

**Author**

**Licence**

Jennifer Shankyula

CC BY 4.0

**New Vistas**

Volume 12, Issue 1, 2026, UWL Annual Doctoral Students' Conference 2025

**Abstract**

This thesis investigates the ethical dimensions of surveillance in the hotel industry in the UK and Nigeria, aiming to develop an “ethical surplus” framework to guide surveillance practices across both contexts. It addresses key research questions concerning stakeholder perceptions of surveillance. Specifically, it compares surveillance technologies and practices between the UK and Nigeria; identifies the ethical dilemmas that arise; explores the core principles of an ethical framework; assesses the feasibility of such a framework across cultural and regulatory contexts, and examines how stakeholders can collaboratively design a cross-cultural ethical framework.

Grounded in pragmatism, the research adopts a mixed-methods design. Phase one involved documentary analysis of 82 surveillance-related documents from hotels, allied industries, and regulators in the UK and Nigeria. Phase two will survey 600 hotel stakeholders (guests and suppliers) via an online platform, and Phase three will consist of structured qualitative interviews with hotel managers and employees. These methods triangulate multiple stakeholder perspectives on ethical surveillance across contexts.

Preliminary findings from the document analysis reveal several ethical shortcomings in current policies and practices. Specifically, individuals’ right to informed consent is rarely well articulated, structured risk assessments are lacking, and mechanisms for stakeholder involvement and empowerment in surveillance governance are weak or absent. Moreover, principles of transparency and accountability are applied inconsistently, with notable differences between UK and Nigerian documents. These gaps highlight the need for a more robust and inclusive ethical framework.

This study contributes to surveillance ethics by moving beyond binary frameworks toward an “ethical calculus” that balances multiple interests and values. It offers practical guidance for hotel industry stakeholders to design more responsible surveillance systems that enhance trust, ensure transparency, and foster value co-creation for all stakeholders. The stakeholder-informed cross-cultural framework developed herein can guide international hotel operators and regulators in effectively balancing ethical issues and security interests

**Keywords**

Hotel industry, Nigeria, Surveillance, Ethics