



1 PREDICTORS OF FUTURE TRAVEL INTENTIONS TO LAGOS MEGACITY: EXPLORING THE CRIME-RISK PERCEPTIONS

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Abstract

The issue of crime risk associated with travel has been receiving increased attention, yet this has scarcely been studied in African contexts. Besides, how travel intention is influenced by the interactions of perceived crime risk and socio-economic characteristics has scarcely been investigated. This study examines whether perceived crime-risk factors and socio-economic characteristics help to explain future travel intentions to megacities using Lagos, Nigeria as a case study. Self-administered questionnaires were used to gather information from a sample of travellers who arrived in Lagos in 2019. Frequency counts, percentages, mean and Ordinary Least Squares Regression (OLS) were used to analyse and interpret the data. The findings show that respondents were not certain about their safety in Lagos. Likewise, they were uncertain about their future travel to the city. Though partially mediated by travellers' socio-economic characteristics, the findings show that perceived crime risk significantly predicts future travel intentions. Implications of these findings to travel and security management are discussed.

Keywords: crime-risk, Lagos, megacities, perceived safety, repeat travel

INTRODUCTION

Megacity is a distinct description given to a metropolis with a population of ten million or more. There are currently twenty such cities in the world, and by 2025, they will be close to forty (United Nations, 2020). Megacities are growing and the ability of host nations to effectively deal with their explosive growth and keep up with infrastructure, resource requirements and security is, in many cases, weakening (US Chief of Staff of the Army, 2014). While megacities will continue to occupy a key strategic terrain, making their stability necessary for global connectedness, they may also offer a safe haven for dangerous individuals or groups who wish to foster crime (Dias & Salla, 2013; US Chief of Staff of the Army, 2014). This is because megacities offer several benefits to discrete threat networks. Large migrants reduce the transnational signature normally associated with terrorists, criminals, and those who engage in

espionage activities. Operating from megacities allows hostile actors relative freedom to manoeuvre as they blend in with the local population (Taleb, 2014). Therefore, failure to focus attention on these mega places today will create a global strategic vulnerability tomorrow.

Crime would continue to intensify in megacities. Particularly, this is expected to become worse by the year 2025 in those megacities where there is a large gap between the rich and the poor (Olsen & Pizam, 1998; The U.S Office of the Director of National Intelligence, National Intelligence Council, 2008). This huge discrepancy between the wealthy and the poor has been a big problem in African and Asian cities (United Nations, 2020). Therefore, megacities such as Lagos in Nigeria, Mumbai in India, Cairo in Egypt, Tokyo in Japan, Shanghai in China and Karachi in Pakistan, among others, occupy unique positions in this discourse, in



that travel intentions to these megacities can be severely impacted by crime. For the travel industry to respond effectively, it is crucial to have a sufficient understanding of the links between perceived crime-risk and travel intentions as well as their underlying factors and variables.

There is a wide literature on tourists' perception of crime-risk and intentions (see, for instance, Badiora & Bako, 2020; Chang, Duan, & Li, 2016; Cui, Liu, Drawve, Kennedy, & Caplan, 2020; Mawby, 2014;). Nonetheless, the current study deals with a broader category of respondents, travellers. A tourist is a particular type of traveller; thus, tourism is a subset of travel. Tourists are persons who visit a place for pleasure and sightseeing, especially when they are on holidays, and such trips include an overnight stay or a same-day visit (or excursionist). A traveller, on the other hand, is someone who moves between different geographic locations, for any purpose and for any duration (United Nations World Tourism Organization [UNWTO], 2015). To this end, possible links between duration, purpose of visit and future travel intentions are established in this study, unlike in previous studies. Furthermore, there appears to be a paucity of information on how travellers perceive their safety, particularly in megacities. With very few undetailed exceptions (e.g., Abenzoa, Ceccato, Susilo, & Cats, 2018; Ceccato & Loukaitou-Sideris, 2020), not much attention has been dedicated to understanding travellers' perceptions of crime-risk in Sub-Saharan African nations. Already, there is a dearth of travel research conducted on megacities in Africa; however, more emerging megacities on the continent present unique opportunities. According to a study by the Global Cities Institute of the University of Toronto, by 2100, all megacities will be in Africa, India and Southeast Asia. Also, only a little research has established that crime-risk perceptions impact travel intentions and till date, it has not been proven whether travellers' socio-economic characteristics

mediate this impact. This study, therefore, aims to examine the effect of crime-risk perceptions on future travel intentions and the mediating role of socio-economic factors in the relationship between crime-risk perceptions and future travel intentions.

The Theory of Planned Behaviour (TPB) offers a framework for the study. Although the literature on TPB is available (see discussion on theoretical framework and literature review in the next sections), no systematic study or theoretically informed empirical analysis has been found that was specifically related to Sub-Saharan Africa, particularly, Lagos despite being a renowned African travel destination and a foremost megacity. As a preliminary study, the idea of this study is to leverage on these literature gaps by investigating travellers' perceptions of Lagos, Nigeria. It focuses on the travellers' perceptions of crime-risk, their motivation, their future intentions, and how socio-economic factors mediate these variables.

The results contribute to deepening understanding of travellers' intentions and help with practical recommendations to attract them. The findings are also useful to travel administrators and contribute to the improvement of the security and attractiveness of megacities, particularly in Africa. This paper does not only add to travel research within a developing country context but also addresses the problem of perceptions of insecurity arising from Nigeria's tarnished image as a crime haven. The next section reviews the theoretical framework and literature on perceived risk and repeat travel followed by a discussion of the survey methods and findings.

THEORETICAL FRAMEWORK AND PREVIOUS STUDIES

The Theory of Planned Behaviour (TPB) is applied in this study to analyse crime-risk perceptions as predictors of travel intentions among a sample of Lagos visitors. TPB postulates that conduct is



predicted by an individual's intention to perform a behaviour and also by his/her perceived behavioural control, such as facilitating factors (Armitage & Conner, 2001). The global perception of behavioural control is the product of control beliefs (i.e., the perceived frequency of occurrence of salient facilitating or inhibiting factors, e.g., crime) multiplied by the power of those factors that facilitate

or inhibit the behaviour in question (Ajzen & Fishbein, 2005). As illustrated in Figure 1, TPB postulates that a behavioural intention (e.g., travel) is directly predicted by the intention to perform and indirectly by the perceived behavioural control. This is also subject to socio-economic and individual factors (Ajzen & Fishbein, 2005).

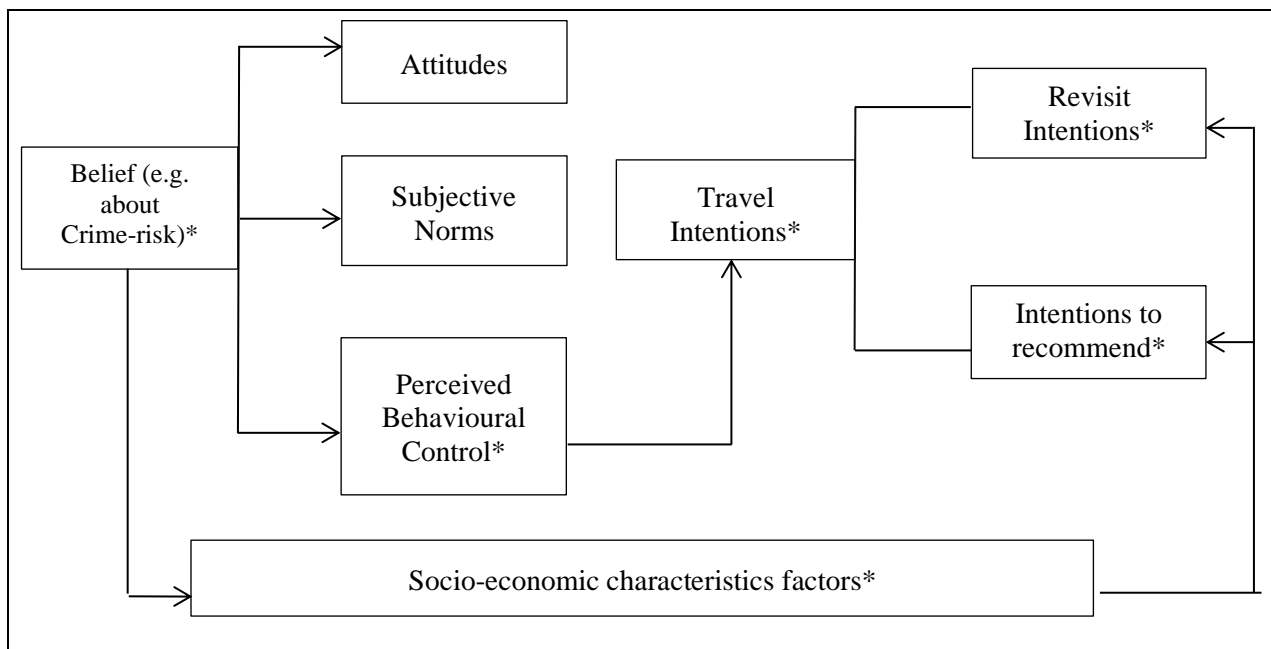


Figure 1: Conceptual model of the relationship of perceived crime-risk and socio-economic characteristics on the TPB

*Note: * Aspects of the model considered in this study*

The intention can be defined as the subjective probability of whether a person will or will not take certain actions. Related to the description of behavioural intentions such as travel, intentions are, thus, the expectation to travel in a certain way or to a particular destination (Makhdoomi & Baba, 2019). The intention to travel is affected by various factors which can both drive and limit travel intentions (Makhdoomi & Baba, 2019). Travel intention is, among other things, impacted by crime since crime, for example, can increase the demand for certain types

of travel (security experts travel). Crime can limit travel intention as well (Fuchs & Reichel, 2011; Lee, Liu, Chung & Ho, 2015; Badiora & Bako, 2020) through the perception of risks related to crime (Boakye, 2010; George, 2012).

Travel risk perception consisting of multiple dimensions mainly refers to negative impacts that may occur during travel (Cui, Liu, Chang, Duan, & Li, 2016). Perceived risk is a key factor for travellers when selecting a destination (Mawby, 2014). Making travellers feel safe is becoming increasingly important



for international destination competitiveness, as travellers usually consider several alternatives (George, 2012; Badiora & Bako, 2020). The image formed as a result of the increase in crime rate may harm a country's travel industry and have a significant impact on travellers' intentions (Artuğer, 2015; Cetinsoz & Ege, 2013). Also, different travellers may view risk issues differently due to the differences in environmental circumstances (Law, 2006), psychology (Reisinger & Mavondo, 2005), and travel experiences (Kozak, Crotts, & Law, 2007), which may affect their behavioural intentions differently (Quintal & Polczynski, 2010). Thus, as the incidence of crime increases, it becomes essential to predict its possible impacts and manage the consequences on the travel industry. Besides, the current study argues that travellers' perceptions of crime-risk will affect travel intentions differently. Another variable includes personal and social determinants of travel behaviours, such as age, income, gender, social class, education, nationality, social influences, attitudes and values (George, 2012; Lee, Liu, Chung & Ho, 2015). These variables are expected to mediate the impact of crime-risk perceptions on travel intentions. There are also external and behavioural variables including destination image, purpose of visit, past travel experiences, length of stay at the destination, assessment of objective/subjective risks, availability of travel information and sources, among others (Pizam, et al., 2004; Kozak et al, 2007).

Thus, the Theory of Reasoned Action (TRA) helps to explain travellers' intentions (e.g., Quintal, Thomas, & Phau, 2015; Ye, Soutar, Sneddon, & Lee, 2017). Nevertheless, some researchers advocate that individuals' perceived frequency of occurrence of salient facilitating or inhibiting factors (such as crime-risk) can also explain their travel behaviour (e.g., John & Park, 2016; Murphy & Dweck, 2016; Park & John, 2012). Thus, the question as to whether there is any link between travellers' intentions and perceived

crime-risk remains unanswered. This study uses travellers' perceptions of crime-risk to explain the travellers' intentions constructs in the TPB. Hung (2018) argued that travellers' perceptions are vital to the development of travel and should be explored continuously. To sum up, perceptions of crime-risk are expected to influence future travel intentions, and this is also expected to be intermediated by travellers' socio-economic factors. Significantly, the current study fills a gap in the literature by incorporating crime-risk perception and socio-economic factors into the TPB, to establish the impacts on travellers' intentions to travel to a Sub-Saharan African megacity. From the foregoing, it is hypothesised that:

H₁ Crime-risk perceptions impact travellers' future travel intentions;

H₂ The impact of crime-risk perceptions on travel intentions are mediated by socio-economic factors.

RESEARCH METHODS

This study adopted a case study and quantitative research approaches. The following subsections, therefore, discuss the study area, data collection, and analysis procedures.

Contextual Setting

The study area, Lagos, is located in the South-western part of Nigeria, in West Africa and on the narrow coastal flood plains of the Bight of Benin. Geographically, it lies approximately between longitude 2°42'E and 3°22'E and between latitude 6°22'N and 6°42' N. The megacity is bounded in the North and East by Ogun State of Nigeria, in the West by the Republic of Benin, and in the South by the Atlantic Ocean (See Figure 2). Territorially, Lagos encompasses an area of 358,862 hectares and over 40% of its total land area is covered by water bodies and wetlands (Aderogba, 2012). The climate of Lagos is within the tropical zone and enjoys a truly



seasonally damp and very humid climate, which is dominated by the West African monsoon system. The average annual temperature is about 28°C and rarely falls below 20°C. With an estimated mean annual rainfall of about 1830mm, there is a seasonal variation of about 6°C in the city temperature (Nigerian

Meteorological Agency, 2016). The weather condition is moderately cloudy and windy. The average annual wind speed for the area is between 1-4m/s while relative humidity is high all-year-round, i.e., within a range of 70% to 89 % (Nigerian Meteorological Agency, 2016).

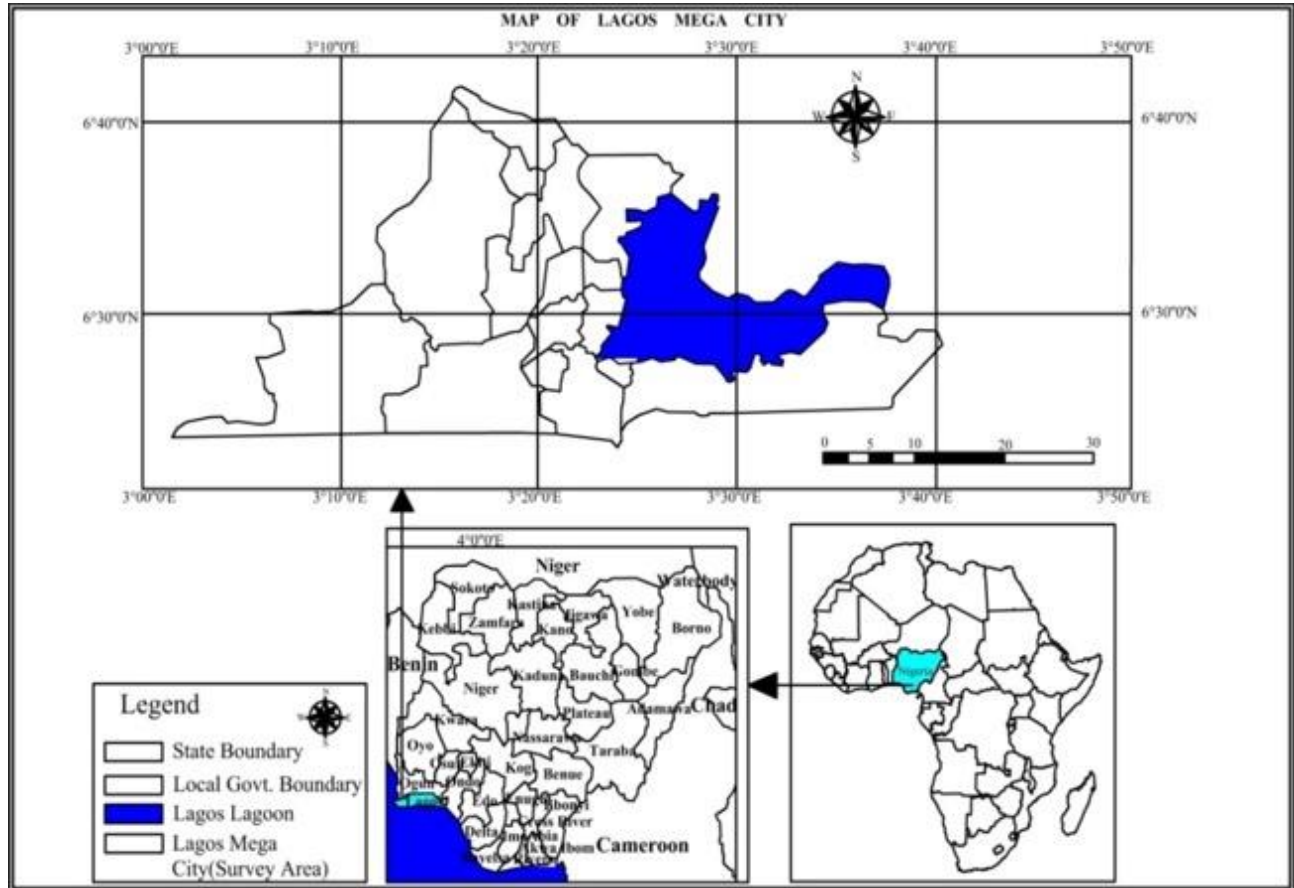


Figure 2: Lagos Mega City in the Contexts of Nigeria and Africa

Source: Author

Lagos is one of the fastest growing cities in the world. Its population has exploded from 270,000 in the 1950s, to 2.7 million in the 1960s and 20 million today (United Nations, 2020) even though it is hard to come up with the exact number since most residents live in suburban slums. In terms of megastructures and urban design (See Figure 3), Lagos has often competed for indispensable global positioning among megacities, alongside places like Chennai, Chicago, Dhaka, Mumbai, Cairo, Istanbul, Bangalore, Bogota, Kinshasa, Manila, Tianjin, and Rio-de-Janeiro. It is

currently the seventeenth largest city in the world. About 2,000 people move to live in the city every day (United Nations, 2020) while the city receives more than one-hundred and twenty thousand travellers daily (The Cable News, 2016: September 12) for businesses, holidays, professional services, conferences, researches, education, sight-seeing, and employment opportunities, among others. According to a study by the Global Cities Institute of the University of Toronto, if this trend continues, by 2100, the most populous megacity in the World will be



Lagos, with 88 million inhabitants (Asianews, July 25, 2018)



Figure 3: Aerial View of Lagos, Nigeria



Figure 4: Lagos International Sea Port (largest in Africa)

Lagos is an exciting place for local and international travellers seeking to do business and take a vacation among others (New York Times, 2014). The city offers numerous opportunities for individual and corporate prosperity. Lagos has the fourth-highest GDP in Africa and houses one of the largest seaports (see Figure 4) on the continent. Besides, more than half of the country's commercial and financial businesses are carried out in Lagos (New York Times, 2014). Lagos is a major Information Communications and Telecommunications (ICT) hub of West Africa

and potentially, the biggest ICT market in the African continent (Zeng, 2008). The city boasts of numerous tourist attractions, such as sandy beaches by the Atlantic Ocean, including Elegushi Beach, Lufasi Nature Park Alpha Beach, and Inagbe Grand Beach Resort. Lagos has a variety of first-class hotels and restaurants. Besides, Lagos has become an important location for African and "black" cultural identity (Appiah & Gates, 2010). Many festivals are held in Lagos, some of which are Eyo Festival, Lagos Black Heritage Carnival, Eko International Film Festival, and Lagos Seafood Festival.

The population of Lagos surpasses the city's infrastructure capacity and its current urban design and planning efforts. Moreover, the city authorities appear to have a problem of effectively increasing security and stability in the foreseeable future (US Chief of Staff of the Army, 2014). Thus, going by the Hot Spots Theory which proposes that travellers are most likely to be victimised in places where they cluster most, Lagos was chosen on the strength of its patronage. This city is the most visited metropolis in West Africa and it collectively receives a disproportionately higher number of the total number of traveller arrivals in Nigeria. Besides, in 2019, Lagos had the highest crime rate in Nigeria (National Bureau of Statistics [NBS], 2019). While many of these crime incidences made international newspaper headlines, Overseas Security Advisory Council (OSAC) reported that there were some abductions involving travellers. It was further reported that many people, mostly travellers, had been victims of other forms of violent crimes, including armed robbery, assault, carjacking, theft, rape, and extortion (OSAC, 2019). Based on this, OSAC (2019) places Nigeria at Level 3, indicating travellers should carefully consider travelling to the country due to crime, terrorism, civil unrest, and kidnapping. In contrast, the Information Minister, Alhaji Lai Mohammed, said in 2019 that "Nigeria is indeed a safe



destination for travellers and business people alike. Yes, there are security challenges here and there. But our country is safer today than it was before” (The Vanguard, November 6, 2018). The implications that these statements will have on future travels can be weighty and beg the empirical validation from a sample of Lagos visitors.

Sampling Procedure

To select respondents, a list of holiday and travellers’ accommodation in the study area was acquired from the city travel management and land-use map. Information from the survey revealed that there are 3,291 holidays and travellers’ accommodations in and around the study area, with a minimum of 20 rooms each. A multi-stage sampling technique was used in the selection of research participants. In the first stage, the hotels where travellers were to be surveyed were selected using systematic random sampling. This technique is conducted by sampling every Kth hotel after the first is selected at random from the list. Thus, the first hotel was selected randomly from the list while the subsequent unit of investigation was every fourth hotel on the list. A total of 823 holiday and travellers’ accommodations were selected. This represented 25% of the tourist accommodation in the study area and its environs. In the second stage, the rooms where respondents were surveyed were selected using the same technique. However, the subsequent investigation unit in this case was every twentieth room. This represented 5% of the rooms in the sampled hotels. In a study conducted in the same city, the value of K (at 3%) and above had been proposed to adequately represent a homogenous population sample such as this (Oduwaye, 2013). A traveller in each of the rooms was selected. Based on this, a total number of 823 respondents were sampled in this study but only a total of 514 questionnaires were retrieved and analysed, representing a 62.5% response rate.

Data Collection and Variables

Data collection was carried out in the months of February, May, August, and September 2019 in the selected hotels. Managers of the hotels were approached to allow their facilities and visitors to participate in the study. Once they agreed, the questionnaires were placed in the selected rooms of the hotel with their assistance. Visitors occupying the selected rooms were briefed on the purpose of the study and provided with directions on completing the questionnaire by one of the hotel staff who had been well briefed by the researcher. The questionnaires were later picked up after 24 hours. The interview instrument was a self-administered questionnaire, prepared in English. Only travellers who understand English and those with personal assistants who understand English and could help them to answer the questions were sampled.

In order to test the instruments, a pilot study was conducted on a convenient sample of 22 travellers. The rule of thumb is to test the survey on at least 12 to 50 people prior to full-scale administration (Tavakol & Dennick, 2011). Feedback was obtained on the length of the instrument, the format of the scales, content validity, and question ambiguity. The instrument was revised and further administered to 15 travellers. Before its application, a social psychology expert reviewed the instrument and offered suggestions for improvement. Improvements were made on the overall style and content of the instrument. Only relevant and necessary questions were retained. Also, the number of questions were reduced to ensure the seamless flow of the questionnaire and to increase the response rate.

For analyses of the internal reliability of the items on the questionnaire, Cronbach’s Alpha values were tested with a cut-off value of 0.75 (Tavakol & Dennick, 2011). A reliability analysis revealed the instrument used was acceptable, with an alpha coefficient of 0.82 which exceeded the recommended



satisfactory level of 0.70 (Tavakol & Dennick, 2011). The final instrument had five sections: (a) socio-demographic characteristics, (b) perceptions of Lagos as a travel destination, (c) perception of safety and crime-risk, and (d) future travel and recommendation intentions.

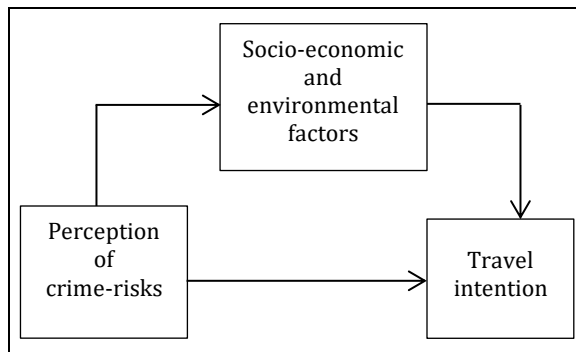


Figure 5: Conceptual Model of Relationships between Variables

Following George (2012), Badiora and Bako (2020), the first set of questions captured socio-economic and demographic characteristics. Earlier travel experience was assessed by asking respondents whether they had previously visited any megacity in the world. After, they were asked whether they had previously visited Lagos. Respondents were then asked how many times they had visited Lagos and how many days they were staying in Lagos. The second set of questions elicited respondents' perceptions of Nigeria following Badiora and Bako (2020). Respondents appraised the safety and crime risks of Lagos based on responding to eight statements using a 5-point Likert scale [1 = strongly agree – 5 = strongly disagree] (Lepp & Gibson, 2003; Floyd et al., 2004; George, 2012, Badiora & Bako, 2020), including how safe they thought Lagos was as a megacity, whether or not they are aware of crime incidences or had encountered crime while visiting Lagos. Following George (2012) and Quintal et al. (2015), respondents answered four 5-point Likert scale questions on their intentions to recommend Lagos to others and to return.

Three groups of variables were considered in this study: dependent variables, independent variables and control variables. The dependent variable, “travel intention”, denotes the expectation to travel to a particular destination. The other dependent variable, “perceived crime-risks”, designates the subjective judgment made by respondents about their safety in the study area while the control variables used in the analysis were the socio-economic and environmental factors. The contextual links among these variables are illustrated in Figure 5.

Data Analysis Method

Statistical package SPSS 16.0 [IBM 22] (Dennis & Cramer, 2008) was used to analyse the data. Descriptive statistics were used for the socio-economic and demographic characteristics, as well as international travel experience variables. The Perception Mean Index (PI) was used to summarise the Likert Scale. The following scale measurement was used regarding mean scores, where 1 = strongly disagree (≥ 1.00 and ≤ 1.80); 2 = disagree (≥ 1.81 and ≤ 2.60); 3 = neutral (≥ 2.61 and ≤ 3.40); 4 = agree (≥ 3.41 and ≤ 4.20), and 5 = strongly agree (≥ 4.21 and ≤ 5.00). To accomplish an overall measure of travellers' perceptions of crime-risk, nine (9) questions from the questionnaire were summed up to form a single measure. Likewise, four (4) questions were combined to form a single measure in order to gain an overall measure of travellers' intentions. A series of ordinary least squares (OLS) regression models were computed to determine whether the indicators of perceived crime-risk affect the travellers' intention after accounting for the control variables. This was estimated in six different models. This has the advantage of identifying any mediating influence of these socio-economic variables on the effects of perceived crime-risk on future travel intentions.

In the final analysis, travellers' travel intentions were calculated based on an index that counted the number of significant risk variables to



which each respondent was exposed. This likelihood was calculated by first identifying the perceived crime-risk variables that significantly reduce the travel intentions to Lagos. The sample mean of each one of these variables was compared to each individual's score of the perceived crime risk factors identified. Cases with values above the sample mean of the perceived crime-risk variables identified were coded as having that perceived crime-risk factor. The mean of the travel intention index was used to calculate the likelihood that respondents would travel to Lagos, Nigeria. Cases with values above the sample mean were coded as high probability (1), and cases with values below the mean were coded as low probability (0). Logistic regression (Wooldridge, 2002; Esbensen, Peterson, Taylor, & Freng, 2009) was used to assess the effect of the number of perceived crime-risk factors on travel behaviour.

RESULTS AND DISCUSSION

The survey findings are discussed under various subheadings. Unless otherwise stated, the tables and charts used to summarise the findings are the products of the survey carried out in 2019.

Socio-Economic and Demographic Distribution of Respondents

Out of 514 respondents, 63% were domestic travellers while the remaining 37% were international travellers. The principal clusters of the domestic travellers were from the south-east and south-south (25% each) geopolitical zones of Nigeria while the largest cluster of foreign travellers (33%) was from America (i.e. the North and Southern America). China, India and Korea formed the second largest group (22%) while the third-largest group (19%) was from Europe. The findings are expected,

considering America and China's significant economic investment stake in Nigeria. The proportion of foreign travellers who are from African countries was 17% while the Middle East and other Asia countries had a share of 8% each. The findings show that travellers were in Lagos for different purposes. The most important was business and professional services. This accounted for 22% of all arrivals. Next to this were foreign diplomats, consular staff and security experts (18%). Purpose of arrival was further distributed as follows: holidays, leisure and recreation (17%); education and training (14%); health and medical care (10%); visiting families and friends (7%); religion and pilgrimages (6%); shopping (5%) and others, including nomads, and refugees (1%).

The findings show that 52% of the respondents were male. The majority of the respondents (72%) were between the ages of 41 and 60 years. All the respondents had formal education. The dominant race was black descent (56%) while others like Caucasian and Asian accounted for the remaining 44%. Three-quarters (77%) of the respondents had at least one person travelling with them (including business associates/partners, personal staff, family members like wife, husband and children as well as a friend). The average monthly income of the travellers while in Lagos was put at 1,050USD, with the majority (51%) earning between 1,000USD to 10,000USD on monthly basis. Many of the respondents (87%) had to use public transport. Besides, some 32% of the respondents confirmed having to go about the streets of Lagos with some cash.

The results show that one-quarter of the respondents were visiting Lagos for the very first time, 7% for the second time, 12% for the third time, 9% for the fourth time, 24% for the fifth time, while

**Table 1: Descriptive Statistics of Respondents**

Item	Variable	Frequency	Percentage
Gender	Male	371	72.0
	Female	143	28.0
Type of travel	Domestic	324	63.0
	International	190	37.0
	Other countries	041	08.0
	America	134	26.0
	Middle-East	041	08.0
Purpose of visit**	Business/professional services	159	22.0
	Foreign diplomats and consular	130	18.0
	Holidays, leisure and recreation	123	17.0
	Education and training	101	14.0
	Health and medical care	072	10.0
	Families, friends and social functions	051	07.0
	Religion/pilgrimages	043	06.0
	Shopping	036	05.0
	Others	007	01.0
Age distribution	18 – 40	154	30.0
	41 - 60	267	52.0
	Above 60 years	093	18.0
Educational level	No formal education	000	0.00
	Basic education	087	17.0
	Post-basic education	170	33.0
	Tertiary Education	257	50.0
Average monthly income	Less than 1000USD	134	26.0
	1000USD – 1000USD	262	51.0
	Above 10000USD	118	23.0
Race	Black descent	288	56.0
	Non-black descent	226	44.0
Usage of public transport	Yes	396	77.0
	No	118	23.0
Number of visit	One time	129	25.0
	Two times	036	07.0
	Three times	062	12.0
	Four times	046	09.0
	Five times	123	24.0
	More than five	118	23.0
Length of stay	Less than a week	046	09.0
	One week	118	23.0
	Two weeks	103	20.0
	Three weeks	098	19.0
	One month	057	11.0
	More than a month	093	18.0
Travel (experience) to megacities	Yes	134	26.0
	No	340	74.0

**More than total counts (514) because of multiple purpose of visit



23% of the respondents had been to Lagos more than five times. Furthermore, the results show that 23% of the respondents had been in Lagos for one week, 20% for two weeks, 19% for three weeks, 11% for a month, and the remaining 18% for more than a month. The results further show that some 26% of respondents had not been to any other megacity while the remainder had been to at least one or more megacities. Among those who had been to other megacities, the majority were from America (40%) while those from Europe and China were 31% and 23% respectively. Interestingly, the megacities mostly visited by the respondents were in America, Europe, and China. Only 9% have previously visited other megacities in Africa.

Perceived Safety and Travel Intention Rating

Concerning travellers' perceptions of crime-risk (see Table 2), when asked whether they feel safe while going out at night, the majority of the respondents strongly disagreed (PI = 1.01: strongly disagree $[\geq 1.00$ and ≤ 1.80). On the contrary, the majority of the respondents strongly disagreed to feeling unsafe while walking on the streets of Lagos during daytime (PI = 1.80: strongly disagree $[\geq 1.00$ and ≤ 1.80). Respondents, however, had mixed reactions (that is neutral or unsure) when asked whether Lagos is a safe place, whether they might fall victim to crime and whether they feel safe while using public transport. Furthermore, respondents agreed that they had personally witnessed or seen someone experience crime in the city. However, only a few (24%) respondents had this experience. Similarly, they also agreed to feeling worried about their personal safety. Respondents also agreed to being cautioned about attacks from terrorists and kidnappers while in Lagos. This finding is not surprising, given that Nigeria is currently experiencing some form of terrorism and an increasing rate of abduction. Despite being satisfied with personal safety while on the

streets of Lagos during daytime, respondents were worried about the safety of those accompanying them on their trips, including associates, partners, family, and friends. This finding is related to what Trickett (2009) calls "altruistic fear," a fear that individuals feel for other people whose safety they hold in high esteem (Ceccato & Tcacencu, 2018). Overall, respondents were unsure about their safety while in Lagos.

Regarding their future travel intentions, respondents were mainly uncertain (see Table 2). For instance, respondents were unsure whether they will recommend Lagos to others (PI = 2.99: Neutral $[\geq 2.61$ and ≤ 3.40). Similarly, respondents were not sure whether they were likely to revisit Lagos in the nearest future ((PI = 2.91: Neutral $[\geq 2.61$ and ≤ 3.40).

While 51% came to the awareness of Lagos megacity crime rate through associates, partners, friends, and families, 37% became aware through the media. Out of the listed crime types, kidnapping (30%) was reported as the major concern among the travellers. Those who showed this concern the most were mainly whites.

These findings are consistent with the results of a related study by Badiora and Bako (2020), where kidnapping was identified as the most dreaded crime among non-black tourists who attended Nigerian cultural festivals. Travellers were also concerned about property theft, as 28% had had their phones, laptops, cash and other personal items stolen while in Lagos. Hence, the findings align with the literature (e.g. Holcomb & Pizam, 2006; Fuchs & Reichel, 2011; Boakye, 2012; Overseas Security Advisory Council [OSAC], 2019) as thefts were also reported as one of the major crimes against travellers.

Similar to the findings of Mawby et al. (2000), George (2003) and Holcomb and Pizam (2006), some respondents promised to return to the study area despite the perceived safety and crime incidence.

**Table 2: Respondents' Perceived Safety and Behavioural Intentions**

Item	N	PI (Mean)	(SD) Standard Deviation
Perceived crime and safety			
Feel safe while going out at night	514	1.01	0.86
Lagos is safe place ^b	514	2.51	0.85
Might fall victim to crime in Lagos, Nigeria	514	2.69	1.91
Feel unsafe while walking in streets of Lagos during daytime	514	1.80	0.99
Feel safe while using public transport	514	2.89	0.95
Witnessed and/or experience crime while in Lagos	514	3.42	1.22
Feel worried for personal safety in Lagos, Nigeria	514	3.88	0.99
Feel concerned for safety of accompany associates, family and friends	514	3.99	1.03
Advised about terrorist and kidnappers attacks	514	4.05	1.09
Overall travellers' perceived safety ^c	514	2.89	0.72
Behavioural intention			
Likely to recommend Lagos as destination ^b	514	2.99	1.14
Will not return because Lagos is unsafe	514	2.49	1.03
Will return to Lagos despite fear of safety	514	2.52	1.93
Likely to visit Lagos again in the nearest future ^b	514	2.81	0.98
Overall likelihood of returning to Lagos or recommending the city ^d	514	2.91	0.79

^aBased on 5-Point Likert scale where, 1=Strongly Disagree and 5=Strongly Agree

^bReverse coded item

^cSummated scale (Questionnaire item: 20-28).

^dSummated Scale (Questionnaire items: 33-36).

Nonetheless, most of the respondents were businessmen and professionals (32%), foreign diplomats, consular staff and security experts (28%) and those who had their associates, families, partners, and friends in Nigeria (21%).

Multivariate Analysis

The influence of the independent variables on future travel intentions was estimated in six different models. The first model in Table 3 shows the influence of the socio-economic characteristics such as gender, age, level of education, purpose of travel, average monthly income, number of visits, country of origin, and race among others. The second model includes the same variables as the first model, with the addition of a variable that is considered to promote future travel intention, i.e., Lagos is a safe place. The

third model includes the same variables as the second model, with the addition of a perceived crime-risk variable, i.e., I might fall victim to crime in Lagos, Nigeria. The fourth model includes the same variables as the third model, with the addition of another perceived crime-risk variable, i.e., I witnessed and/or experienced crime in Lagos while the fifth model includes the same variables as the fourth model, with the addition of another perceived crime-risk variable, i.e., I feel worried for the safety of associates, family/friends. The sixth model includes the same variables as the fifth model, with the addition of a perceived crime-risk variable, i.e., I was advised about terrorism and kidnapping. This stepwise progression has the advantage of identifying any mediating influence of the socio-economic variables on the effects of perceived crime risk on future travel intentions.



In the first model presented in Table 3, seven variables were found to have a statistically significant influence in predicting the travel intentions of the respondents. These were country of origin, purpose of visit, age, and level of education. Others are average monthly income, number of visits, and length of stay in the study area. Specifically, respondents from China, India, and Korea are likely to return to Lagos. Likewise, younger respondents are likely to revisit the city in the nearest future. Similarly, respondents with higher levels of education are more likely to visit the city in the nearest future. Besides, the findings show that having a higher income is a significant predictor of future travel intentions among the respondents. These findings are similar to the findings of many researchers (e.g., Hsieh et al., 1992; Taylor et al., 1993; Teaff & Turpin, 1996; Kotval-K, & Vojnovic, 2015) that age, level of education, and income are predictors of travel intentions. Furthermore, in line with the findings of George (2003, 2012), Boakye (2008, 2010), Badiora and Bako (2020), the findings show that the frequency of visit and the longer the length of stay in the destination, the more the likelihood to revisit the city in the nearest future.

In the second model, the results show that perceiving a place as safe has a significant positive impact on travel intentions. Thus, travellers would be encouraged to revisit when they feel the destination is safe. Similar findings have been reported in related studies (e.g., George, 2012; Boakye, 2010). However, there are some new findings in this study. For instance, gender (particularly, being a female) had a significant effect and positive regression coefficient. Similar to Lepp and Gibson (2003) and Pizam et al. (2004), this result suggests that females are encouraged to travel when they perceived the destination as safe. However, this finding differs from those of Sönmez and Graefe (1998), George (2003), and Lepp and Gibson (2003), where gender had no significant impact. The type of travel was also significant in this model and had a

positive coefficient, suggesting that international travellers will only return to Lagos if they perceive the city as safe. Besides, the regression model reveals that travellers aged 60 years and above would consider travelling to the study area again only if they perceive the city as safe. Unlike Boakye's (2012) findings, this finding is similar to that of Gibson and Yiannakis (2002), Lepp and Gibson (2003), George (2010), Hope and Sparks (2000), and Badiora and Bako (2020), who found that travel intentions and perceptions of crime-risk are linked to the stage of life of travellers or age whereby older travellers consider themselves most susceptible to crime-risk. Also, the findings indicate that non-blacks will only return to Lagos if they perceive the city as safe. Furthermore, the model reveals that having visited once and stayed for a week in Lagos were significant and had negative coefficients, suggesting that newer and infrequent travellers will not return to Lagos as long as they perceive the city as unsafe.

In the third model, the perception that respondents might fall victim to crime was introduced and had a significant influence, predicting future travel in the negative direction. Specifically, the findings show that the perception that one might fall victim to crime reduces future travel intentions to the city. Previous findings have shown that perceptions that one might become a crime victim have a detrimental effect on travellers' behaviour (e.g., George, 2003, 2010; Badiora & Bako, 2020). In contrast, previous findings have shown that travellers who perceived they might become crime victims would still return to the same destination (e.g., Mawby et al., 2000; George, 2003). It is also important to note that the variable "Lagos is a safe place" was insignificant in the third model and its regression coefficient decreased from 1.08 to 1.03 (4.6% decrease). This suggests that the effect of perceiving a place as safe and whether to revisit is partially facilitated by whether or not one might become a



crime victim. Furthermore, gender and age (particularly, females and those above 60 years) remain significant, however, in negative directions and with an increase from 0.22 to 0.28 (27.1%) for females and 0.27 to 0.54 (27.1%) for respondents above 60 years. Thus, in line with Gibson and Yiannakis (2002), Lepp and Gibson (2003), Pizam et al. (2004), George (2010), Boakye (2012), and Badiora and Bako (2020), this finding indicates that female travellers and those above 60 years may not return to the city if they perceive they might become crime victims. Also, the findings indicate that travellers on holidays, leisure, and recreation will not return to the city if they perceive they might become crime victims and so do non-black and first-time visitors.

In the fourth model, having witnessed and/or experienced crime was introduced. Interestingly, this was not a significant predictor of future travel. Likewise, Mawby et al. (2000) and George (2003) found that visitors who experienced crime would still return to the same destination. Surprisingly, the perception that one might become a crime target remains significant and its regression coefficient increased from -1.38 to -1.59 (15.2%). This suggests that the effect of perceiving that one might become a crime victim and whether to travel or not is partially mediated by whether or not one has witnessed and/or experienced crime at that destination. Moreover, having controlled for the socio-economic variables, gender (particularly, female) remains significant but in a negative direction. This indicates that female respondents are not likely to return if they witness and/or experience crime. Besides, the findings show that international travellers are not likely to return to the city where they witnessed and/or experienced crime, particularly, those from America, the Middle East, and Arabian countries. Travellers' purpose of visit was significant in this model as well. Nevertheless, while it had a positive regression

coefficient for those on business and professional services, it was negative for those on holidays, leisure, and recreation. Thus, travellers on business and professional services are likely to return, perhaps, because of their business and investment at the destination while those on holidays, leisure, and recreation purposes are not likely to return if they witness and/or experience crime. Thus, leisure travellers are more crime-sensitive than their business counterparts. Similarly, non-black travellers and one time visitors are not likely to return to the city if they witness and/or experience crime.

Concern for the safety of associates, family, and friends was introduced in the fifth model. The findings show that this crime-risk factor was a significant predictor of future travel intention but in a negative direction. Thus, those who are concerned about the safety of their associates, family, and friends are not likely to return to the city. This finding is related to that of Trickett (2009), and Ceccato and Tcacencu (2018) who argued that the fear that individuals have for people whose safety they hold in high esteem may influence their travel decisions. Particularly, this factor is significant in the negative direction for women, travellers above 60 years of age, and those whose purpose of travel is to visit families and friends. Furthermore, having witnessed and/or experienced crime and the perception that one might be a victim of crime remain significant in this model in the positive direction. This suggests that the interaction between future travel intentions and being worried for the safety of associates, family, and friends is partially mediated by whether or not one has witnessed and/or experienced crime and the perception that one might fall victim to crime in the study area.

In the sixth model, being advised about terrorism and kidnapping was included. Interestingly, this was not a significant predictor of future travel to Lagos. Nevertheless, it mediates other perceived



crime-risk factors and socio-economic characteristics. For instance, the perception that one might fall victim to crime remains positively significant in this model and so also is the perception of Lagos as a safe place, albeit in the negative direction. Thus, it is likely that those who have been warned about terrorism and kidnapping are not likely to perceive the destination as a safe place. They are also likely to believe that they might fall victim to violent crimes. Furthermore, the findings show that being warned about terrorism and

kidnapping would significantly influence the future travel intentions of women, international travellers (particularly those from America, China, India, and Korea) as well as those who travel for the purpose of business and professional services, holiday, leisure, and recreation. Besides, being warned about terrorism and kidnapping would significantly influence the future travel intentions of high-income earners and first or one time visitors.

Table 3: OLS regression models predicting future travel intentions

	Model 1		Model 2		Model 3		Model 4		Model 5		Model 6	
	b	se	b	se	b	se	b	se	b	se	b	se
Female	0.82	0.74	0.22**	1.63	-0.28**	0.79	-0.82**	0.74	-0.42**	1.63	0.58**	0.79
Male	1.23	0.73	0.20	0.99	0.74	0.73	1.23	0.73	0.20	0.99	0.74	0.73
Domestic	0.79	0.67	0.34	0.59	-1.08**	1.02	0.79	0.67	0.34	0.59	1.08	1.02
International	1.31	1.36	0.34***	1.18	-0.48*	0.40	1.31	1.36	0.34	1.18	1.48***	0.40
America	0.34	0.65	0.38*	0.36	-1.18*	0.24	-0.34**	0.65	0.38	0.36	1.18**	0.24
China, India and Korea	1.77**	0.84	1.41	0.21	1.47	1.54	1.77	0.84	1.41	0.21	1.47**	1.54
Europe	2.03	1.18	0.71	0.43	0.04	0.27	2.03	1.18	0.71	0.43	0.14	0.27
Middle-East/Arab countries	0.36	0.59	0.18	0.69	-1.26*	0.40	-0.36**	0.59	0.18	0.69	1.26	0.40
African countries	0.36**	0.59	1.47	0.43	1.14	0.41	0.36	0.59	1.47	0.43	1.14	0.41
Other countries	0.34	0.35	0.04	0.35	0.18	0.38	0.34	0.35	0.04	0.35	0.18	0.38
Business/professional services	0.03*	1.70	1.07**	0.24	1.08	0.36	-0.03**	1.70	1.07	0.24	1.08**	0.36
Foreign diplomats and consular	1.30*	0.38	0.78	0.17	1.07	0.29	1.30	0.38	0.78	0.17	1.07	0.56
Holidays, leisure and recreation	0.40*	0.28	1.00*	2.61	-0.14**	0.67	-0.40**	0.28	1.00	2.61	0.14**	0.99
Education and training	1.18**	1.27	0.08	1.21	0.26	0.16	1.18	1.27	0.08	1.21	0.26	0.16
Health and medical care	0.03	0.17	0.07	2.31	0.23	0.46	0.03	0.17	-0.07	2.31	0.23	0.46
Families, friends and social functions	1.09**	0.55	0.04	1.49	1.54	0.48	1.09	0.55	-0.04**	1.49	-1.54	0.48
Religion/pilgrimages	1.04	1.17	1.08**	2.87	0.17	0.22	1.04	1.17	1.08	2.87	0.17	0.43
Shopping	0.16	1.14	1.14	0.36	1.15	0.70	0.16	1.14	1.14	0.36	1.15	0.70
Other purposes	1.03	1.09	0.19	0.21	0.17	0.05	1.03	1.09	0.19	0.21	0.17	0.05
18 – 40 year	0.66**	1.38	1.09	0.43	1.14	3.21	0.66	1.38	1.09	0.43	1.14	3.21
41 – 60 years	1.55	0.41	1.45	0.69	1.19	0.04	-1.55**	0.41	1.45	0.69	-1.19	0.04
Above 60 years	0.67	0.71	0.54**	0.17	-0.27**	0.28	-1.67**	0.71	-1.54*	0.17	0.27	0.28
No formal education	0.12	0.73	1.57	0.12	0.23	0.34	0.12	0.73	1.57	0.12	0.23	0.34
Basic education	0.85	0.74	0.14	2.31	1.08	0.15	0.85	0.74	0.14	2.31	1.08	0.15
Post-basic education	0.34	0.99	1.45	0.02	1.07	0.04	0.34	0.99	1.45	0.02	1.07	0.04
Tertiary Education	1.67**	1.63	1.23**	0.22	0.40	0.77	1.67	1.63	-1.23	0.22	0.40	0.77
Less than 1000USD	1.07	0.22	1.08	0.70	1.18*	3.29	1.07	0.22	1.08	0.70	1.18	3.29
1000USD – 1000USD	1.08	0.70	0.07*	0.05	1.03	1.13	1.08	0.70	0.07	0.05	1.03	1.13
Above 10000USD	0.19*	0.05	1.14*	3.21	-0.09**	0.86	-0.19*	0.05	1.14	3.21	0.29**	0.86
Black descent	1.46*	3.21	0.26	0.04	1.04	0.22	1.46*	3.21	-0.26	0.04	1.54	0.22
Non-black descent	0.12	0.04	0.11**	0.28	-0.16**	0.70	-0.12***	0.04	-0.11	0.28	0.16**	0.70
One time	1.07	0.28	0.13*	0.34	-1.06**	0.35	-1.07**	0.28	-0.13	0.34	1.06***	0.35
Two times	1.78	0.34	1.17*	0.15	-1.09**	1.70	-1.788	0.34	1.17	0.15	1.09	1.70
Three times	1.00	0.15	1.09	0.04	-1.05**	0.38	-1.11**	0.15	1.09	0.04	1.05	0.38
Four times	0.08	0.04	1.08	0.77	0.03	0.28	0.08	0.04	1.08	0.77	0.03	0.28



Table 3 continued

	Model 1		Model 2		Model 3		Model 4		Model 5		Model 6	
	b	se	b	se	b	se	b	se	b	se	b	se
Five times	1.07	0.77	1.19	3.29	1.30	1.27	1.07	0.77	1.19	3.29	1.30	1.27
More than five	1.04**	1.29	0.46*	1.13	1.40	0.17	1.04	1.29	0.46	1.13	1.40	0.17
Less than a week	0.18	1.13	1.12**	0.86	1.18	0.55	-0.18**	1.13	1.12	0.86	1.18	0.55
One week	1.47	0.86	0.36**	0.08	-1.03***	1.17	1.47	0.86	0.36	0.08	1.03	1.17
Two weeks	1.04	0.22	1.36	0.04	-0.09**	1.14	1.04	0.22	1.36	0.04	0.09	1.14
Three weeks	1.26	0.70	1.12	5.89	1.07	1.09	1.26	0.70	1.12	5.89	1.07	1.09
One month	1.07	0.05	1.09	2.45	1.49	1.18	1.07	0.05	1.09	2.45	1.40	1.18
More than a month	1.40*	3.21	0.38*	4.29	1.18	0.59	1.40	3.21	-0.38	4.29	1.18	0.59
Lagos is safe place	--	--	1.08**	0.77	1.03	0.28	1.78	0.34	1.78	0.34	-1.17*	0.15
Might fall victim to crime in Lagos, Nigeria	--	--	--	--	1.38	4.29	-0.38*	4.29	0.31*	1.13	1.40*	0.17
Witnessed and/or experience crime in Lagos	--	--	--	--	--	--	1.33***	1.69	0.78*	1.53	0.04	-1.05**
Worried for safety of associates, family/friends	--	--	--	--	--	--	--	--	-1.04*	1.29	1.46	1.13
Advised about terrorism and kidnapping	--	--	--	--	--	--	--	--	--	--	1.08	1.29
Intercept	6.09	5.11	4.33	6.88	8.41	9.06	4.22	5.77	3.33	4.22	3.22	4.06
F-Test	0.022		0.014		0.000		0.001		0.000		0.101	
Adjusted R²	0.003		0.197		0.506		0.431		0.321		0.034	

* $p \leq .05$; ** $p \leq .01$; *** $p \leq .001$

Table 4: Prediction of future travel intention by number of perceived crime-risk factors

No. of Risk Factors	N	Travellers per risk factor (%)	Odds Ratio	Std. Error
0	120	23.35	---	---
1	115	22.37	2.98	1.77
2	105	20.43	4.77	7.29
3	88	17.12	9.06**	12.67
4	46	8.95	13.09***	17.66
5	40	7.78	19.51**	25.41

F-Test = 0.000; Pseudo-R² = 0.241

** $p \leq .01$; *** $p \leq .001$

Note: The Odds Ratio presented is relative to the first category (0 perceived crime-risk factors).

From the summary presented in Table 4, the findings show that travellers with higher numbers of significant perceived crime risks have a higher probability of not returning to Lagos in future. Travellers with three, four, and five perceived crime-risk factors have 906%, 1,309% and 1,951% higher odds respectively for not returning or recommending Lagos, compared to travellers with zero and one perceived crime-risk factor. In summary, the findings show that perceived crime risks significantly impact future travel intentions. Furthermore, exposure to a higher number of crime-risk factors significantly

increases a traveller's prospect of not returning or recommending Lagos as a destination.

CONCLUSION AND RECOMMENDATIONS

This study examines travellers' perceptions of crime risk using Lagos, Nigeria as a case study. A total of 514 travellers were selected through a systematic sampling procedure. The results of the study show that travellers were unsure about the safety of Lagos. That is, they were uncertain that Lagos was a safe place to visit, although very few had witnessed and/or experienced crime. Also, they were uncertain



about revisiting and recommending the city. The results further show that perceived crime risks significantly predict future travel intentions. Nevertheless, travellers' socio-economic characteristics partially mediate these impacts.

This paper brings an important theoretical contribution to the literature. It demonstrates that perceived behavioural control (due to perceived crime risks) of the TPB model explained travel intentions among travellers to a Sub-Saharan country reasonably well, as perception of crime risk and socio-economic characteristics were found to significantly impact the intention to travel to Lagos, as a megacity travel destination. Previous studies that analysed travel intentions through a TPB perspective had been conducted in more developed countries (see, for instance, Quintal et al., 2015; Ye, Soutar, Sneddon, & Lee, 2017; Rai & Lin, 2019). A cross-cultural understanding is essential because findings from developed nations are not automatically transferable to developing nations (Adu-Mireku, 2002), thus, limiting the generalisation of findings. Moreover, the current study contributes to theory and literature by incorporating crime risk perception and socio-economic characteristics into the TPB. Specifically, the study found that the impacts of perceived crime risks on future travel intentions are partially mediated by the socio-economic characteristics of travellers.

In travel practice, this study indicates that destination marketers would benefit from investigating the views of travellers and incorporating the factors influencing travel in their travel marketing programmes. The findings of this study support the argument that a particularly important responsibility of managing a travel destination is related to crime-risk perception. Thus, concern for the safety of travellers is an important aspect of destination management. Although the promotion of safety is not enough to reduce perceived crime risk, crime reduction should be addressed to motivate crime-risk

sensitive travellers to revisit and/or recommend the destination.

While crime is multidimensional, crime risks such as kidnapping and violent crime are considered major risk dimensions in the travel markets of Lagos. The fact that some 24% of the travellers confirmed that they had experienced crime in Lagos is an indication that the megacity is not immune to crime. Besides, travellers were unsure about their safety and were uncertain about revisiting and recommending the city. To this end, the Lagos city Police force must take responsibility for the travellers' crime challenge, build and empower a community of interest, and formulate new strategic, operational and tactical approaches to address the travellers' security concerns. Such may include working with the Lagos travel industry to identify and address travel crime-related concerns, and having a special police unit dedicated to travellers' related crime (Special Anti-Travellers' Crime Squad [SATCS]) with specially-trained personnel to recognise and address travellers-related crime and safety concerns.

The city travel industry should manage efforts to further implement crime prevention measures to further reduce travellers' security concerns. For instance, by creating a website with a dedicated traveller menu that provides crime and safety tips and/or on arrival, travellers could be provided with security information brochures which would inform them about security measures, safe public transport, the various routes, and hot spots among other things. Security measures also need to be increased to make it safer for travellers (particularly, international non-black arrivals) to go out at night. Since safety concerns were higher while on the streets at the night, improvements in security patrol and lighting within the city and tourist areas like hotels, business districts and attraction sites would help enhance the personal safety of travellers. Furthermore,



public transport needs to be made much safer. This can be achieved by attaching security personnel to vehicles and terminals and installing surveillance devices such as CCTV with the capacity to send fast crime alerts or signals to the nearest SATCS. Furthermore, the city planning department together with the police and the city travel industry should enforce and encourage developers of holiday and travellers' housings to adopt design practices that will reduce guest crime-victimisation such as requiring that travellers show identification, fixing special security door locks, installing security cameras, and employing well-trained security officers in their accommodations.

Also, the media needs to be more professional in broadcasting crimes, as concerns for safety may be affected by the image portrayed of a travel destination by the media. The response to a threat emanating from a megacity requires the collaborative efforts of different agencies. In essence, a coordinated effort by all (including residents) is required to work toward providing a peaceful place for travellers. Nonetheless, the police force and travel industry must take the lead in preparing the population to execute this apparent, if not inevitable, task.

Implications for Future Studies

While the current study is an important first step toward understanding crime-risk perceptions as predictors of travel intentions to Lagos Megacity and specifically the mediating effects of socio-economic characteristics, there are a number of limitations that suggest possibilities for future research. In future studies, a comparative study between megacities could identify city/country-specific factors that influence travellers' perceptions of crime risk and travel intentions. It would also be valuable to conduct a pre-and post-arrival study, where travellers are surveyed at entry and exit points of the destination. Future researchers could also replicate this study at other megacities abroad, particularly in Africa, India,

and Southeast Asia and use other individual, behavioural, and environmental factors such as financial, health, physical, political instability, psychological, satisfaction, social, terrorism, and time as well as their mediating effect on travellers' concerns for safety and travel decisions.

In order to improve the analytical precision, future studies should introduce a more rigorous analysis (e.g., robust regression methods, constrained linear regression, regression with censored and truncated data, regression with measurement error, and multiple equation models among others) such as to validate the concepts and theories, beyond OLS regression and descriptive analyses. Another limitation in this study is the relatively insignificant impacts of advice about terrorism and kidnapping. Better measures would likely have resulted in its significant impact on travel behaviour. Future research could disaggregate study areas using population, geographical, or political regions to gain more insights in an attempt to unearth spatial patterns and employ more targeted marketing strategies. Since not all places in a city are prone to violent crimes, terrorism, and kidnapping, future research could also focus on travellers' concerns for safety at different places within a city, particularly "hot-spots" and locations within these areas such as, for example, car parks, night clubs, private clubs, events, concert halls, liquor stores, supermarkets, state stores and central business districts, restaurants and bars.

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