

**THE INFLUENCE OF SOCIO-DEMOGRAPHIC FACTORS ON STADIUM
SECURITY MANAGEMENT IN TANZANIA: A CASE OF SHEIKH AMRI ABEID
STADIUM ARUSHA REGION**

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**Masters of Arts in Peace and Security Study of the Institute of
Accountancy Arusha**

DECEMBER, 2023

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SECURITY MANAGEMENT IN TANZANIA: A CASE OF SHEIKH AMRI ABEID
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BY

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**A Dissertation Submitted in Partial Fulfillment of the Requirements for the
Degree of Masters of Arts in Peace and Security Study of the Institute of**

Accountancy Arusha

DECEMBER, 2023

DECLARATION

I, **Maiki Warrioba** do hereby declare that this research is my own original work and that it has not been presented and will not be presented to any other higher learning institutions for similar or any other academic award.

Signature:

Date:

CERTIFICATION

I, the undersigned, certify that I have read and hereby recommend for acceptance by the Arusha Institute of Accountancy a dissertation entitled "The influence of socio-demographic factors on stadium security management in Tanzania: A Case of Sheikh Amri Abeid Stadium" in Fulfillment of the requirement for award of the Master of Arts in Peace and Security Study of the Institute of Accountancy Arusha.

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ABSTRACT

The research intends to assess **the influence of socio-demographic factors on stadium security management in Tanzania**. Specifically, the study was conducted to assess the demographic factors influencing attendance of fans, examine the social factors influencing attendance of fans and determine the management factors influencing stadium security. The research in making the assessment used the systems theory of security management. The proposed research designs were descriptive and correlation study designs with quantitative approach. A non-probability sampling technique with purposive sampling procedure as suggested by (Kumar, 2018) was used in selecting participants of the study from Arusha Region. The main data collection instrument was questionnaire and was distributed to 204 respondents. The collected data were analyzed using SPSS 23 version. The tools of analysis including statistical analysis are used and the obtained information are presented through percentages, tables, pie charts, histograms, and bar charts. The empirical results showed that all socio-demographic except norms and some dimensions of age particularly elderly and low level of income influences fans' preference to attend stadium sport events. The managerial factors except good governance and infrastructure influences stadium security outcomes. Following the findings and conclusion made, it was recommended that leadership should embark on modernizing infrastructure and good governance enhancing stadium security outcomes. In conclusion, generalizing these findings for all stadiums may require further investigation using longitudinal data and mixed approach.

Keywords: Security management, Leadership; Threat prevention; Security threats, Security outcomes

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LIST OF ABBREVIATIONS

AFRIPOL	African Police Cooperation Organisation
ARFA	Arusha Region Football Association
CAF	Confederation of African Football
CAZ	Controlled Access Zone
CECAFA	Council of East and Central Africa Football Association
EMS	Emergency Medical Service
ICSS	International Centre for Sport Security
IFAF	International Federation of Association Football
ISF	International Sport Federation
ISO	International Organization for Standardization
ISU	Integrated Security Unit
MSE	Major Sporting Event
PSA	Pedestrian Screening Area
RAZ	Restricted Access Zone
SAFA	South Africa Football Association
SoPs	Standard Operating Procedures
SPSS	Statistical Package for Social Sciences
TFF	Tanzania Football Federation
UEFA	Union of European Football Associations

CHAPTER ONE

INTRODUCTION

1.0 Introduction

Stadiums are complex and dynamic environments that require a high level of security to ensure the safety of spectators, staff, and players. The security of a stadium is influenced by a variety of factors, including the size and type of the stadium, the nature of the event being held, and the socio-demographic characteristics of the spectators.

This paper examines the influence of socio-demographic factors on stadium security and management. The paper begins by providing an overview of the different types of socio-demographic factors that can influence stadium security. These factors include age, gender, race, ethnicity, and socio-economic status. The paper then discusses how these factors can impact the security of a stadium, and how they can be managed to reduce the risk of violence and other security incidents.

The paper concludes by providing recommendations for stadium security and management professionals on how to address the influence of socio-demographic factors on stadium security. These recommendations include conducting a security risk assessment, developing a security plan that addresses the specific needs of the stadium, and providing training to security personnel on how to deal with different types of security incidents.

Understanding the influence of socio-demographic factors on stadium security and management is essential for creating a safe and secure environment for spectators, staff, and players. By taking into account the different socio-demographic factors that can impact stadium security, security professionals can develop strategies and tactics that will help to mitigate the risk of violence and other security incidents.

1.1 Background of the Study

The Influence of socio-demographic factors on stadium security and management, is important aspects on assessing and improving the safety and operational aspects of stadiums, with the aim of providing a secure and enjoyable experience for spectators and participants (Parent & Fortier, 2018). It involves analyzing various factors such as crowd control, emergency preparedness.

The study on stadium security and management involves multidisciplinary approaches, incorporating expertise from various fields such as security management, law enforcement, event planning, facility design, technology integration, and risk assessment. Researchers and professionals in these areas collaborate to develop comprehensive frameworks and guidelines to address the diverse challenges associated with stadium security.

Stadium security has attracted a lot of interest from academics, researchers, and security professionals worldwide. The extremely high growth rate of fans across all age groups, genders, and cultural backgrounds serves as justification for this (Parent & Fortier, 2018). People of all ages, genders, and cultural backgrounds are becoming increasingly interested in viewing sports and games (Parent & Fortier, 2018). Millions of people attend sporting events, religious festivals, music events, and other forms of entertainment every year. Due to the large crowds that these stadiums draw, thousands of people attend each event, turning athletic events into high-profile security hazards (Hall et al. 2023).

Football is now more popular and competitive than other sports and game amusement due to the rising sports hooliganism in the world (Parent, 2018). Rival fans may act inappropriately during these contests, engage in violent attacks that put stadium security at risk, damage property, injure people, or even cause death. Similar to this, the spread of geo-cultural practices in sporting and entertainment events hastens behaviors that endanger stadium security, such

as the British fan culture's 1980s fashion-forward attire. By introducing spectators to entertainment outside the stadium, such as Austria and Switzerland's Olympic events outside the stadium via television, different tactics were implemented to monitor and limit fan violence in the stadium (Gordon et al. 2016). Similarly, the British government's prohibition on Latin musical groups and chant patterns for entertainment that encouraged violence in eight stadiums resulted in the deaths of 42 people and the destruction of assets valued at roughly US\$ 3.5 million (Andam & Salimi, 2016). According to reports, the risky dynamics of modern entertainment promote violence and stadium disputes in populated regions (Tekin, 2017; Hall & Zale, 2021).

The inability to provide crucial sports services like infrastructure, transportation, and ticketing as well as the shortcomings of the security management system are the main causes of stadium unrest in Africa. (2016; Tekin, 2017; Turegun & Efek, 2021; Hall & Ward, 2022) is a study by Gordon et al. Violence in crowded stadiums resulted in deaths, injuries to the most vulnerable, and damage to property. For instance, (Turegun & Efek., 2021), inadequate service delivery on infrastructure, transportation, and ticketing led to violence between sports fans and lovers in West Africa (Tekin, 2017).

In September 2019, the South Africa Football Association (SAFA) invited the Confederation of African Football (CAF) to host a workshop on stadium safety and security, according to a (SAFA, 2020) report. This indicates that South Africa takes security management seriously. The action has significantly reduced football fan violence and hooliganism, and ongoing seminars are held around the nation as a result of the measure's success. Zimbabwe, Zambia, and Malawi have also enacted the provision (Chiweshe & Choto., 2022).

In order to cope with the issue of violence and threats in the stadium, East African nations like Kenya and Tanzania have used the banning of stadiums and match cancellations where football

violence has been observed. Additionally, the International Athletics Association approved the East and Central Africa Junior Athletics Championship (Croft et al. 2022) due to the impending bomb attacks of June 23, 2013, and April 29, 2021.

Again Stadium bans, match cancellations, and team participation bans have all been utilized in Kenya and Tanzania as a form of retribution against football violence-inspiring spectators. When it comes to sports organizations, preparations to avert likely incidents and harm are put in place when it comes to sporting events in stadiums. Football fans who are suspected of committing crimes, or rioting and those who are actually engaging in violent activities are arrested by security management agencies as a deterrent and prevention measures. Other factors include legal requirements, the need for continued business, and other factors.

The Revolutionary Party, often known as Chama Cha Mapinduzi (CCM), owns the Sheikh Amri Abeid stadium, which was constructed in the 1950s by the British colonial authority and has a seating capacity of 10,000 people. The stadium is managed by the ruling party through the regional secretary of the political party. Under the regional secretary, there is a secretary of ideology and publicity who oversees the workers, including the political party economist, stadium manager, and others under the manager of the stadium, to ensure the environment is clean and the project is attracting clients who want to rent the premise for sport and various events. Local and national teams utilize the stadium primarily for friendly games and competition matches in championships and elite leagues, for example, Tanzania's premier league, championship, and first league. The stadium also accommodates a number of sporting events, as well as religious and political gatherings.

Similarly, to this, managing stadium security is difficult due to pressure from population and economic growth, which causes sports fans and lovers to swarm into stadiums above the allowed number of spectators, posing a high risk of infrastructure damage and fatalities

(Newland et al., 2018). All accountable players in stadium security are seen as playing a significant role in security management (Firdaus & Trilia, 2020; Gordon et al. 2016). So, when it comes to security expenses, vital infrastructures, and potential security targets for stadium sporting events, legal considerations, administration, and governance are crucial (Jayawardhana, 2016; ntürk & Ekici, 2018).

The study's focus on stadium security results from the ability of sports to facilitate violence in all of its social and structural manifestations and to amplify or exacerbate its effects in ways that are not possible on other platforms. The inherent dynamics of new entertainment, especially in urbanized areas, increase the risk of stadium conflicts and violence in occasionally unexpected or unpredictable ways, necessitating the expansion of ideas on stadium violence and conflicts by stadium security experts (Tekin, 2017; Hall & Zale, 2021).

Threats and violence at stadiums can have an impact on the development-related activities of many stakeholders, including declining match-day revenues, club turnovers, and media revenues as well as potential effects on corporate sponsors and hospitality sections (Newland et al., 2018). Due to potential spectators watching sports at home, fewer retail sales, hotel stays, museum visits, and stadium or tour bookings are all impacted by stadium insecurity (Ward, 2022).

The FIFA safety and security policy from 1996, as updated in 2013 (TFF, 2021) has been approved by Tanzania as its policy on stadium and sporting event security. A safety and security management plan must be created by institutes of safety and security services in accordance with FIFA policy in order to handle any security risk occurrence that may occur inside or outside of the stadium. According to the guideline, the national security advisor is in charge of ensuring that safety and security regulations are followed before each stadium event. The policy also illustrates that in order to ensure that there is a generated and implemented plan, there must be

consultation between the stadium security officers, the police, fire, and ambulance services, the local health authority, the local government authority, and the event organizers in order to ensure that there is a produced and agreed plan of action for all potential emergencies in a particular event (TFF, 2021).

According to earlier research (Jayawardhana, 2016; Onturk & Ekici, 2018; Menaker et al., 2021), socio-demographic characteristics of viewers, such as age, gender, educational attainment, and socio-economic position, can accurately represent the attitudes and behavior of individuals and crowds with regard to security results. Similar to how security management system outcomes are determined by leadership and administration followed by various stadiums, stadium security outcomes—whether positive or negative—are also influenced by spectators, attitudes, behavior, and motivation. There are few studies on the association between socio-demographic characteristics and stadium security management in Africa and Tanzania in particular because the majority of the existing studies were undertaken in industrialized nations.

In Tanzania, where factors from socio-demographic and management approaches have been used to support factors that explain stadium security, there is a gap in the literature regarding the influence of spot fans' and lovers' socio-demographic factors on perceived stadium security management aspects. On the other hand, the security outcomes in the prevention, detection, and correction mechanisms set up by the security agencies depend on the socio-demographic features of spectators and the Security management system. The security management system is linked with all three qualities of leadership and administration measures of security in various stadiums, and previous research demonstrates that better or poor stadium security outcomes are related to spectators' attitudes, behavior, and motivation (Tekin, 2017).

As a result, this study will investigate how socio-demographic factors affect the administration of stadium security in Tanzania: A Case of the Sheikh Amri Abeid stadium in the Arusha region.

The study offers advice for enhancing stadium security by dealing with crowd characteristics effectively and having relevant authorities display security management methods at the Sheikh Amri Abeid Stadium in the Arusha region.

1.2 Statement of the research problem

Social and population factors have significantly affected the security and management of stadiums in Tanzania. Tanzania is densely populated, and stadiums often attract large crowds, especially during popular events. The overcrowding has worsened the capacity of the sports grounds and burdened the security efforts, thus causing risks and security threats. It is a challenge to control the movement of the crowd, ensure proper seating arrangements, and prevent unauthorized access to the play area. The lack of good infrastructure in many stadiums, due to the social, economic, and political differences that have contributed to the lack of good infrastructure in sports stadiums. Inadequate facilities such as seats, toilets, and emergency exits greatly compromise the safety and comfort of spectators. Inadequate infrastructure can also prevent effective security measures, crowd control, and emergency response. Limited security resources and the funding allocated to stadium security can present challenges due to its scarcity. This has led to poor training of security personnel, inadequate surveillance systems, and a lack of modern security equipment. Inadequate security measures can increase the risk of incidents such as hooliganism, theft, vandalism, or even terrorist attacks. Cultural factors: Tanzania is a diverse country with different cultural groups. Cultural differences, traditions, and customs have been able to influence the behavior and management of the field. For example, certain cultural customs or practices may conflict with safety protocols or complicate crowd control measures. Balancing cultural sensitivities and safety needs can be a difficult task. Education and awareness, limited about safety in stadiums among spectators can contribute to problems. Many fans may not be fully aware of safety guidelines, rescue procedures, or the consequences of disruptive behavior.

Tanzania has had considerable growth and awareness of sports and activities over the past ten years. Football in particular had achieved notable success with Tanzanian sports clubs competing in regional and international competitions. Clubs from Tanzania are now competing in more champion and federation cup events (URT, 2020). Due to the increase in football fans at the stadium as a result, spectator safety was seriously jeopardized (TFF, 2019).

The perception of fans regarding their demographic and social influence on local and international matches on security management factors is unknown, despite Tanzania's efforts to launch the Stadium Security Management Act and participate in various local and international competitions. Even the degree to which security management among stakeholders on the hazards of crimes, riots, hooliganism, fan violence, and threats in sports event stadiums was affected by fan satisfaction with football entertainment has not been studied. For instance, during the unrest that occurred in September 2016 at the Benjamin Mkapa Stadium in Dar es Salaam, fans broke into the stadium and overflowed it, causing serious property damage. The protection of the stadiums from any potential threats and violence in Tanzanian society seems to require action, hence this study will investigate the impact of socio-demographic parameters on using the Sheikh Amri Abeid Stadium in Tanzania as a case study, this article discusses stadium security management.

1.3 Research Objectives

The general objective of the study was:

- a. To assess the socio-demographic factors that influence stadium security management in Tanzania particularly the Sheikh Amri Abeid stadium.

1.3.1 Specific objectives

This research was conducted to achieve the following three specific objectives

(i) To determine the socio-demographic factors on fans attendance to sport stadium in the Sheik Amri Abeid stadium

(ii) To determine the managerial factors influencing stadium security management in the Sheik Amri Abeid stadium

(iii) To find out the relationship between socio-demographic factors on fans attendance and security management in the Sheik Amri Abeid stadium.

1.3.2 Research Hypotheses

This study was conducted to test the following research hypotheses

Hypothesis 1: The socio-demographic factors have no significant relationship with fans preference for attending sport event in stadium.

Hypothesis 2: The socio-demographic factors have no significant relationship with security management outcome in the stadium.

1.4 Scope of the Study

This study aims to evaluate how community members, sports enthusiasts, and government officials view how socio-demographics affect fan participation at sporting events and stadium security management in Tanzania. The study specifically looked into the types of strategies employed in dealing with the issue of security services during and after sports. Given the suggested theoretical justifications and empirical data on the phenomena, the variables from managerial, societal, and demographic components were chosen. The Sheikh Amri Abeid stadium in the Arusha region is notable because it is one of Tanzania's five largest stadiums and hosts international matches between East African nations' national teams and other teams governed by the Tanzania Football Federation (TFF), so it welcomes heavily the public and private interests in sports entertainment.

1.5 Limitations of the Study

There are various constraints that the researcher encountered such as financial, time and non-response.

1.5.1 Time constraint

These operational considerations could limit the amount of time that can be spent researching a topic and tracking change over time. When the researcher wished to probe the filling of questionnaires a certain respondent, they can be elsewhere engaged. The researcher had to work longer hours, request time off from her job, and access some respondents on the weekends.

1.5.2 Financial constraint

The research funding available to study according to the research problem might constrain the researcher to affect the data collection, make analysis and prepare reports to the institute. The researcher encountered the limitations by seeking extra funds from relatives and friends to ensure that the research undertaking is accomplished.

1.5.3 Non-response constraint

Some other respondents could not be ready to provide full participation and cooperation to the researcher due to their tight schedules. Hence this could affect the process of collecting data information. Further, the respondents wished to withhold information for fear of disclosure of vital information particularly during the questionnaire filling. The researcher encountered the limitations by prompting respondents to cooperate in the data collection exercise guaranteeing the confidentiality and protection of information in an ethical manner.

1.6 Significance of the Study

In recent years, security has attracted a lot of attention on a global scale. This is due to the fact that crimes, violence, and riots can result in fatalities, serious injuries, and property loss. Public services are driven by conflicts at all levels—individual, organizational, and societal. It is

imperative to implement the necessary security control procedures at the nation's stadiums for any society to maintain unity. The findings of this research can be used as a guide to help stakeholders better understand the security situations that typically apply during stadium events when fans enter and exit the stadium, during entertainment, and during stadium movement. Consequently, the proposed title is important and has a clear objective in the Tanzanian context. This study is of great importance not only to the Arusha region but also to the other regions in Tanzania and outside Tanzania. The outcome of this research are resource material for policy making in the future as the Tanzania sports safety security policy of TFF as amended in 2013 demands that the national security officers and stadium safety and security management team produce spectator safety and security through safeguarding stadiums to prevent, detect and correct insecurity outcomes. The results of this study also contributed to the knowledge and skills in the field of stadium security in preventing, detecting, and correcting insecurity outcomes. The findings of this study aids the individual players in the field of stadium security management as well as execute appropriate styles and policies which are productive in preventing and countering stadium violence, crimes, and riots.

This research contributed to the theoretical development of security management as an academic discipline and has broadly thrown more light on the prevention, detection, and correction measures that can be linked to demographic, social, and management aspects of ensuring stadium security in Tanzania.

1.7 Organization of the study.

There are three chapters in this research proposal, and they are as follows: The background information and goal of the study are covered in Chapter one along with a summary of the research problem, objectives, and research questions, as well as the significance and research limits. A graphical representation of how the dissertation's various sections were organized has been provided.

The second chapter provides a thorough analysis of the relevant literature and outlines the conceptual and theoretical frameworks that support the investigation. The Human Aggression Theory and System Theory are the two important theories covered. Conflicts as they appear in literature are discussed in connection to demographic, societal, and management variables. The chapter closes with an empirical literature review, a discussion of the research gap, and a conclusion. It digs into discussions related to the field of stadium security and the application of techniques to security management.

The research approach is discussed in Chapter three. After introducing the chapter, it goes on to detail the study area, research design, research approach, targeted population, sampling tactics, data collection techniques, data analysis techniques, and pilot study. The chapter also discusses validity and reliability, which encompasses trustworthiness, transferability, dependability, and conformability. It also discusses restrictions and ethical issues that could affect the technique and outcome of the study.

Chapter four gives a detailed presentation of the results and discussions. It also discusses the study sample characteristics, descriptive analysis and major findings of the study; SPSS software was used for the assessment of the questionnaire feedback and gives the validity and reliability of all the data collection instruments. The same tool is used for analysis of data according to objectives of this study.

Last but not the least, chapter five summarize the entire dissertation and present the conclusions and recommendations. This is followed by the references, acknowledgements, and the relevant attached appendices.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter presents a comprehensive study of the relevant literature and outlines the conceptual and theoretical frameworks that serve as the foundation for the investigation. Both the System Theory and the Human Aggression Theory are significant theories that are discussed. It is examined how demographic, societal, and managerial factors relate to conflicts as they emerge in the literature. An analysis of the research gap, a review of the empirical literature, and a conclusion round out the chapter. It delves into topics including the use of approaches for security management and the subject of stadium security.

2.1 Theoretical Literature Review

2.2.1.0 Definitions of Key Terms and Concepts

2.2.1.1 Stadium security

According to Jayawardhana, (2016), Stadium security refers to the planning process that designs and creates the framework for supporting the trust placed by the stadium users in those managing their safety at an event. According to Gordon et al. (2016) Stadium security also protects the organizers of an event, and the assets invested in making that event a success. From this argument, it can be deduced that successful stadium security planning is considered a top priority of sports event organizing and a basic requirement for a successful event. In writing about stadium security Hall & Ward, (2022) describe security as constituting three basic elements for consideration namely; the people, assets, and information. The three aforementioned elements can only be securely protected if mechanisms for the prevention, detection, and correction of threats are in place.

2.2.1.2 Stadium security management

Firdaus & Trilia, (2020) define stadium security management as the process of mobilization and committing resources to work on emotion that is affected by the trust a patron places in the signals, signs, and feelings they detect when they review a stadium, during, and after an event. Authors further elaborate that in essence, the relationship between a patron like fans, players, and a security provider is one of trust. When it comes to sports events in particular patrons or spectators attending events have an emotional investment in an event, based on both their expectation of the event itself and on their awareness of the risks and threats of attending an event, formed via knowledge of security incidents at other venues around the world.

2.2.1.3 Fans attendance in sport

According to Mayer & Hungenberg, (2020), it refers to attendance at live sporting events, that is, being physically present in stadia or other activity-supporting venues.

2.3 Theories Adopted in the Study

Numerous disciplinary and theoretical viewpoints have been used to analyze the complicated causes of football violence. One of the earliest comprehensive investigations on football hooliganism, the 1968 Harrington report, said that "probably no single scientific discipline can provide the answers we are looking for" (Harrington, 1968). We might also note that there are significant internal divisions among disciplines over how football violence is seen and justified. An in-depth analysis of the many theories of football violence is outside the purview of this chapter. Instead, we quickly go over some of the most important questions, correlations, and theories that have dominated the scholarly discussion of the epidemiology and reasons behind football hooliganism.

In an effort to explain a specific aspect of this phenomenon and highlight the qualities that the process must possess in order for policies and practices to be effective, efficient, and successful

in realizing the vision, mission, goals, and objectives of successful stadium security management, numerous theories explaining the processes of development and changes that can affect security through dynamic effects of development and behavior have evolved over time. To comprehend the system approach and behavior management to security, two theories are investigated. These theories are the system management theory and the theory of aggression. This study's use of system management theory is consistent with the deductive method of inquiry. As a defense of the suggested model and a step toward acquiring a deeper understanding of how to promote a holistic integration of security management in the dynamic environment of events and crowds, this also serves as a means of tying security objectives and practices together. Additionally, it complies with the demand made by some academics that the analysis of security management includes the human aggression behavioral theory. The two security management theories that are pertinent to this study are discussed in the research's subsequent section.

2.3.1. Systems Theory of Security Management (STSM)

Kwo-Shing Hong, Yen-Ping Chi, Louis R. Chao, and Jih-Hsing Tang first developed an intriguing method for analyzing the relationship between the factors achieving successful security and security management systems, particularly in crowded events like stadiums during sporting events (Joseph & Thomas, 2017). In contrast to structures acting independently, the theory discusses the presence of stadium security in terms of integrated collections of pieces that work in a linked process. According to the notion, a security system is naturally harmonious so long as all participating structures carry out their duties and keep the system active.

According to the theory's proponents, an important purpose of security investment is to direct responsible stakeholders toward specific duties that will ensure security. The security system should primarily carry out three tasks: first, it should serve as a preventive function by putting in place measures that can ensure that crimes, riots, and acts of violence never occur, such as

entry checks, the use of stand-off areas and barriers, and physical inspection of infrastructure and TVs like CCTV cameras. The detective role, which includes all actions that may be taken to discover any security risk, is the second. It entails looking for weaknesses and gaps that can be closed as well as acquiring information through intelligence sharing with inspectors and authorities. The third duty is the corrective function, which is responsible for planning actions that can lessen the severity of after-event repercussions. Examples include providing medical assistance, preparing the army and police for countermeasures, and quickly deploying security.

One security is a multi-stakeholder process as opposed to a one or few-dimension process, which is one of the theory's three key tenets. Two, the theory further assumes that security clients, such as a contractor providing security services, can continue to exist and perform their various tasks independently throughout the event while receiving support from other sources of security services, such as consultants and government agencies. Akhigbe et al. (2017), Menaker et al. (2021), and Croft et al. (2022) all make the assumption that stadium spectators are more deterministic and will accept and adopt all the principles and regulations to regulate their personalities and conduct.

Based on these presumptions, the theory has successfully described the causes of stadium violence, crimes, riots, instability, and disharmony and painted a picture of the existence of several stadium security systems in society (Hall & Zale, 2021). However, the theory's assumptions are where its flaws reside. Second, some of the three security system functions, such as adequate medical care and information that is kept in the strictest confidence, among others, may not be adequately provided in the event location. Stakeholders are not said to work perfectly together, particularly in the context of developing societies. Fourth, it is incorrect to think that everyone, including onlookers, will automatically adhere to the guidelines established by the security system authorities.

The systems theory shows that inadequate management, which results from shortcomings in leadership, coordination, continuity, cooperation, communication, and good governance, is to blame for the large increase in stadium security concerns and threats. In these situations, the management procedure can boost confidence among spectators and other sports fans as well as stadium security assurances. This theory gained popularity because, prior to its development, the focus of stadium insecurity was on the attitudes or behaviors of the attendees, with little emphasis placed on the interaction between the security system environment and the forces of socio-demographic characteristics.

However, because of varying views and beliefs among individuals, studies have not come to a scientific conclusion on the relationship between stadium security architecture and security risks (Gordon et al., 2016; Tekin, 2017; Newland et al., 2018). For building stadium security, systematic security planning is thought to be a good adjustment. For instance, increasing the number of guards can make a crowd feel safer or happier. On the other hand, adding more guards can make the stadium crowd more hostile. The systems theory of stadium security's fundamental assumption is that, when it comes to maintaining security, there are various links between the laws and precepts of social institutions.

2.3.2 Human Aggression Theory (HAT)

Aggression Theory began from 18th century and dominated in the security literature of late 1980s and 1990s. In the contemporary world application Berkowitz in 1989 used the Human Aggression Theory to develop the Cognitive Neoassociation theory (Long, 2020) to explain crowds' violence in events. In this theory the scholar proposed that aversive events such as frustrations, provocations, loud noises, uncomfortable temperatures, and unpleasant environment produce negative effects. The theory explains that negative effects stimulate various thoughts, memories, expressive motor reactions, and physiological responses associated with both fight and flight tendencies.

Human aggression theory encompasses various psychological perspectives that attempt to explain the causes and mechanisms behind aggressive behavior in humans. Aggression refers to behavior that is intended to harm or injure another individual or group. Several theories have been proposed to understand human aggression as follows:

Social Learning Theory: Developed by Albert Bandura, social learning theory emphasizes the role of observational learning and socialization processes in shaping aggressive behavior. According to this theory, individuals learn aggressive behaviors by observing others and imitating their actions. Reinforcement and punishment also play a role in the acquisition and maintenance of aggressive behavior.

Cognitive Neo-Association Theory: Proposed by Leonard Berkowitz, this theory suggests that aggressive behavior can be triggered by negative emotions and aversive stimuli. Negative emotions (such as anger or fear) can prime aggressive thoughts and increase the likelihood of aggressive behavior. Additionally, the theory suggests that environmental cues associated with aggression can also elicit aggressive responses.

General Aggression Model (GAM), Developed by Anderson and Bushman, the GAM integrates various cognitive, affective, and personality factors that contribute to aggressive behavior. It takes into account individual differences, situational factors, and the person's current state (e.g., mood, arousal) to predict aggressive behavior. The model emphasizes the role of cognitive processes, such as aggressive thoughts and beliefs, in mediating the relationship between situational factors and aggression.

Beccaria created the idea of deterrence to explain the factors that influence people's judgments and choices, and he is just one of many scholars who made contributions to this well-known theory. Failures in coordination and leadership are examples of deterrence that could happen before an occurrence that could lead to violence. Bentham outlined how people make decisions

to pursue pleasure and avoid suffering (Kerikmae et al., 2016). When fans of one team believe their team has been vanquished by an opponent team and feel the need to make up for the setback in a particular game, violence may be generated at sporting events. Since there may be procedures for preventing violence that can be guaranteed by openness, this school of thinking places a strong emphasis on effective governance of sporting events with regard to security management.

Gustave Le Bon also came up with the concept of contagion to explain the behavior of the popular mind in crowds (Hall & Zale, 2021). Following Gustave thinking emotions and stirred feelings within a group that breeds anger, resentment, superiority, fear, or hatred, the analysis further posits that people act in certain ways based on a type of hypnotic influence they experience from crowd involvement (Menaker et al, 2021). This theory is one of the widely used and researched in security behavior involving demographic and social factors such as age, gender, marital status, and economic social structures of the fans in explaining causes of sports event violence and security management.

The application of this theory is that a stadium security system can be effective when the social and demographic-constructed concepts of sports fans and love are addressed through setting rectifying policies and rules in stadium event management. On this notion, Bachman et al, (2020) emphasize that such policy being in place for individuals with their dynamically leading the wave of promoting violence, can be regulated by technology, information sources and dissemination, and other preventive, detective, and corrective measures previously mentioned.

2.4 Empirical Literature Review

2.4.1 Demographic and social factors of stadium security

Promoting stadium security, particularly in addressing human aggressive behaviors, is frequently regarded as a tool for securing stadium security. It can secure the safety of individuals, properties, and plans by controlling crowds to share opportunities for entertainment

with the positive treatment of humanity while also preventing them from wrong decisions and choices. Sports fans and lovers require safety against threats that can manifest themselves in violence, crimes, and riots that can be sparked to fully realize wrong or right objectives (OECD, 2020).

In order to examine the impact of football fans' and lovers' demographic characteristics on stadium security, (Cleland & Cashmore 2016) conducted research on 12 stadiums in the United Kingdom using an exploratory design and a quantitative approach. The results showed a clear correlation between age and gender factors in violence and crimes. In this study, the above-mentioned kinds of insecurity at stadiums are more prevalent in young males in the UK under the age of 35, whereas the contribution makes no mention of whether girls in any age group experience similar levels of uneasiness. This finding provided unequivocal proof of the rationale behind why young male spectators account for a substantial portion of stadium security enhancements.

Using a sample of 1800 respondents, (Tekin., 2017) conducted study in Turkey on the crucial elements determining stadium security. The study's major goal was to learn what football stadium attendees thought about the causes of violence and disturbances there. This study, which employed cross-sectional analysis, found that Men and women do not initiate violence with the same attitudes in a crowd, according to 72% of respondents. However, 88 percent of respondents to this study believed that economic position and educational attainment were factors in promoting violence.

(Menaker et al., 2021) found that an investigation into economic status and stadium security in Iran revealed that only 63% of cases of stadium violence and other insecurity involved spectators from low-income groups as the subject, with only 4% portraying women as the essence of conflicts and 96% men as the essence of issues, and 12% highlighting terrorist

issues. Women were also more than twice as likely as men to be identified as victims in all events, and women's experience was more often than men's to be. In order to improve stadium peace and security, it is crucial to change perceptions toward gender inequalities, as illustrated by this analysis.

In South Africa (Hall & Ward., 2022) investigated the sport security trends and technology solutions to stadium security with particular emphasis of investigation was on the extent, trends, and explanations. The researchers used time series data and offered a broad range of explanations of the sport events demonstrations that have occurred in the country. It was found out that 66 percent of the events involved an contending groups who suspect their team's rights being undermined as a result of discriminatory referee rulings occupied the crowds.

(Tommy.,2022) conducted an empirical investigation of the capability of Sub-Saharan Africa particularly Ghana, Nigeria, South Africa, and Zimbabwe to invest in stadium facilities using a sample of 1,005 respondents who completed a questionnaire on facility related factors that might affect their intentions to attend games. Among the intentions of the respondents to attend sports was stadium security, a structural equation modeling of the resulting data indicated which factors impact spectator behaviors. Findings revealed that not all the factors with the greatest impact on spectator behaviors in the four countries studied are the same as those identified in developed economies. In addition, each country's specific characteristics appear to influence the extent to which different variables impact intentions to attend games through satisfaction with the stadium, satisfaction with the team, and trust in the team.

In East Africa stadium security has been contributed by riots instigated from crowds of similar demographic and social characteristics as observed similarly in other countries investigated such as Iran, India, and South Africa. The occurrence of stadium violence is frequently reported

in almost all countries, as indicated by studies in Kenya, Rwanda, Uganda and Tanzania recently (Kabiri et al, 2022).

2.4.2 Security management factors on stadium security

According to (Schreyer & Ansari., 2021) who made an analysis on stadium security in the European countries found that about 33% of respondents including men and women on average reported that stadium security is among the main factors for sport attendance demand, with only 44% indicating ticket pricing, potential substitutes, match outcome uncertainty combined. The study also indicates that stadium insecurity significantly reduces match day incomes, club turnovers, media income, and affects others sources of sports income like stadium spectators, applauding, booing and chanting, broadcasters, corporate sponsors, hospitality sections and lead to underutilization of stadium capacity.

(Rocha & Fleury.,2017) made a study assessing the impact of stadium security on stakeholders in Brazil. A total of 17 case study public stadiums, and 1650 respondents participated in the study. Snowball sampling procedures were used to obtain the sample for the study. Cross section data were collection using structured questionnaire. Quantitative approach was used to analyze data. The findings of the study revealed that stadium security was likely to affect stock price index of a club more negatively than positively. The study demonstrated that most affected areas were the direct incomes to stakeholder's investment like lower merchandising sales, hotel stays, museum visits, stadium or tour booking were included in the significant impact of stadium security.

(Rasoul et al., 2018) on the study on critical factors affecting stadium security in Iran their aims were to identify critical factors affecting the security of stadiums and introduce a proper model. Study employed semi-structured interviews on 144 key informant participants, revealed that infrastructure have the greatest impact on the security of the stadiums followed by stadium

physical protection, personnel, and game management in order of priority. The study further concluded that stadium design and technological measures, as well as proper methods of stadium physical protection are critical in improving stadiums' security levels. Other complementary factors were trained personnel and the credentialing thereof can improve the efficiency of crowd management and stadium physical protection, match-day proper management can minimize crowd violence and facilitate security for attendees.

(Hall et al.,2023) on the stadium security management factors in South America particularly Argentina and Brazil observed that the nature of cooperation between event organizers, security authorities and sponsors is twofold: on the one hand, planners must consider security measures to protect sponsor assets and, on the other, establish how sponsors can contribute to security planning and operations. Security planning must incorporate elements to protect sponsors and corporate companies who may become targets of criminal or terrorist attacks. In these cases, collaboration between the event and organizational security teams will be useful in assessing the threat environment and identifying the capacity and resources at hand to mitigate identified threats.

(Hall & Ward., 2022) study on sport security risk and technology solutions on stadium security management reveal that collecting data on access (e.g., time and number of people) to stadiums at turnstiles can help security personnel track people flows and improve security deployments or model flows for crowd management and contingency planning. Biometrics and data analytics are also key areas of innovation that enable international law-enforcement agencies, such as INTERPOL and Europol, or border control agencies, such as the European Border and Coast Guard Agency (Frontex), to address today's security challenges. Biometrics, including facial recognition technology, can be an important tool for identifying criminals from video surveillance footage. Analysis of data intelligence is also key to identifying crime patterns, establishing links between perpetrators and investigations, and identifying threats.

In East Africa however, studies on stadium security system is inadequate. Nevertheless, some prior investigations on the causes of football violence in the soccer fields were made. The specific objectives were: to examine the circumstances under which football violence typically occurs in stadia, to identify some of the factors that correlate to violence during match and post-match violence, to review the existing policy framework that governs football. The target population comprised categories of officials in football management, club officials, football fans and police officers. The study sampled respondents from the target population using purposive and simple random sampling. Quantitative Primary data was gathered using questionnaires and analyzed using descriptive statistics, cross-tabulation was used to test the relationship between the study variables.

The study findings revealed that a combination of demographic social and management factors interplay as football fans aggression, police action, rude or abusive fans and uncoordinated football match management are circumstances that breeds football violence. On the factors that correlate to violence during match and post-match violence, the study revealed that alcoholism before and after the match, the number of policemen/security officers are not normally enough during matches and also that stadium design and lack of constant monitoring of crowd density by the police and stewards are factors that correlate to violence during match and post-match violence.

In Tanzania no particular study has been undertaken to investigate the issue of stadium security management despite the reported occurrence of crimes, riots, hooliganism and fan violence in Tanzanian football stadiums which have presented a significant issue to the Tanzanian authorities, as it has in many other nations. In recent years, there has been an uptick in recorded hooligan activity killing and injuring people, and destruction of properties. The police and other security organizations have been dealing with several difficulties of handling stadium security as a result of these crimes, riots, and violent acts (Daily Newspaper December 20, 2019) and

lack of scientific study of the problem to come up with policy recommendations, as it can be remembered that the old National Stadium was banned from international use due to security concerns for the players and the fans, as hooliganism and violent acts were noticed by the security officers (Bachman et al, 2017).

On the premises of the theories revisited, it is proposed that the following null hypotheses will be tested:

Hypothesis 1: The socio-demographic factors of fans have no significant relationship with their preference to attend sport events in stadium.

Hypothesis 2: The socio-demographic factors have no significant relationship with security management outcome in the stadium.

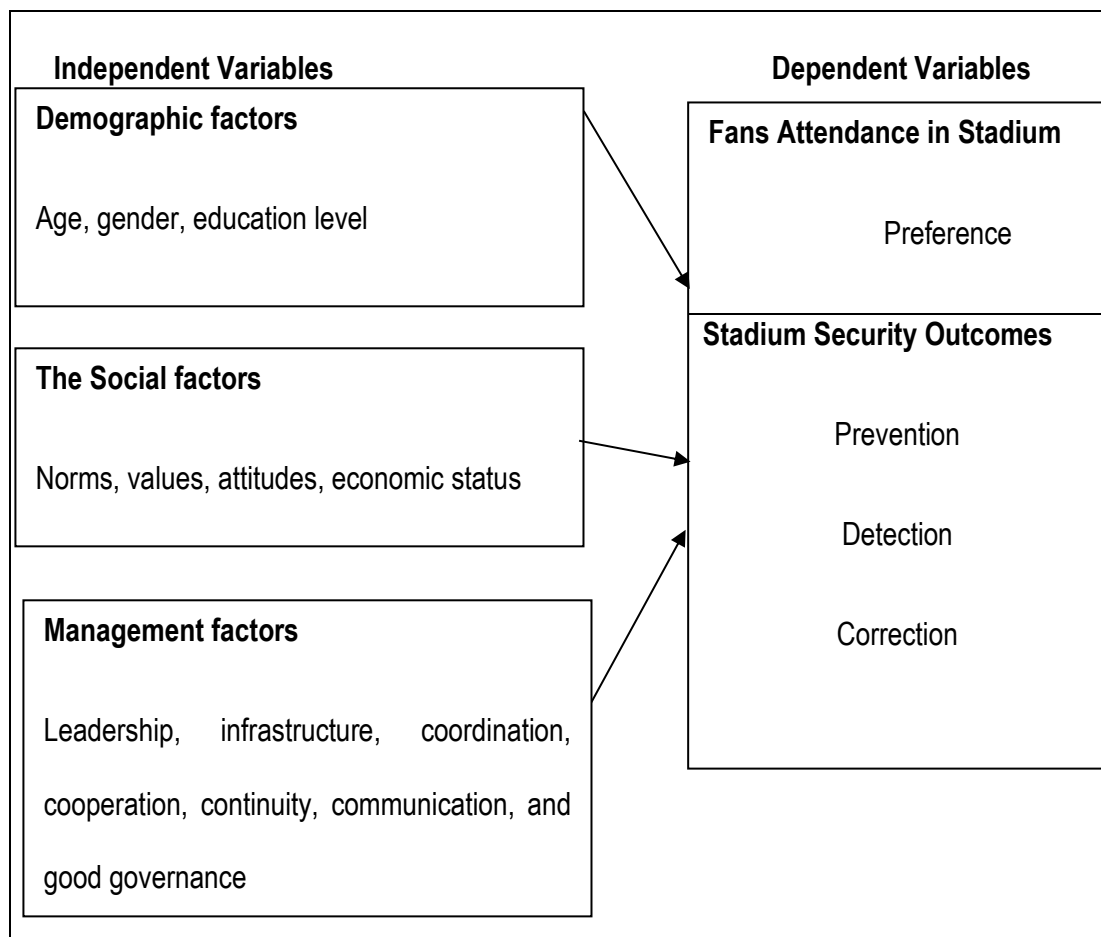
The current study puts forward two hypotheses (as indicated earlier). This sub-section presents the conceptual relationship among the variables as demonstrated in the hypotheses: socio-demographic factors, security management factors, preference to attend sport events and security management outcomes. Accordingly, the primary and expanded conceptual model as presented in Figures 2.1. The objective of hypothesis development is to clarify and specify the research objectives to be addressed. Primarily, the hypotheses are developed to test the relationships and effects between socio-demographic factors, security management factors, preference to attend sport events and security management outcomes in stadium.

2.5 Conceptual Framework

According to (Ravitch & Riggan. 2016) argued that, the conceptual framework explains the reason of practical and theoretical importance of the research topic and details how the proposed methods will answer the research questions. The conceptual framework aims to make research finding more meaningful, acceptable to the research field as it matches the methodological aspects of the study and the research questions. The conceptual framework for the relationship between the variables in the study on stadium security can be constructed as shown in figure 2.1. In the figure stadium security practices is a form of demographic social and

management approach which is hypothesized to determine stadium security control process in Tanzania. Stadium security is defined in operational constructs of spectator's trust, critical infrastructures, and potential security targets. The constructs of factors influencing stadium security used here are socio-demographic characteristics (age, gender, education level, economic status), and management factors (critical infrastructures, leadership, coordination, continuity, cooperation, communication and good governance). For achieving stadium security in sport event whereby the individuals are regarded to be free from violence, risk, and threats and abuse the spectators and other stakeholders will be satisfied only when they trust to attend stadium sport event.

Figure 2. 1: Conceptual Framework



Source: Developed by the author based on (Hall & Ward, 2022; and Croft et al, 2022)

The research will make a deeper analysis of whether demographic, and social factors on influencing fans to attend sport events in stadium and the management factors which influence stadium security outcomes. The research will have to provide a more convincing evidence that policy and practice strategies are addressing demographic, social and management issues that can contribute to stadium violence and crimes and thereby effective methods of prevention during and after sport events.

For a stable security system, the government administrative apparatus, individuals and other stakeholders are expected to involve directly in ensuring that human life and assets among others are safeguarded during crowding of stadium thereby minimizing or eradicating violence, crimes and other forms of insecurities. Lack of decisive efforts to prevent demographic and social and management based factors would result into experiences of stadium insecurities.

2.5 Research Gap

In today's world of increased preference on sports the stadium security and stability is reckoned in broader aspects of protection against threats and risks, detection and correction measures that secure the trust of spectators and properties consequently contributing to fulfillment of the sports objectives (Gordon et al, 2016; Tekin, 2017; Bachman et al, 2017; Newland et al, 2018; and Menaker et al, 2021). But however, the knowledge and application of the factors that influence stadium security in Tanzania is limited, particularly on the Sheikh Amri Abeid stadium, hence, there is an urgent need to argue for the application of best security enhancement approaches to ensure improved performance of security management in delivering trust requirement to stakeholders.

Likewise, the literature has covered studies on, stadium security and socio-demographic factors and management factors of developed and developing countries to some extent (Asego, 2016; Cleland & Cashmore, 2016; Tekin, 2017; Hall & Zale, 2021; and Hall & Ward, 2022). But

nevertheless, the studies focus on either use of demographic factors, social factors, and management factors separately, again with very little attention on East Africa and Tanzania in particular. The absence of adequate studies in the Tanzania geographical region specifically Arusha region create a substantial research gap which demands attention of worth filling. The current study therefore attempted to cover the gap by making an investigation on the factors influencing stadium security taking a case of the Sheik Amri Abeid stadium.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Chapter Overview

Chapter three describes the research methodology. It introduces the chapter, and then it describes the study area, research design, research approach, targeted population, sampling strategies, data collection methods, data analysis methods, and pilot study. Also, the chapter presents validity and reliability which includes credibility, transferability, dependability, and conformability. It also presents ethical considerations, and limitations that may influence the research methodology, and conclusion.

3.1 Study Area

This study was conducted in the Arusha region focusing on Sheikh Amri Abeid stadium and the factors taken into consideration by fans to attend sports and security management team to ensure safety and security during and after sports events. The Sheikh Amri Abeid stadium is a major stadium in the region of Arusha with the capacity of holding more than 11,000 fans, and about 45-60 sports events usually take place in a year. One of the identified needs of stakeholders for the Sheikh Amri Abeid stadium management Strategic Plan 2020-2025 is security and peace (Management Report, 2021). In order to achieve the goal of peace and security the stadium management has determined to engage the government, citizens, other stakeholders, and investors through various programs like building capacity, education, and addressing security challenges as demonstrated in the management objective C (MSAAK, 2021).

3.2 Research Design

The study used descriptive and correlation research designs. According to (Abutabenjeh and Jaradat, 2018) in descriptive research, we aim at describing systematically and accurately the facts and characteristics of a given population or area of interest and discover associations or

relationships between or among selected variables. According to (Kumar and Krishnaraji, 2018) correlation design is a measurement of two or more factors to determine or estimate the extent to which the values of the factors are related or change in an identifiable pattern. The descriptive design is selected to address research objectives one and two determining the socio-demographic and managerial factors influencing fan attendance in stadia. The correlation design was selected to address research objective three and the two hypotheses the, aim of using correlation study design is to analyze and offer explanations and gain an understanding of the factors influencing stadium fans' attendance and security management. The correlation study design is ideal for looking at the research hypotheses which are closely connected to its context or situation to offer an explanation of the relationship between variables (Kumar, 2018), the security management variables, and stadium attendance preference among fans the research design is particularly appealing.

Correlation design deals with finding out the relationship between two or more variables (Abutabenjeh & Jaradat, 2018) describe that correlation design aims to determine the tendency or pattern for two (or more) variables or sets of data to vary consistently. Correlation design helped the researcher to apply Pearson Correlation to test whether or not there is a relationship between the socio-demographic and management factors and stadium security (Kumar & Krishnaraj, 2018).

The design proposed enabled primary data to be collected at a single point in time providing a snapshot of ideas opinions and information. Primary data were used to address all research questions. The correlation study design is also favorable because it was less expensive hence enabling the researcher to cope with the few resources present (Bloomfield & Fisher, 2019). Moreover, the correlation study design enables the researcher to conduct the study in a limited time. Also, it allows the researcher to use one or more methods of data collection depending on the prevailing situation and the nature of the research topic.

3.3 Research Approach

The research approach is defined as a plan and the procedures for research that span the steps from broad assumptions to detailed methods of data collection, analysis, and interpretation (Etikan & Bala, 2017). As there are three types of research approaches this study applied the quantitative research approach. The quantitative approach uses numbers and close-ended questions to test hypotheses by examining the relationship among variables. These variables, in turn, can be measured, typically on instruments, so that numbered data can be analyzed using statistical procedures.

As opposed to a qualitative approach which uses words and open-ended questions to explain and describe the phenomenon (Kumar, 2018), the quantitative research approach to the study was considered on the basis that understanding the influence of socio-demographic and management factors that address stadium security system need formulation of constructs which were organized into nominal, ordinal, interval and ratio scales of measurement with differences in their precision to make the best use of level, direction, and strength of the constructs (Etikan & Bala, 2017). Questions on questionnaires were asked in such a way that they could be easily understood by the respondents and be appropriately quantified. For the scores on questions to reliably reflect the actual scores and induce a high confidence level, the multiple-item measurement scales are used. The scales are grouped based on ratings (to assess a situation at a particular time period in a category) and attitudes (the participant's state of affairs toward the phenomenon) as recommended by (Bloomfield & Fisher, 2019).

3.4 Target Population

Given that the main purpose of this study is to investigate the way socio-demographic and management factors address stadium security; the target population is 422,000 which is the average number of users of the stadium per annum according to the management statistics.

Their main focus is to ensure that there is a balance of information sources from different groups in the community among stakeholders (Arusha region, 2022).

Stadium security is researchable since it is inherent in the sports and community development process and is both measurable and observable. In this regard, survey research tools will be administered to participants and respondents to answer questions on the questionnaires. Besides, standardized categories of security processes were taken as a measure of trust in stadium use among stakeholders at different events. On the other hand, the attitudes and behaviors of spectators measured according to their demographic characteristics like age, gender, education, and social dimension of economic status were investigated on spectators and investors. The management dimensions were investigated by security officers like the police force, government, and stadium management leaders.

3.5 Sampling Techniques

The methods to be utilized in selecting respondents are known as sampling techniques; specifically, non-probability sampling technique was used in this study. The non-probability sampling technique is a sampling method that uses judgments rather than random selection to choose participants or respondents (Etikan & Bala, (2017). The sampling method was selected because it can be used to pick useful representatives from the diverse target population. As the targeted community includes fans of various ages, genders, educational levels, and socio-economic classes, in addition to security personnel and stadium management teams, well-designed research necessitates a well-sampled group. All must, however, have at then 3 years of experience working at stadium sporting events. Purposive sampling was used in non-probability sampling techniques to ensure that all required respondent categories are covered.

3.6 Sample Size

A tiny portion of the specified population is picked by sampling; the sample chosen must be representative of the population from which it is obtained. The sample size, sampling strategy, and methods used to choose the sample can all affect how representative a sample is, though. Access, money, population size overall, and the number of variables are some of the variables that have an impact on the sample size (Alvi, 2016).

For the purpose of the study and population size, to determine the appropriate sample size the precision criterion is used. The criterion demand that the level of precision is established based on the appropriate sampling error in the social sciences research the recommended sampling errors are 5% for a homogeneous population and 10% for a heterogenous population (Etikan & Bala, 2017). In this respect based on the target population of 422,000, the appropriate sample size for this research is calculated by the Yaro Yamane formula as indicated by (Alvi, 2016) using the margin sample error (e) of 10% as suggested in social science where 'n' is the sample size and N is the targeted population.

Number of respondents: sample size $n = \frac{N}{1+N.e^2}$ respondents from each ward

Sample size n from the target population is $n = \frac{N}{1+N.e^2} = \frac{422,000}{1+422,000 \times 0.1^2} = 99$ respondents

Sample size n from police force $n = \frac{N}{1+N.e^2} = \frac{2,000}{1+2,000 \times 0.1^2} = 99$ respondents

The sample had also included all six management team of the ruling political party

A total of 204 respondents from each category was selected. In order to ensure reliable representation gender and age category was considered.

Table 3.1 Sample Distribution

Wards of respondents	Target population	Sample size	Percentage (%)	Procedure
Fans	422000	99	49%	Purposive
Police Officer	1200	99	49%	Purposive
Stadium Management	6	6	2%	Purposive
Total	423206	204	100	

Source: Researcher, 2023

3.7 Data Collection Methods

Primary sources were used to gather data, and surveys are used to acquire primary data. One set of questionnaires was created for respondents in that situation. The questionnaire's questions were both structured and open-ended, allowing respondents to respond any way they saw fit (Paradis et al., 2016). Table 3.2 displays the Likert scale ratings for the survey items, which served as the foundation for scoring the replies. If a statement on the questionnaire with the responses strongly disagree, very unsatisfied, never, or poor is true, the scale read 5, and if it is false, the item received a score of 1.

Table 3.2 Scoring Procedure for the Responses

Response	Positive Statement	Negative Statement
Strongly disagree/ very unsatisfied/ never/ poor	5	1
Disagree/Unsatisfied/ Sometimes/ average	4	2
Neutral/Indifferent/Undecided	3	3
Agree/satisfied/often/good	2	4
Strongly agree/very satisfied/very often/very good	1	5

Source: Researcher, 2023

3.8 Data Analysis Methods

Therefore, inferential statistical measures were applied. The software was utilized to compute and estimate the measurements, specifically IBM SPSS version 23. Frequencies, assessments of central patterns (mean scores), and percentages were all used to interpret the respondents' demographic characteristics. In order to ascertain the impacts of the independent variable on the dependent variable and the magnitude of those influences, correlation analysis was performed in IBM SPSS version 23.

3.8.1 Validity and Reliability of the Study

3.8.2 Validity of Data

This is a reference to the property that a research tool has to be truthful, accurate, true, meaningful, and right. The study data collection instrument will be improved through feedback from the research supervisor to the researcher to ensure that the instruments focus on the aim of the study in order to maximize quality and decrease biases.

According to Creswell (2018), an instrument's validity is determined by its capacity to accurately measure the notion that it is intended to measure. It also describes the research's legitimacy or plausibility. Experts were asked to recommend the representativeness and suitability of the data and instruments (questionnaires) to be used in the research so that the researcher can validate them. As indicated by (Saunders et al. 2017), she will also permit ideas to be made regarding the questions' structure.

The validity of the instrument was ensured by use of the following strategies: the researcher computing the validity coefficient using the content validity index (CVI), which considers the items declared valid over total items declared invalid. Theoretically the minimum value of validity measure should be 0.5. And the CVI index in the questionnaires found to be far greater than the critical minimum value of 0.5 confirms that the instrument is valid and excellent (Creswell, 2018). The validity coefficient value was obtained using the formula below:

$$V = \frac{CVI}{TI}$$

Where CVI = number of items declared valid

TI = total number of items

The questionnaire described above consists of general and specific questions and an attached letter. The letter describes the purpose of the survey. Both the letter and the questionnaire are subject to much effort to make questions concerning social- demographic information of the respondents such as age, gender, and education level.

3.8.3 Reliability of Data

The consistency of a research study, a measuring test, or the reproducibility of findings are all examples of reliability. Research findings are dependable if they are consistently reproduced. Repetitive tests were conducted to establish reliability, and the outcomes were checked for consistency. The degree of reliability can be evaluated using a correlation coefficient. A test's reliability should be indicated by a high positive correlation, according to Cresswell (2018). In this investigation, a pilot study was conducted to assess the validity of the questionnaires in the relevant study region; following this, modifications are made in order to produce valid data for the study. Since the accuracy or precision of a measuring device is correlated with the reliability of data, reliability in this research study was focused on repeated measurements, and the questions' replies were consistent (Saunders et al., 2017).

3.9 Ethical Considerations

When conducting a study, researchers should adhere to ethical standards and principles, according to the American Psychological Association (2010). Three objectives are intended to be attained by the enduring principles: to guarantee the veracity of scientific information, to safeguard the rights and welfare of research respondents and participants, and to safeguard intellectual property rights. This study followed the guidelines of respecting the research site by

obtaining a research permit and authorization from the IAA and the management of Sheik Amri Abeid Stadium, respectively. The study was carried out with the utmost discretion, informed consent, and voluntariness. All key informants who were part in the study provided oral informed consent, and they were notified of their right to withdraw throughout the fieldwork.

CHAPTER FOUR

PRESENTATION AND DISCUSSIONS OF FINDINGS

4.0 Introduction

This chapter presents the results of the research analysis of the data gathered through questionnaires, and then discusses the findings. The first section describes the basic information derived from analysis of each variable covering the demographic information through descriptive and statistical analysis of the collected data. It involves an analysis of the demographic data obtained from the field work in Arusha Region. The second section presents the results derived from analysis of data according to research questions.

4.1 Characteristics of Respondents

This section described data collected on gender, age, educational level and marital status of respondents in the study. In sum, out of the 204 questionnaires distributed, 193 were returned and after the data quality checks 7 responses were found to be incomplete and not suitable for use for the analysis. Eventually, a total of 186 responses, that is a response rate of 91.2% were deemed good and usable (Kumar,2018).

Table 4.1 Questionnaire Response Rate

Item	Number	% Percentage
Questionnaire Distributed	204	100
No Response	11	5.4
Incomplete	7	3.4
Total Usable Response	186	91.2

Source: Researcher, 2023

4.2 Demographic Characteristics of the Respondents

This section presents and describes the demographic characteristics of the respondents, in terms of gender, age, educational level, marital status and membership experience. The purpose is to provide a background of the profile of the respondents. Findings related to the respondents' satisfaction with the family strengthening programs are also highlighted.

There are 7.6% more female respondents in this survey than male respondents (see Table 4.2). Since there is significant difference in the level of respondents' satisfaction to security management process of sport stadium, then this demographic factor carries a big portion in the following analysis in order to provide sufficient details of assessing the socio-demographic factors of sport attendance and security management in stadium. The survey respondents are composed primarily of youth age group between the ages of 21 and 40 years, accounting for 46.3% of the respondents. This age group barely qualifies for the age- of sport preferring population and comprises the population subsection at which the security management team heavily directs its programs. In terms of education, 19.4 percent of respondents are college degree graduates, 40.3 percent are college certificate and diploma graduates, while 23.1 percent are secondary educated and 17.2 percent have primary education.

More than half of the respondents have experience of attending sport events five and eight times about 84.2 percent (see Table 4.2), which indicates that these respondents are relatively experienced with stadium security programs and practices in the Sheik Amri Abeid Stadium compared to the rest. Those who have less than five times of sport attendance in the stadium account for 15.8 percent, and those who have more than eight times of attendance in sport events account for 18.9 percent. Indeed, the sample population is experienced in the stadium under study, their experience in sport events at the Sheik Amri Abeid make them excellent potential prospects for provision of adequate information about the research.

Table 4.2: Demographic Characteristics of Respondents

Category	Choices Accumul.	N	Valid	(%)*
Gender	Male	86	46.2	46.2
	Female	100	53.8	100
	Total	186	100	
Age	21-30 years	31	16.7	16.7
	31-40 years	55	29.6	46.3
	41-50 years	34	18.3	64.6
	51-60 years	29	15.6	80.2
	Above 61 years	37	19.8	100
	Total	186	100	
Education level	Primary education	32	17.2	17.2
	Secondary education	43	23.1	40.3
	College cert. and Dip	75	40.3	80.6
	Degree education	36	19.4	100
	Total	186	100	

Source: Researcher, 2023

*Due to missing values, not all returned cases are valid. This column reports the percentage of valid cases

Marital status	Single	53	28.5	28.5
	Married	69	37.1	65.6
	Divorced	39	20.9	86.5
	Widows	25	13.5	100
	Total	186	100	

Source: Researcher, 2023

Moreover, the majority of the respondents recommend with agreement on the satisfaction of security management programs of the Sheik Amri Abeid Stadium. As mentioned earlier in the findings, since 186 (91.2%) responses were suitable for analysis, this implies that majority of the respondents assessed the sport stadium on attendance and security activities. Broadly, the respondents assessed the demographic factors like age, gender, and education level on

how they influence fans attendance in stadium and security management, on social factors the findings have been presented on norms, values, attitudes and economic status in their ability to influence fans attendance in sports stadiums and security management. Furthermore, the vast experiences of the majority of the respondents have as revealed in the results (see table 4.2) implies that there is a substantial practical knowledge of security management performance in the study sample and worth responding to the questions. For this purpose, the management factors like leadership, infrastructure, coordination, cooperation, continuity, communication and good governance have been reported on how they influence the prevention, protection and correction of insecurity incidences at the Sheik Amri Abeid Stadium.

According to the survey made on 186 respondents as illustrated in (table 4.3) the relationship between the attendance in sports of respondents and the satisfaction with security management programs is impressive. The slightly more the number of fans attendance in sports from the perceptions of the respondents the corresponding slightly more are satisfied with the security management programs. This might be because of relatively beneficial factors in the implementation of security management activities among different stakeholders in the sport stadium.

4.3 Addressing Research objectives

4.3.1 To determine the socio-demographic factors on fans attendance to sport stadium

This section presents the means and standard deviations of the perception of respondents on demographic factors affecting fans attendance in the Sheik Amri Abeid stadium used in the study. The main socio-demographic factors analyzed were age, gender and education level on influencing sport attendancy and stadium security management as presented below.

Demographic factors on stadium sport attendance

Table 4.3: Demographic factors on sport attendance

Demographic factors items	Mean	Std. Dev.
Fans age group have a generating influence on sport attendance	4.65	0.48
Youth age group have a most preference on sport attendance	4.86	0.39
Middle age group have a most preference on sport attendance	4.44	0.04
Elderly age group have a most preference on sport attendance	2.42	0.04
Fans gender category have a generating influence on sport attendance	4.61	0.83
Female gender category has a most preference on sport attendance	3.86	0.39
Male gender category has a most preference on sport attendance	4.84	0.04
Fans education level have a generating influence on sport attendance	4.32	0.48
Fans with primary level of education prefer more on sport attendance	3.89	0.39
Fans with secondary level of education prefer more on sport attendance	4.29	0.89
Fans with diploma level of education prefer more on sport attendance	4.89	0.39
Fans with degree level of education prefer more on sport attendance	4.19	0.39

*Mean value of the income generating activities is 4.48, computed from the average of the total mean values of the individual items.

Source: Researcher, 2023

Among the items, the respondents rated “Fans age group have a generating influence on sport attendance” (M = 4.65). However, the first two age groups prefer more attendance in stadium sport events than the last that is “Youth age group have a most preference on sport attendance” (M = 4.86), and “Middle age group have a most preference on sport attendance” (M = 4.44). With respect to gender category the “Fans gender category have a generating influence on sport attendance (M = 4.61), “However, the male gender category prefers more attendance in stadium sport events than the female gender that is “Male gender category has a most preference on sport attendance” (M = 4.84), and “Female gender category has a most preference on sport

attendance “(M = 3.86). This is in agreement with existing literature that youth prefer more attendance in sport events that can be targeted on elements of security management (Antonio et al, 2017; Hurych & Scholz, 2020; and Chiweshe and Choto, 2022).

All the items were rated the highest on stadium sport attendance above 3.00 indicating that they are relevant determinants, except for the elderly age group on preference to sport attendance. Among the items, the respondents rated “Fans level of education level have a generating influence on sport attendance” (M = 4.32). However, the fans with primary education level prefer less attendance in stadium sport events than the other groups with (M = 3.89).

Social factors on stadium sport attendance

Table 4.4: Social factors influencing sport attendance in the stadium

Social factors items	Mean	Std. Dev.
Fans norms have a generating influence on sport attendance	2.32	0.48
Fans values have a generating influence on sport attendance	4.89	0.39
Fans attitudes have a generating influence on sport attendance	4.29	0.89
Fans economic status have a generating influence on sport attendance	4.44	0.04
Fans' high income category is the most preferring group on sport attendance	4.24	0.04
Fans' mid income category is the most preferring group on sport attendance	4.65	0.83
Fans' low income category is the most preferring group on sport attendance	2.86	0.39

*Mean value of the income generating activities is 4.48, computed from the average of the total mean values of the individual items.

Source: Researcher, 2023

Among the items, the respondents rated “Fans norms have a generating influence on sport attendance” (M = 2.32), “Fans values have a generating influence on sport attendance” (M = 4.89), “Fans attitudes have a generating influence on sport attendance” (M = 4.29), “Fans economic status have a generating influence on sport attendance” (M = 4.44), as social factors that influence fans sport attendance. “Fans with diploma level of education prefer more on sport

attendance” (M = 4.89), and “Fans with middle income category prefer more on sport attendance” (M = 4.65), followed by “Fans with high income category” (M = 4.24) followed by “Fans with low income category on preference for sport attendance” (M = 2.86) as items that largely measured education level as a factor for fans attendance in stadium sport events at the Sheik Amri Abeid stadium. The above findings were supported with previous studies (Hemmati et al, 2016; and Badcock & Morgan, 2019).

4.3.2 To determine the managerial factors influencing stadium security management

The managerial factors influencing stadium security management

Table 4.5: Perception of respondents on management factors on enhancing stadium security outcomes

Management factors items	Mean	Std. Dev.
I am aware that leadership of the stadium management enhances security outcomes	3.99	0.06
I am aware that infrastructure of the stadium is conducive for security outcomes	2.86	0.36
I am aware that coordination role of security officers enhances security outcomes	4.85	0.35
I am aware that cooperation role of security stakeholders enhances security outcomes	4.34	0.65
I am aware that continuity process of the security management is keen for security	3.44	0.06
I am aware that communication role of security officers enhances security outcomes	4.14	0.36
I am aware that good governance of the stadium management enhances security	2.86	0.36

*Mean value of the income generating activities is 3.50, computed from the average of the total mean values of the individual items.

Source: Researcher, 2023

It be noted that the initiatives security management referred here in this analysis are all activities conducted by the security stakeholders through the government and stadium management where beneficiaries of security experience threats are prevented, detected and corrected.

Among the items, the respondents rated:

- "I feel that coordination role of security officers enhances security outcomes" (M = 4.85),
- "I feel that cooperation role of security stakeholders enhances security outcomes" (M = 4.34),
- "I feel that communication role of security officers enhances security outcomes" (M = 4.14),
- "I feel that leadership of the stadium management enhances security outcomes" (M = 3.99),and
- "I feel that continuity process of the security management is keen for security" (M = 3.44) .

This is in agreement with existing literature that managerial factors are significant elements mentioned (Andam and Salimi, 2016; and Miller, 2017). All the items were rated the highest on security management initiatives above 3.00 except for the item :

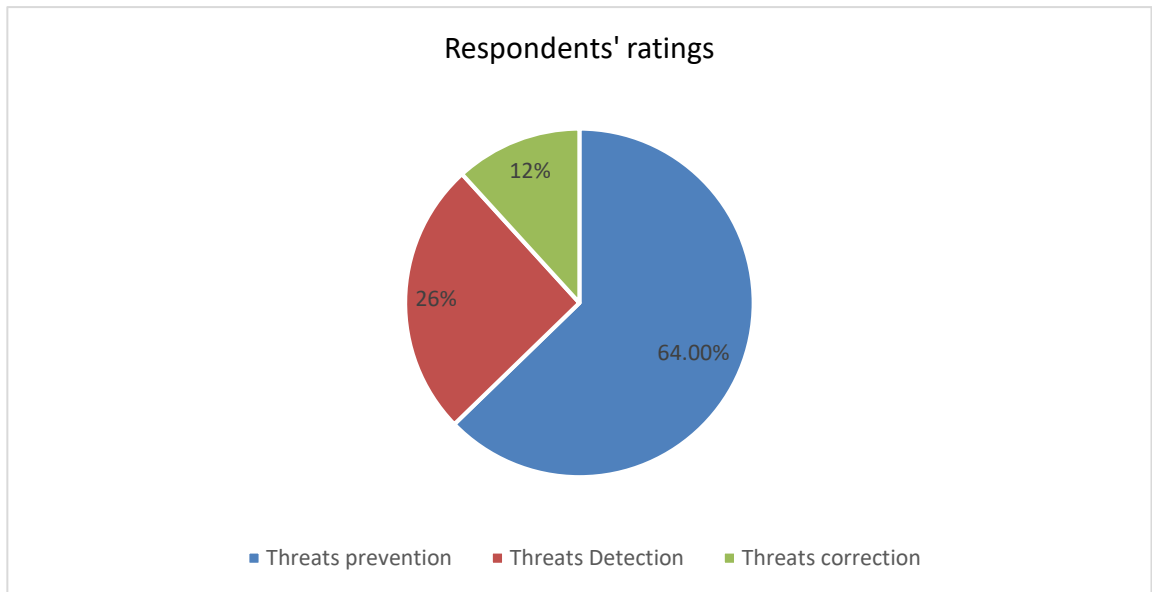
"I feel that infrastructure of the stadium is conducive for security outcomes" (M = 2.86), and "I feel that good governance of the stadium management enhances security" (M = 2.86) which are rated the least however above 2.00 among the observable constructs see Table 4.6

Respondents responses on perceived strength of security management of the stadium

According to figure 2, the majority of the respondents reported to perceive that the security management system of Sheik Amri Abeid is strong at prevention of threats and these are 64% of the respondents. While 26% of the respondents reported to perceive that the security management system of Sheik Amri Abeid is strong at threats detection. And 12% reported to

perceive that the security management system of Sheik Amri Abeid is strong at threats correction.

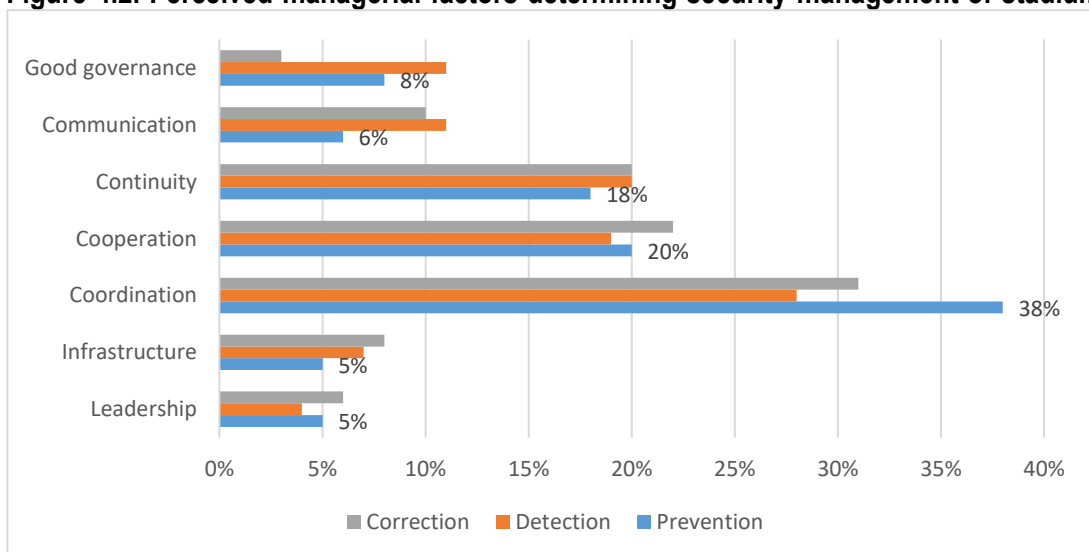
Figure 4.1. Perceived strength of security management of the stadium



Source: Researcher Computation, 2023

Explaining security management using the managerial factors to prevent, detect and correct security threats

Figure 4.2. Perceived managerial factors determining security management of stadium



Source: Researcher Computation, 2023

According to figure 3, the majority of the respondents reported to feel security outcomes obtained in the Sheikh Amri Abeid stadium comes from coordination process during security

management among stakeholders. Coordination have scored 35% of the ratings of the respondents. While cooperation score is 20% of the respondents reported to be determining stadium security outcomes, and continuity score is 18% of respondents reported to determine stadium security. Communication rated 8% of the respondents and 6% of the respondents reported that good governance determines security outcomes, while infrastructure rated by 6% and leadership rated by 4% of the respondents in determining security outcomes at the Sheikh Amri Abeid stadium

Table 4.7 Managerial factors on security management outcomes

Management		Prevention	Detection Correction		
Management	Pearson Correlation	1	.719**	.512**	.798**
	Sig. (2-tailed)		.022	.014	.007
	N	186	186	186	186
Prevention	Pearson Correlation	.719*	1	.022	.754
	Sig. (2-tailed)	.022		.026	.056
	N	186	186	186	186
Detection	Pearson Correlation	.512*	.483	1	.462
	Sig. (2-tailed)	.044	.026		.753
Correction	N	186	186	186	186
	Pearson Correlation	.798**	.075	1	.956
	Sig. (2-tailed)	.007	.372	.756	.646
	N	186	186	186	186
**.			Correlation is significant at the 0.01 level (2-tailed).		
*.			Correlation is significant at the 0.05 level (2-tailed).		

Source: Researcher, 2023

With a Pearson Correlation coefficient of .719 (Sig. of .022), there is a strong and positive correlation between managerial factors on stadium security management and prevention of security threats at Sheik Amri Abeid stadium. Therefore, managerial factors positively influence the ability to prevent threats on stadium security and consequently security management

outcomes. In addition to that, with a Pearson Correlation of .512 (Sig. of .044), there is a moderate and positive correlation between managerial factors on stadium security management and ability to detect security threats at Sheik Amri Abeid stadium. Therefore, managerial factors positively influence the ability to detect threats on stadium security and consequently security management outcomes. Furthermore, with a Pearson Correlation of .798 (Sig. of .007), there is a strong and positive correlation between management factors on stadium security management and ability to correct security threats at Sheik Amri Abeid stadium. Therefore, management factors positively influence the ability to correct threats on stadium security and consequently security management outcomes.

4.3.3 To establish the relationship between socio-demographic factors on fans attendance and stadium security management

Socio-demographic factors for sport attendance, which of them factors have relationship with security management

This question was initially addressed descriptively, then by correlation analysis and the following figure 4.5 presents the findings of the study.

Table 4.8 Socio-demographic factors influence on stadium security threats

Socio-demographic factor items on stadium security threats	N	Mean	Interpretation
The source of violence in the stadium can certainly be explained with age of spectators	186	4.66	Strongly agree
The source of stadium violence originate from group of 18-24 years	186	4.32	Strongly agree
The source of stadium violence originate from group of 25-31 years	186	4.75	Strongly agree
The source of stadium violence originate from group of 32-38 years	186	3.89	Agree
The source of stadium violence originates from group of 39-45 years	186	4.12	Agree
The source of stadium violence originates from group of above 45 years	186	4.65	Strongly Disagree
The source of violence in the stadium can certainly be explained with education level of spectators	186	4.42	Strongly agree
The source of stadium violence originates from group of primary education level	186	2.89	Agree
The source of stadium violence originates from group of secondary education level	186	4.73	Strongly agree
The source of stadium violence originates from group of Certificate and diploma level	186	4.88	Strongly agree
The source of stadium violence originates from group of bachelor degree education level	186	3.89	Agree
The source of stadium violence originates from group of master's degree education level	186	1.21	Disagree
The source of violence in the stadium can certainly be explained with gender category of spectators	186	3.47	Agree
The source of stadium violence originates from group of female gender of respondents	186	1.05	Disagree
The source of stadium violence originates from group of male gender of respondents	186	4.79	Strongly agree
The source of violence in the stadium can certainly be explained with marital status category of spectators	186	3.95	Agree
The source of stadium violence originates from group of single category of respondents	186	4.59	Strongly agree
The source of stadium violence originates from group of married of respondents	186	2.98	Neutral
The source of violence in the stadium can certainly be explained with economic status of spectators	186	4.06	Strongly agree
The source of stadium violence originates from group of low income level	186	4.94	Strongly agree
The source of stadium violence originates from group of middle income level	186	3.05	Agree
The source of stadium violence originates from group of higher income level	186	1.99	Strongly disagree
Valid N(Listwise)			

Source: Researcher, 2023

Table 4.8 summarizes the findings on influence of socio-demographic factors on security threats cutting across age groups, education level, marital status and economic status of the perceived spectators at Sheik Amri Abeid stadium. According to the findings, the respondents strongly agree, agree, neutral, disagree or strongly disagree with the statements outlined. The average mean score 4.66 was computed from the tabulated mean scores on each dimension of age groups as shown in table 4.6. The average mean score of 4.00 and above indicates strongly agree which significantly explain a general view that age group of spectators explain the occurrence of security threats in the stadium. The table reveals that respondents strongly agreed on that view; the computed mean value is 4.66.

Again the findings reveal that the respondents strongly agree, agree, neutral, disagree or strongly disagree with the statements outlined on education level of spectators in potentially causing security threats in the stadium. The average mean score 4.42 was computed from the tabulated mean scores on each dimension of education level as shown in table 4.6. The average mean score is more than 4.00 which indicates strongly agree which indicates that education level significantly explain a general view that level of education of the spectators explain the occurrence of security threats in the stadium. The table reveals that respondents strongly agreed on that view; the computed mean value is 4.42.

Furthermore, the findings reveal that the respondents strongly agree, agree, neutral, disagree or strongly disagree with the statements outlined on gender category of spectators in potentially causing security threats in the stadium. The average mean score 3.47 was computed from the tabulated mean scores on each dimension of gender category as shown in table 4.6. The average mean score is less than 4.00 which indicates “agree” and this indicates that gender category moderately explain a general view of the occurrence of security threats in the stadium. The table reveals that respondents agreed on that view; the computed mean value is 3.47.

In addition to that, the findings reveal that the respondents strongly agree, agree, neutral, disagree or strongly disagree with the statements outlined on marital status of spectators in potentially causing security threats in the stadium. The average mean score 3.95 was computed from the tabulated mean scores on each dimension of marital status as shown in table 4.6. The average mean score is less than 4.00 which indicates “agree” and this indicates that marital status moderately explain a general view of the occurrence of security threats in the stadium. The table reveals that respondents agreed on that view; the computed mean value is 3.95.

In addition to that, the findings reveal that the respondents strongly agree, agree, neutral, disagree or strongly disagree with the statements outlined on economic status of spectators in potentially causing security threats in the stadium. The average mean score 4.06 was computed from the tabulated mean scores on each dimension of economic status as shown in table 4.6. The average mean score is less than 4.00 which indicates “strongly agree” and this indicates that economic status significantly explain a general view of the occurrence of security threats in the stadium. The table reveals that respondents agreed on that view; the computed mean value is 4.06.

Among the demographic factors, which of them have relationship with stadium sport attendances

This question was addressed by correlation analysis through testing hypothesis 1 the following table 4.9 and table 4.10 presents the findings of the study.

Table 4.9 Demographic factors on stadium attendance

Stadium attendance			Age	Gender	Education level
Stadium attendance	Pearson Correlation	1	.639*	.792*	.884**
	Sig. (2-tailed)		.048	.014	.007
	N	186	186	186	186
Age	Pearson Correlation	.639*	1	.022	.754
	Sig. (2-tailed)	.048		.026	.056
	N	186	186	186	186
Gender	Pearson Correlation	.792*	.483	1	.462
	Sig. (2-tailed)	.014	.026		.753
	N	186	186	186	186
Education level	Pearson Correlation	.884**	.075	1	.956
	Sig. (2-tailed)	.007	.372	.756	.646
	N	186	186	186	186
**. Correlation is significant at the 0.01 level (2-tailed).					
*. Correlation is significant at the 0.05 level (2-tailed).					

Source: Researcher, 2023

From the table above findings revealed that age of the fans, (by using the pearson coefficient number starting from the highest to lowest report the existing strong and positive correlation between demographic factors and fans preference for attending stadium spots events.

The social factors, which of them have relationship with stadium sport attendance

Table 4.10 Social factors influence on stadium security management outcomes

Stadium attendance			Values	Attitudes level	Income level
Stadium attendance	Pearson Correlation	1	.639*	.842**	.684*
	Sig. (2-tailed)		.048	.014	.027
	N	186	186	186	186
Values	Pearson Correlation	.639*	1	.022	.754
	Sig. (2-tailed)	.048		.026	.056
	N	186	186	186	186
Attitudes	Pearson Correlation	.842**	.483	1	.462
	Sig. (2-tailed)	.014	.026		.753
Income level	N	186	186	186	186
	Pearson Correlation	.684*	.075	1	.956
	Sig. (2-tailed)	.027	.372	.756	.646
	N	186	186	186	186
**. Correlation is significant at the 0.01 level (2-tailed).					
*. Correlation is significant at the 0.05 level (2-tailed).					

Source: Researcher, 2023

With a Pearson Correlation coefficient of .639 (Sig. of .048), there is a strong and positive correlation between stadium attendance on sport event and preference values at Sheik Amri Abeid stadium. Therefore, stadium attendance is positively influenced by the ability to value the preference. In addition to that, with a Pearson Correlation of .842 (Sig. of .014), there is a strong and positive correlation between stadium attendance on sport event and attitudes preference to attend at Sheik Amri Abeid stadium. Therefore, stadium attendance is positively influenced by the ability to develop an attitude to prefer attendance. Furthermore, with a

Pearson Correlation of .684 (Sig. of .027), there is a strong and positive correlation between stadium attendance on sport event and the income level which influence preference at Sheik Amri Abeid stadium. Therefore, stadium attendance is positively influenced by the income level of the spectators.

Among the demographic factors, which of them have relationship with stadium security management

This question was addressed by correlation analysis through testing hypothesis 2 and the following table 4.11 and table 4.12 presents the findings of the study.

Table 4.11 Demographic factors (Demography) on stadium attendance

Demography		Prevention	Detection	Correction
Demography	Pearson Correlation	1	.539*	.612* .584*
	Sig. (2-tailed)		.048	.014 .047
	N	186	186	186 186
Prevention	Pearson Correlation	.539*	1	.022 .754
	Sig. (2-tailed)	.048		.026 .056
	N	186	186	186 186
Detection	Pearson Correlation	.612*	.483	1 .462
	Sig. (2-tailed)	.014	.026	
Correction	N	186	186	186 186
	Pearson Correlation	.584*	.075	1 .956
	Sig. (2-tailed)	.047	.372	.756 .646
	N	186	186	186 186
**. Correlation is significant at the 0.01 level (2-tailed).				
*. Correlation is significant at the 0.05 level (2-tailed).				

Source: Researcher, 2023

With a Pearson Correlation coefficient of .539 (Sig. of .048), there is a moderate and positive correlation between demographic characteristics and prevention of security threats at Sheik Amri Abeid stadium. Therefore, the demography of fans positively influences the ability to prevent security threats. In addition to that, with a Pearson Correlation of .612 (Sig. of .014),

there is a strong and positive correlation between demography of fans and ability to detect security threats at Sheik Amri Abeid stadium. Therefore, demography of fans positively influences the ability to detect security threats. Furthermore, with a Pearson Correlation of .584 (Sig. of .047), there is a moderate and positive correlation between demography of fans and ability to correct any security threats at Sheik Amri Abeid stadium. Therefore, fans' demography positively influences the ability to secure security management outcomes.

Among the social factors, have relationship with stadium security management

Table 4.12 Social factors influence on stadium security management outcomes

Social factor		Prevention	Detection	Correction
Social factor	Pearson Correlation	1	.664*	.572* .674*
	Sig. (2-tailed)		.028	.044 .037
	N	186	186	186 186
Prevention	Pearson Correlation	.664*	1	.022 .754
	Sig. (2-tailed)	.028		.026 .056
	N	186	186	186 186
Detection	Pearson Correlation	.572*	.483	1 .462
	Sig. (2-tailed)	.044	.026	
	N	186	186	186 186
Correction	Pearson Correlation	.674**	.075	1 .956
	Sig. (2-tailed)	.077	.372	.756 .646
	N	186	186	186 186
**. Correlation is significant at the 0.01 level (2-tailed).				
*. Correlation is significant at the 0.05 level (2-tailed).				

Source: Researcher, 2023

With a Pearson Correlation coefficient of .664 (Sig. of .028), there is a strong and positive correlation between social characteristics of fans and prevention of security threats at Sheik

Amri Abeid stadium. Therefore, the social characteristics of fans positively influences the ability to prevent security threats. In addition to that, with a Pearson Correlation of .572 (Sig. of .044), there is a moderate and positive correlation between social characteristics of fans and ability to detect security threats at Sheik Amri Abeid stadium. Therefore, social characteristics of fans positively influences the ability to detect security threats. Furthermore, with a Pearson Correlation of .674 (Sig. of .037), there is a strong and positive correlation between social characteristics of fans and ability to correct any security threats at Sheik Amri Abeid stadium. Therefore, social characteristics of fans positively influences the ability to secure security management outcomes.

4.4 Discussion of Findings

The aim of this study was to assess the socio-demographic factors on fans sport attendance in stadium and security management at Sheik Amri Abeid stadium in Arusha region. Pertinent literature has been reviewed to ascertain the research gaps, outline the research objectives and questions. Consequently, the conceptual framework has been developed for further examination. The findings of this research have both theoretical and practical implications for stadium security management efforts particularly within the developing country like Tanzania. The section discusses results for the objectives and the hypotheses tested. The respondents were asked to provide their perspectives on a set of variables through anonymous survey.

4.4.1 The socio-demographic factors on fans attendance to sport stadium

The respondents were asked to indicate their experience with Sheik Amri Abeid stadium; their response was presented in tables 4.4 and 4.5. The results show that out of the 12 items addressed by 186 in table 4.4 only 2 items the mean values were below 4.0 that is the old age group were not more preferring to attend in stadium sports, and on education level fans with primary level of education do not much prefer to attend stadium sport events. It was eminent that many respondents were highly satisfied with the security management of the stadium.

In the words of Schreyer and Ansari, (2021), demographic influence on sport attendance is context-specific. Owing to the fact that there are numerous factors proposed to sport attendance in stadium and each one is appropriate within a particular society environment. Descriptive and correlation analysis were used to choose the dimensions given a prominent preference to attend stadium sport events by the fans (Tekin, 2017). In this research the analysis identified three main dimensions, notably, fans age, gender and education level. This result is supported by a study of Oskar, (2017) in South Africa who found that demographic factors were the highest contributors to determine fans preference to attend stadium sport events. It must be emphasized that there are other useful demographic factors however, the goal of this analysis is to identify the influence of socio-demographic factors on fans preference to attend stadium sport events. On social factors the study has come up with the three highly social factors in influencing stadium sport attendance using the social characteristics of the individual the norms were not influencing factor, compared to values, attitudes and economic status which were rated with strongly agree. The examined descriptive analysis gives a deduction that all the dimensions of social characteristics of fans except the norms comprehend the study and the data are good enough to carry out any further advanced statistical analysis. The descriptive analysis reveals that a big portion of fans is driven by values, attitudes and levels of income to attend stadium sport events. Nevertheless, the level of income at middle category is more powerful to influence fan preference.

The results in tables 4.4 and 4.5 indicates that majority of the respondents surveyed indicates that the youth age group in the range of 18-31 years is most preferring to attend sports, male category have the most preference to attend stadium sports and the diploma education level. Most part of fans in the Sheik Amri Abeid is middle income group which indicates that it is the most sport preferring population in any society (Tasmekteligil, 2016). The identification of the socio-demographic factors influencing stadium sport attendance in this study was necessary as

the security management setting requires the knowledge of attributes of people when planning with their potentiality to generate threats. For any security system instruments that target the source of stadium security threats management in terms of facilities and personnel may be properly planned well with relevant skills and technology.

4.4.2 Socio-demographic factors and stadium security management

It can be observed from the findings that coordination and cooperation plays major role on stadium security management at Sheik Amri Abeid. A close scrutiny of management factors determining stadium security varies from developed to developing countries. Rasoul et al, (2018) did a study on the on critical factors affecting stadium security in Iran to identify critical factors affecting the security of stadiums and introduce a proper model. Contrary to findings of this study the study revealed that infrastructure have the greatest impact on the security of the stadiums followed by stadium physical protection, personnel, and game management in order of priority.

Hall et al, (2023) on the stadium security management factors in South America particularly Argentina and Brazil observed that the nature of cooperation between event organizers, security authorities and sponsors is twofold: on the one hand, planners must consider security measures to protect sponsor assets and, on the other, establish how sponsors can contribute to security planning and operations. Security planning must incorporate elements to protect sponsors and corporate companies who may become targets of criminal or terrorist attacks. In these cases, collaboration between the event and organizational security teams will be useful in assessing the threat environment and identifying the capacity and resources at hand to mitigate identified threats.

Joseph and Thomas, (2017) addresses the existence of stadium security in terms of the integrated collections of parts that functions in an interrelated process rather than structures operating independently. The revisited theories have stated that security system is inherently harmonious as long as all structures engaging an event perform their roles and keep the system

activated. Several scholars in the theories like the human aggression theory and conflict management theory believe that the primary responsibility of security patrons and orienting responsible stakeholders to various tasks for ensuring security is an essential function of security investment.

There are basically three functions that should be performed by the security system, these are first, is preventive function that instills measures that can ensure that violence, crimes and riots could never happen like entry searches, use of stand-off areas and barriers, physical verification of infrastructures and TVs such as CCTV cameras. Second, is detective function which are all activities that can identify any insecurity risk by seeking vulnerabilities and gaps for correction, gathering information through intelligence sharing with authorities and inspectors. Third function is corrective function, which have to prepare measures that can reduce severity of consequences after an incidence example medical aid, training and counter measures of police and army and rapid security deployment. This is to say that exposing poor leadership and infrastructural development in regard to the stadium security management to the community renders ineffective measures implemented to produce the expected security outcomes.

4.4.3 The relationship between socio-demographic factors and security management

The relationship amid demographic, social, managerial factors and security management outcomes were analyzed using Pearson Correlation in order to accept or reject the hypotheses. The results showed that all the three hypotheses were accepted.

Hypothesis 1: The socio-demographic factors have no significant relationship with fans preference for attending sport event in stadium.

In the correlation analysis results section tables 4.9 showed that demographic factors had a significant and direct effect on fans stadium sport attendance. The output in table 4.9 shows the coefficients of correlation of 0.639; 0.792; and 0.884 for age, gender and education level respectively and all had significant effects on stadium attendance. Furthermore, the social factors had a significant and direct effect on fans stadium sport attendance. The output in table

4.10 shows the coefficients of correlation of 0.639; 0.842; and 0.684 for values, attitudes, and income level respectively and all had significant effects on stadium attendance.

The results show the central discussion surrounding many research fans preference to attend stadium. While many studies have linked age group, marital status, gender and education level with stadium attendance (Tekin, 2017; Oskar, 2018; and Schreyer and Ansari, 2021), much more need to be established. Conversely, in an influential series of papers Parent and Fortier, (2018) concluded that there is no strong or consistent relationship between marital status and fans preference to attend stadium sports (Parent and Fortier, 2018); which possibly is true because many times demography on marital status in stadium events has not been easy to ascertain compared to other demographic aspects.

Doubtlessly, social factors greatly influence fans attendance in stadium sports (Tasmektepligi, 2016; Rocha and Fleury, 2017; and Newland et al, 2018). Simply put, the more the attitudes, values and income level at some point and the socio-cultural context with all other things remain constant the more the preference to attend stadium sports. Fans who values more the sports are more motivated and show greater gains in watching sports (Wong and Chadiwick, 2017). The above results elucidate the need for security administrators to recognize that institutional policies and practices can affect the way fans devote their time in sport events pursuits in order to promote stadium security.

In the correlation analysis results section tables 4.10 showed that demographic factors had a significant and direct effect on fans stadium sport attendance. The output in table 4.10 shows the coefficient of correlation of 0.719 and has a significant effect on stadium attendance.

The results show the central discussion surrounding many research on stadium security. Some studies have linked the importance of understanding the demographic attributes of fans with stadium security management (Wong and Chadwick, 2017; and Ward, 2022) and others have not observed any association between them (Newland et al, 2018; and Tommy, 2022). In the

study of Rocha and Fleury, (2017) concluded that there is strong or consistent relationship between demography attributes of fans and stadium security which possibly is true because many times demography on age and education level in stadium events has been easy to ascertain in generating uncontrollable hooliganism (Tekin, 2017).

Many fans come to stadium sport events driven by values, and attitudes as social factors greatly influence fans attendance in stadium sports in forming high expectations in the winning team (Tasmektepligi, 2016; Rocha and Fleury, 2017; and Newland et al, 2018). Simply put, the more the preference at the supported team the more the expectations to win and when outcomes of match turn in opposite then crash among them can occur. Fans who values more the team in sports are more emotional and show greater gains in watching sports (Wong and Chadiwick, 2017). The above results elucidate the need for security administrators to recognize that institutional policies and practices can affect the way fans devote their supporting behavior before, during and even after the sport events.

Hypothesis 2 The socio-demographic factors have no significant relationship with security management outcome in the stadium.

In the correlation analysis results section tables 4.7 showed that managerial factors had a significant and direct effect on stadium security outcomes. The output in table 4.7 shows the coefficient of correlation of 0.719 and has a significant effect on prevention of security threats at Sheik Amri Abeid stadium. Therefore, managerial factors positively influence the ability to prevent threats on stadium security and consequently security management outcomes. In addition to that, with a Pearson Correlation of .512 (Sig. of .044), there is a moderate and positive correlation between managerial factors on stadium security management and ability to detect security threats at Sheik Amri Abeid stadium. Therefore, managerial factors positively influence the ability to detect threats on stadium security and consequently security management outcomes. Furthermore, with a Pearson Correlation of .798 (Sig. of .007), there

is a strong and positive correlation between management factors on stadium security management and ability to correct security threats at Sheik Amri Abeid stadium. Therefore, management factors positively influence the ability to correct threats on stadium security and consequently security management outcomes.

The security management team and stakeholders should incorporate better leadership and plan for infrastructure modernization as part of security facilities. Before the match events coordination of all stakeholders should be given top priority by creating a platform of discussion and fostering education activities through mass and social media (Oskar, 2018). The stadium management team itself should take the lead role in promoting active and collaborative security planning since they are at the center of stadium activities, as it is in many top liberal stadia in South Africa, Ghana, Nigeria, Egypt (Tommy, 2017; and Ward, 2022).

CHAPTER FIVE

CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

This chapter consists of the conclusion, recommendations, and future research directions. It highlights the major findings of the study which was obtained from the data analysis. It also presents the academic, administrative and policy recommendations. There are some questions and objectives which this study addressed. The achievement of those objectives culminated into policy implications which have been presented. The study makes some recommendations to guide future works in this subject area.

5.1 Summary of Findings

With regard to objective one which demanded to determine the socio-demographic factors on fans attendance to sport stadium in the Sheik Amri Abeid stadium. Based on the findings obtained the research found out three demographic factors namely; age group, gender category and education level. On social factors three factors were operating; values, attitudes and economic status.

With regard to research objective two to determine the managerial factors influencing stadium security management in the Sheik Amri Abeid stadium. The study has observed that coordination and communication are strongly, and positively and significantly influenced security management at Sheik Amri Abeid.

Furthermore, with respect to research objective three which requires establish the relationship between socio-demographic factors on fans attendance and security management in the Sheik Amri Abeid stadium, the study on correlation analysis has revealed that socio-demographic factors influence stadium security and management outcomes.

5.2 Conclusion

The study used primary data that involved questionnaires. The sample size had 186 respondents. Data collected was analyzed using descriptive statistics and correlations. The findings were presented in the form of reports, tables, and figures. Before embarking on research hypotheses of the study, respondents' demographic information that were initially controlled were analyzed. There was a narrow gender disparity in terms of turnout rate. The results revealed that respondents' views of various aspects were identified as influencing the stadium sport attendance among fans and security management outcomes. The hypotheses formulated in chapter three were summarized as follows:

- (1) The socio-demographic factors of fans have significant positive relationship with their preference to attend sport events in stadium at Sheik Amri Abeid stadium.
- (2) The socio-demographic factors of fans have no significant positive relationship with security management in stadium at Sheik Amri Abeid stadium;
- (3) Security management factors have no significant positive relationship with security management outcomes in stadium at Sheik Amri Abeid stadium.

When considering the direct effect of socio-demographic factors on fans stadium sport attendance, the Pearson correlation results showed that demographic factors were highly positive correlated and statistically significant with stadium fans attendance. The coefficients of correlation of 0.639; 0.792; and 0.884 for age, gender and education level respectively and all had significant effects on stadium attendance. Furthermore, the social factors had a significant and direct effect on fans stadium sport attendance. The output in table 4.10 shows the coefficients of correlation of 0.639; 0.842; and 0.684 for values, attitudes, and income level respectively and all had significant effects on stadium attendance. With these findings therefore, hypotheses 1 was accepted.

When considering the direct effect of socio-demographic factors on stadium security management, the Pearson correlation results showed that demographic factors were highly

positive correlated and statistically significant with stadium security outcomes. The coefficients of correlation of 0.539; 0.612; and 0.584 for prevention, detection and correction of stadium security threats respectively and all had significant effects on stadium security outcomes. Furthermore, the social factors had a significant and direct effect on stadium security. The output in table 4.10 shows the coefficients of correlation of 0.664; 0.572 and 0.674 for prevention, detection and correction of stadium security threats respectively and all had significant effects on stadium security outcomes. With these findings therefore, hypotheses 2 was accepted.

(3) When considering the direct effect of managerial factors on stadium security management, the Pearson correlation results showed that management factors were highly positive correlated and statistically significant with stadium security outcomes. The coefficients of correlation of 0.719; 0.512 and 0.798 for prevention, detection and correction of stadium security threats respectively and all had significant effects on stadium security outcomes. With these findings therefore, hypotheses 3 was accepted.

5.3 Recommendations

In the light of the findings and conclusion certain recommendations were put forward by respondents that will shape up the stadium security management of the Sheik Amri Abeid. This study highlights the role of stadium management in the leadership of coordinating stakeholders of security, including the responsibility that police officers bear for becoming engaged in their duties of guarding. This approach to understand security management suggests several recommendations and implications for practice. Given the particularity of locating the study in a single stadium and single region, the recommendations for practice are tailored to meet the needs of the Sheik Amri Abeid in Arusha region. Certainly, the findings of this study may resonate with the climate of sport event success in other stadia and regions, in which case security stakeholders in those stadia and regions also may find use for the following recommendations.

For security management process to be a continuous process, in every particular event before, during and after the sport event, this calls for leadership progression. Many of the activities demanding security management at Sheik Amri Abeid fall short of leadership progression while others cannot match the customers' expectations thereby exhibiting chances of violence whenever sport supporters are overwhelmed by emotions. A stadium management that is committed to maximum security outcomes of spectators take leadership role as more important in security management. Leadership, through support from security officers, customers, government and other stakeholders can identify principle activities which may be potential in generating violence.

Admission practices in the stadium should be integrated with early communication to prospective fans about how to ensure that checkup is effectively done, the findings of this study have observed alteration of some admission practices. This can cause difficult in preventing, detecting and correcting security threats if no proper communication is implemented.

5.4. Policy Implementation

The results of this study provides two major potential policy implications to practitioners. First, it is vital to recognize the contributions of modernized infrastructure on security management outcomes since they form part of the ongoing technological matters in sport events. Secondly, when addressing the security management challenges, the government and the stadium management should make decisions about the availability of facilities that can detect threats. The results of this study established that infrastructure development is the significant contributor to stadium security.

5.4.1 Areas for Further Research

No one study can answer all questions about a given topic. Although this study made a good step in understanding how socio-demographic factors influence stadium security management outcomes, it was just that a first step. Additional research is needed to address some of the issues raised by the current study. Further research can be

conducted to examine different stadia and regions and coming up with a comprehensive plan of poverty reduction in the country. Furthermore, future research should look at the longitudinal process of stadium security management as reflected in the longitudinal follow up data rather than cross-sectional data only.

5.4.2 Critical evaluation of the study

While there is historical data pertaining to assessment and evaluation of socio-demographic factors on stadium security management specifically to the stadium management in Tanzania, there is a lack of data and consistent measures of security management practices at the bottom level. It can then be speculated that the reason for this is that, many stadium management have centralized system of managing their activities at this point rather than using measuring tools at the bottom level in evaluating the effectiveness of practices and activities of the sport events. The development of measures to assess the performance of the security management is a topic for future research.

The complexity of the topic to the respondents was evident by a variety of conditions. These conditions created barriers for the research. For example, there is a widespread inconsistent use of dimensions of assessment tools stadium management. Furthermore, during the seminar on filling the questionnaire instruments, respondents expressed a need for further guidance with regards to relating a specific construct and dimension on a particular activity of sport event.

Furthermore, future research can explore the Sheikh Amri Abeid stadium management, its administrative style that is appropriate within each phase of the security management process using mixed method rather than the quantitative approach alone. Finally, due to time constraints, cross-sectional data were used in the study based on respondents' ratings and opinions. Such results are subject to biases of lack of quantifiable measures. Further study can use the longitudinal approach where differences over different points in time could be observed to strengthen the findings.

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APPENDENCES

Appendix i: Questionnaire

A QUESTIONNAIRE TO INVESTIGATE THE INFLUENCE OF SOCIO-DEMOGRAPHIC FACTORS ON STADIUM SECURITY MANAGEMENT IN TANZANIA: A CASE OF SHEIKH AMRI ABEID STADIUM

1. INTRODUCTION

The student (Maiki Warioba) has been commissioned by the Institute of Accountancy Arusha to conduct Study on the **influencing of socio-demographic factors on stadiums security management in Tanzania: A case of Sheikh Amri Abeid stadium**. The overall goal of the project is to investigate the perceptions of stakeholders on the efforts undertaken by different stakeholders to promote the stadium security among spectators during sport events along with a set of clear and feasible recommendations for practice to be put in place for a more improvement of stadium security in Tanzania.

Confidentiality

Before you begin, I want to let you know that any information or examples we gather during this survey will not be attributed to you personally. Your privacy will be protected; your name or any information in our reports that would make it possible to identify you without your consent will not be included.

Right to Ask Questions and Report Concerns

You have the right to ask questions about this study and to have those questions answered by the researcher before, during or after the filling the questionnaire.

If you have any further questions about the study at a later stage, feel free to send them to Mr. Maiki Warioba through E-mail to: capalachi@gmail.com or via cell phone number +255 754323782

1.0 GENERAL INFORMATION

1.1 Information about the respondent completing the questionnaire and status of AMCOS

1.1 What is your age? (Please tick)

18 - 24 years	25 – 34 years	35 – 44 years	45 – 54 years	Over 55 years

1.2 What is your gender? (Please tick)

Male	Female

1.3 What is the highest education level you completed? (Please tick)

Informal education	Primary level	Secondary level	Diploma	Bachelor's degree	Master's degree	Doctorate	Other

If other please specify

PART A: PREVAILING DEMOGRAPHIC CHARACTERISTICS AND STADIUM SECURITY THREATS

2.2 What are the sources of stadium violence at Sheik Amri Abeid?

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.....
.....

2.3 What kinds of stadium security threats occurs at Sheikh Amri Abeid stadium?

.....
.....
.....

2.4 Which age group of spectators contribute much to violence at Sheik Amri Abeid stadium?

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.....
.....

2.5 How does the stadium security threats propagators relate to age group?

.....
.....
.....

2.6 Which gender category of spectators contribute much to violence at Sheik Amri Abeid stadium?

.....
.....

.....
.....
2.7 How does the stadium security threats propagators relate to gender category?
.....
.....

.....
.....
2.8 Which education level of spectators contribute much to violence at Sheik Amri Abeid stadium?
.....
.....
.....

.....
.....
2.9 How does the stadium security threats propagators relate to education level?
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.....
.....

.....
.....
2.10 Which economic status of spectators contribute much to violence at Sheik Amri Abeid stadium?
.....
.....
.....

.....
.....
2.11 How does the stadium security threats propagators relate to economic status?
.....
.....
.....

.....
.....
2.12 Can you mention other social and demographic factors prevailing in the community which are threat to stadium security during sport events?
.....
.....
.....
.....
.....

PART B: PREVAILING MANAGEMENT FACTORS AND STADIUM SECURITY AT SHEIK AMRI ABEID

3.1 Which of the following do you feel are the most important management failures in generating violence or crime at stadium security? Tick by giving value according to importance

- Leadership failure
- Coordination failure
- Communication failure
- Poor governance
- Poor cooperation
- Poor infrastructure
- Other (Please specify)
- Don't Know

3.2 In which way do you think the management failures above contribute to stadium insecurity?

.....
.....
.....
.....

3.3 What are the other management failures contributing to stadium insecurity?

.....
.....
.....
.....

PART C: ADDRESSING STADIUM SECURITY CAHLLENGES AT SHEIKH AMRI ABEID

In this part we need to measure the relationship between security system management processes. Please put a tick based on your level of acceptance on which the security management process applies, 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree

Socio-demographic factor items on stadium security threats	1	2	3	4	5
The source of violence in the stadium can certainly be explained with age of spectators					
The source of stadium violence originate from group of 18-24 years					
The source of stadium violence originate from group of 25-31 years					
The source of stadium violence originate from group of 32-38 years					
The source of stadium violence originates from group of 39-45 years					
The source of stadium violence originates from group of above 45 years					
The source of violence in the stadium can certainly be explained with education level of spectators					
The source of stadium violence originates from group of primary education level					
The source of stadium violence originates from group of secondary education level					
The source of stadium violence originates from group of Certificate and diploma level					
The source of stadium violence originates from group of bachelor degree education level					
The source of stadium violence originates from group of master's degree education level					
The source of violence in the stadium can certainly be explained with gender category of spectators					
The source of stadium violence originates from group of female gender of respondents					
The source of stadium violence originates from group of male gender of respondents					
The source of violence in the stadium can certainly be explained with marital status category of spectators					
The source of stadium violence originates from group of single category of respondents					
The source of stadium violence originates from group of married of respondents					
The source of violence in the stadium can certainly be explained with economic status of spectators					
The source of stadium violence originates from group of low income level					
The source of stadium violence originates from group of middle income level					
The source of stadium violence originates from group of higher income level					
Valid N(Listwise)					

Security management process	1	2	3	4	5
i) Demand for increased budget costs for recruiting security guards, training, uniforms, equipment, and transport increases the chance of enhancing stadium security					
ii) Building modern infrastructure increases the chance of enhancing stadium security					
iii) Addressing critical infrastructure like electricity distribution networks, potential soft targets of crowded bars etc increases the chance of enhancing stadium security					
iv) Importance be placed on foreseeable threats and disruptions to increase the chance of enhancing stadium security					
v) Leadership ethical moral behavior and strictness to the laws be enhanced to increase the chance of enhancing stadium security					
vi) Good coordination among stakeholders be enhanced to increase the chance of enhancing stadium security					
vii) There is need of changing security environment, technology and institutional restructuring to increase the chance of enhancing stadium security					
viii) There is need to forge sharing values and collaborative spirit among security system stakeholders to increase the chance of enhancing stadium security					
ix) Adequacy of technology and exchange of operational information need be articulated to increase the chance of enhancing stadium security					
x) There is demand on looking at the security costs, and potential security targets to increase the chance of enhancing stadium security					

3.4 Any other policy advice to give for the stadium security management

.....

.....

Thank you for your cooperation

Appendix ii: Research Time Frame

Research schedule is a plan for carrying out a process or procedure, giving lists of intended events and times. The thesis schedule table is described below:

Table 2: Schedule of activities

Activities	Dates					
	June	Jul	August	Sept	Oct	Nov
Formulating and refining Research Problem						
Reviewing Literatures						
Draft of Research Proposal Writing to Supervisor						
Research Proposal Defence						
To Submit Proposal and Data collection letter processing						
Data collection.						
Data Processing/Management						
Data analysis						
Draft Report Writing to Supervisor						
Final Report Defence						
Final Report Corrections						
Binding and Final Submission						

Source; Researcher (2023)

Appendix iii: Data Collection



JAMUHURI YA MUUNGANO WA TANZANIA
WIZARA YA FEDHA



INSTITUTE OF
ACCOUNTANCY
ARUSHA

Ref. No.: MPSS-0028-2021.

16th October 2023

SHEIKH AMRI
ABEID STADIUM
P.O.BOX
ARUSHA

Dear Sir/Madam,

RE: REQUEST FOR DATA COLLECTION

The purpose of this letter is to introduce to you **MR. MAIKI WARIOBA** who is our student pursuing a Masters of Arts in Peace and Security Studies with registration number (MPSS-0028-2021) Currently, the student above is conducting a study on **"THE INFLUENCE OF SOCIA-DEMOGRAPHIC FACTORS ON STADIUM SECURITY MANAGEMENT IN TANZANIA: A CASE OF SHEIKH AMRI ABEID STADIUM ARUSHA REGION"**. We would like to highlight here that this study is part of the requirement for the award of the above-mentioned program of study.

We, therefore, request you to extend to the above-mentioned student of our institute any help that may facilitate him to achieve his study objectives. We further request permission for him to see and talk to the staff of your Institution in connection to his study. The period for this request is granted from October to the end of December 2023.

Thank you for your continuing support.

Yours Sincerely,
INSTITUTE OF ACCOUNTANCY ARUSHA


Mishaal Abduel
FOR: RECTOR

ALL COMMUNICATION TO BE ADDRESSED TO THE RECTOR

+255 27 2970232

iaa@iaa.ac.tz

P.O. Box 2798, Njiro Hill,

Appendix iv: Plagiarism

The influence of socio-demographic factors on stadium security management in Tanzania: A Case of Sheikh Amri Abeid Stadium

ORIGINALITY REPORT

29%	26%	5%	16%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

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3	unicri.it Internet Source	2%
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