature on SnS concerns of migrant visitors on the globe. This result buttresses Garg's (2015) study that explained the importance of safety, peace and stability as major concerns for tourists when choosing a destination. Identifying SnS perceptions can enable destination tourism authorities to incorporate migrant visitor views into the planning and management to enhance tourism growth within context.

According to Boakye (2010) one way of providing security to tourists is to seek their own opinions on related matters. However, the findings of this study are not in line with earlier studies within context (Amuquandoh, 2011; Badu-Baiden et al., 2016; Boakye, 2010, 2012; Poku, 2016). These earlier studies considered some destinations within Ghana as unsafe for tourists. The variation in the results obtained might be related to destinations settings and visitor characteristics. For example, Boakye (2010) concentrated on international tourist views of safety and vulnerability, crime, destination attraction, travel arrangement and accommodation of the three main city tourism destinations in Ghana. Badu-Baiden et al. (2016), also focused on international tourist harassment at tourism sites in Ghana without limiting it to a particular destination or form of tourism. This study's focus was only on migrant visitors' SnS views on beach tourism with much emphasis on tourist protections, harassment, crime, terrorism, health and sanitation. Notably, this is one of the studies in context that has included terrorism experience following the terrorist attack on tourists in Tunisia and Ivory Coast.

Interestingly, the findings on terrorism act showed that the beaches were safe and secured and that supported the terrorism campaign awareness (see: Neighborhood Watch, UK, Action Counters Terrorism, US). Ghana, for instance, is among the West Africa countries that are taking adequate preventive measures such as legislations, intelligence gathering and terrorism combat units of the security agencies to deal with unforeseen terrorist acts in the country. According to the Global Terrorism Index's (2019) rating, Ghana recorded 1.559 score out of 10 point, compared with Nigeria's 8.597; Mali 6.653 and Cameroon 6.621. Ghana's score implies that the country is not affected by terrorism. According to the study of Bamba (2014), Ghana is one of the countries in Sub-Saharan Africa that has no official terrorist group like Boko Haram in Nigeria, Chad, Niger and Northern Cameroon. However, illegal entering points or clandestine routes into the country make Ghana vulnerable to terrorism.

On the other hand, it is important for this study to throw light on how migrant visitors were harassed in terms of people asking for money, request for addresses and stealing of personal belongings which reaffirmed the early result of crime against personal belongings of beach tourists (Badu-Baiden et al., 2016; Staines et al., 2005). The reasons for these negative behaviors might support the position that some indigenes might want to travel out of Ghana, and try to do so by establishing friendship or getting acquainted with foreigners. Hence, they asked for personal addresses, in order to correspond with the visitors later. The result also showed that migrant visitors were protected at the beaches, with the provision of safety signs, police presence, tourist safety desk, good lighting system among others.

Evidently, the result of the study demonstrated important influences of socio-demographic characteristics of migrant visitors' view on SnS that support previous studies (Carr, 2001; Kozak, 2007; Otoo et al., 2016). Married visitors for instance were careful about their safety and security at the selected destinations. Marital status might sometimes be regarded as an indicator for determining how likely a married visitor would view SnS as compared to singles. Presumably, unmarried visitors are most likely to be younger, adventurous and carefree as compared to the married visitors. Also, family roles might tend to influence leisure decisions as married visitors might be more careful in viewing a destination to be safe or unsafe. Furthermore, graduate visitors aged 40 years and above, were found to be more security conscious.

Consequently, older visitors are more likely to take SnS issues more seriously than the younger ones due to their past life experiences and knowledge on

security matters over the years. Tarlow (2017) found out that the elderly or older visitors tend to be more cautious in their travel behaviors and demanded good security due to the era of terrorism and high crime associated with tourism destinations. Most of the migrant visitors were from Asia and this supported the annual figures shown by Botchwey et al. (2019). The large number of Asian migrant visitors could be explained by the influx of Indian and Chinese migrants' workers in the mining, fishing, construction and other major sectors of Ghana's economy. Indeed, the data on the number of Chinese migrants in Ghana remain speculative and estimates vary considerably. Currently, it is estimated that there are about 70,000 Chinese nationals in Ghana (Crux, 2018). On the other hand, African migrant visitors contributed the least to migrant tourism and this is in-line with earlier studies (Hoff and Overgaard, 1974; Sindinga, 1999), which showed that Africans hardly traveled for tourism-related purposes. Therefore, it is not surprising to have such a low representation of African migrant visitors' arrival at the selected destinations.

The theoretical implications of this study are that the findings empirically establish the relevance of optimism-pessimism theory perspective which is important to existing tourism-migration literature on the globe. This investigation has not only validated the theory in context, but also examined the significant association between the socio-demographics and SnS concerns. This new insight could add to the existing knowledge on migrant visitors SnS concerns. The study's results support the notion that migrant visitors are optimistic about Ghana's beach destinations. Hence, this research has succeeded in providing some original contribution to the insights on the interactions among socio-demographic characteristics and SnS concerns, which is important to Ghana's tourism authorities, academics, tourism businesses, practitioners and non-governmental institutions.

For industry practitioners, one managerial implication is a need to leverage on the significant association between migrant visitors' demographics and SnS. Further, the findings provide opportunities to all the businesses in the industry to possibly strengthen SnS via the provision of a healthy and hygienic beach environment, and protect visitors from any form of harassment. Besides, there is an opportunity for safety education of tourists and training of employees and other stakeholders in the tourism industry in order to avoid the unforgettable misfortune of Tunisia and Ivory Coast beaches on this continent. Again, SnS is achievable through policy formulation, partnerships and capacity building of the players in the industry. Imperatively, managers and business owners ought to strive to enhance safety and security satisfaction

levels of migrant visitors as contained in the Travel and Tourism Competitiveness index 2019 (World Economic Forum, 2019).

In addition, the findings offer prospects for developing tourism destination marketing strategies to increase tourist readiness and also entice more migrant visitors to patronize safe tourist sites, as the success or failure of tourism destinations depends on the ability to provide a safe and secure environment for visitors. Furthermore, the study's findings could be a tool for deriving some economic benefits for destination marketers, through increased sales, leading to profit maximization, by delivering healthy and risk-free products or services to satisfy migrant visitors during their vacations.

Conclusion and areas for future studies

In conclusion, investigation into migrant visitors' SnS are among the deserted areas in tourism-migration literature on the globe. The main contribution of this research to existing tourism-migration literature is that it provides insights into a wide-range of migrant visitors' SnS concerns on tourist protections, harassment, crime, terrorism, health and sanitation. Notably, the research findings are unveiled in two ways. First, it shows that the selected beach destinations are safe and secured, as perceived by migrant visitors and will serve as a precursor for tourism planning and development. Second, it reveals significant association among socio-demographic characteristics of the visitors and SnS concerns, except gender that was not significantly associated with SnS. Hence, this research has extended the understanding of tourism-migration paradigms through SnS which has not been previously tested within the Ghanaian tourism context. Contextually, this study is the first to investigate migrant visitors' SnS perception from the perspective of a developing state. In addition, this current study's results go beyond earlier research (Badu-Baiden, et al., 2016; Poku, 2016; Poku and Boakye, 2019) to expand tourism-migration literature. While the findings of Poku and Boakye (2019) revealed that domestic and international tourists' concerns on SnS at the Kakum National park were divided into safe-secure or insecure within the Ghanaian tourism context. This study's findings showed that migrant visitors were optimistic about Ghana's beach destinations. Finally, the study's findings suggest that demographics of tourists are significant factors in determining visitors' perception of SnS in tourism-migration context.

Noticeably, the non-probability sampling method (convenience sampling) and the application of non-parametric analysis of the chi-square test of independence means that there are some limitations that

should be acknowledged. First, the analytical approach as well as the study's target population and the cross-sectional data gathered limited generalization of the findings. Second, the study is limited to only three beaches in terms of coverage. These shortfalls should not deter future scholars or researchers from exploring this topic as it is obvious that the world is becoming unsafe and insecure due to unforeseen circumstances such as terrorism. Therefore, there is the need for further studies for more insights into SnS matters, for travelers around the world. In addition, future researchers could improve their research designs by expanding their target population, using a bigger sample size, and applying a more robust statistical application for generalization purposes.

Due to the complex nature of SnS, further studies need to be conducted to expand the items on SnS like political security, public safety, disaster prevention and getting access to reliable information for visitors, which were not covered in this study. Admittedly, it is impossible for a single study to assess all SnS issues at a single destination, as each tourism destination comes with its peculiar safety and security challenges. Future studies can also make the effort to investigate country specific migrant visitors as well as assessing skilled, semi-skilled and unskilled migrant visitors' SnS views separately for insights that could aid planning and management of SnS in context and on the African continent. The differences in the finding in literature regarding the insignificant association between gender and SnS are avenues for future researchers.

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