Indicators for Safe Urban Tourism

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Abstract: This article provides a review of the indicators for safe urban tourism after evaluates the urban tourism concept which related to the tourism industry and the implementation of the safe city model towards the Malaysia urban area. This research uses the basic idea of a safe city model for proposing a conceptual framework in safe urban tourism. Content analysis is used to identify the principles indicators of safe urban tourism from the established literature, relevant reports and works. A theoretical framework of indicators for safe urban tourism was then formulated to be the main outcome of the study. The framework consists of a list of three groups (3) indicators of safe urban tourism which is (i) safe city factors, (ii) safe urban tourism factors and (iii) crime prevention strategies and step to be considered throughout the safe urban tourism development process. Given that research in safe urban tourism is still at its infancy and largely absent in the Malaysian context, this study aims to fill that research gap and contributes towards an existing scholarship. The theoretical framework is very useful to provide an essential guide to the stakeholders (Ministry of Tourism (MoT), Town and Country Planning Department and Kuala Lumpur City Hall) and researchers for formulating a clear guide of sustainability principles to be integrated into the development of future safe urban tourism in Malaysia.

Keywords: Indicators, urban tourism, safe urban tourism, safe city model, safe urban tourism framework

1. Introduction

Over the last few decades, the demand for travel to the cities has increased significantly among local and international tourists. There is a lot of motivation for travel purposes such as travel for business, convention, to learn about other cultures, to develop special interests, and to seek entertainment. City tourism has been in high demand and may increase in the future based on existing trends. Consequently, the city has advantages in tourism aspects such as better facilities and services, proximity to major airports, bigger populations, and better economics (Yin, 2016). Thus, most of the people choose the city as a tourism spot because of the facilities and different excitement.

Nowadays, safety and security is the key factor in selecting a tourist destination, especially in the urban tourism area. The studies related to the safety of tourists particularly in Asian context are limited. Hence, the study on visitor perceptions and potential fears associated with the safety of tourists in urban tourist locations which they visit are necessary to improve the urban tourism safety and security. This study is important to enable the formulation of a conceptual framework to support the Malaysia government initiatives and contribute in this field towards achieving the safe urban tourism concept in the urban environment.

This article was divided into three sections. The first section reviews the urban tourism concept, covering the panorama of definitions of the terms and their components in order to understand their key concepts and criteria. The second section highlights the safe city model with an emphasis on the indicators and the implementation strategies that have been adopted. It then discusses the application of safe urban tourism in a domestic and international urban environment to get more ideas in pursuing the safe urban tourism concept in Malaysia. Finally, the specific requirements of the safe urban tourism concept are highlighted through a conceptual framework to be tested.

2. Methods

A literature search was conducted using leading electronic journal databases. This research was using qualitative analysis technique which is a content analysis method in order to analyze and interprets all the report and relevant works of literature. The aims of conducting content analysis for this research is to develop a list of indicators in order to reduce street crime, a checklist of crime prevention strategies and steps that were taken and
list of items of safe city factors, that should be considered and integrated into a safe urban tourism framework. This research uses the basic idea of a safe city model as the main framework for proposing a conceptual framework in safe urban tourism. To undertake this task, there would be a review of the following documents describing the Safe City Program in Malaysia generated by the (i) Ministry of Housing and Local Government (MHLG) (ii) Town and Country Planning Department of Peninsular Malaysia (TCPD) (iii) Kuala Lumpur City Hall, (iv) UN-Habitat (v) and (iii) various article journal and books who wrote about on urban tourism, safe city model and safe urban tourism.

The findings are very important to be a useful starting point for future study, especially for formulating a clear guide for the development of safe urban tourism spot upcoming to its actual meaning. The framework was developed by considering the indicators or items to reduce street crime, crime prevention strategies and steps that were taken and list of items of safe city factors that considered and integrated into a safe urban tourism framework. The theoretical framework is very useful to provide an essential guide to the stakeholders (Ministry of Tourism (MoT), Town and Country Planning Department and Kuala Lumpur City Hall) and researchers especially for formulating a clear guide of sustainability principles to be integrated into the development of future safe urban tourism in Malaysia.

3. Urban Tourism

The urban area is known as urban agglomeration with a high population density of human settlements and has a complete built environment for the population. City tourism has been in high demand and may increase in the future. Consequently, the city has advantages in tourism aspects such as better facilities and services, proximity to major airports, bigger populations, and better economics (Yin, 2016). Thus, most of the people choose the city as a tourism spot because of the facilities and different excitement. Meanwhile, tourism is defined as an interaction between two main elements which are supplied and consumer as a demand that interact in a specific space or destination (Saraniemi & Kylänen, 2011; Morachat, 2003). According to Pallavicini (2017), tourism phenomenon was present in society for at least two centuries ago, only individuals from the highest socioeconomic classes who were able to go to places other than their country of residence for recreational purposes. Thus, people who are affordable gets the chance tour to another place or countries. Nowadays, there is a wide range of tourism that can be visited by all societies to a particular destination based on the allocated budget. Lately, the importance of tourism is realized by contemporary society, especially in developed countries including Malaysia. In this case, the international tourism sector has provided a highly competitive environment at the global tourism market and is causing traditional destinations to maintain and enhance their attractiveness to achieve the emergence of alternative and competitive destinations (Kresic & Prebezac, 2011). Hence, the great demand for the tourism industry has resulted in the rapid development in the industry to successfully provide various destinations throughout the country including Malaysia, in order to meet the demands and needs of tourists who have different tastes.

Urban tourism exists when the city is developed or initially has a unique feature proposed as a city tourism function and it is also enforced as a tourist destination and holiday activity. According to Estelaji et al., (2012), urban tourism refers to the use of all the power and potential of the city either from natural or humanitarian aspects to attract tourists who embrace various cultural, social, historical, natural and political aspects. Therefore, urban tourism depends on the potential in urban areas, both physically and manly aspects. Urban tourism refers to the movement of people from other places or countries to live and spend time while enjoying food, accommodation, souvenirs, entertainment, and activities in urban areas. This tourism activity stimulates the city's economy, and give an impact on creating employment opportunities for the locals (Yin, 2016).

In recent years, the safety and security aspects of tourists have become a serious issue among visitors in urban tourism, especially in Malaysia, (Jeyaul, 2017). A study by Fauziah (2016) indicated that in the Kuala Lumpur city centre shows there has been concern among visitors and tourists who visit the city's tourism sites. There has been anxiety over their safety while visiting the urban tourist spots in Kuala Lumpur city centre. There are local visitors who have been victims of pickpocket and snatch while staying in urban tourist spots. If this is left untouched, it will cause tourists not interested to visit again in the future. Thus, it is important to ensure this sector grows by paying close attention in designing a preventative plan for factors and issues that may give a negative impact on city tourism.

In the context of this research, an idea presented in the safe city model has been the cornerstone of building a framework for safe urban tourism. In most cases of safe city model, focusing on the concept of a safe city as a city free of all physical, social and mental threats to the population and tourists. This situation will maintain the environment always in the most conservative state of the proceeds of the various parties' efforts and the
implementation of many crime prevention measures. In Malaysia, the local authorities at the municipal and city level have been implemented safely city concept based on the guideline contains 23 steps criminal prevention approach through three main strategies such as physical environment, empowering target areas and through education and community activities. Besides, UN-Habitat (2012) propose three approaches in organizing a safe city program as follows;

- The first approach is a primary prevention strategy through designing and physical environment.
- Secondly is a secondary prevention strategy where it is concerned about enhancing social behaviour for both criminal actor and crime victim.
- The third approach is formal preventing strategy where the punishment done directly towards the criminal actors as well as to ensure these criminal actors will not redo the same crime.

Various types of crime were identified in the urban area. For example, thefts, pickpockets, kidnapping, robbery and other possible street crimes. Published article by Sreetheran & van den Bosch (2014), have pointed out the negative side of urban green spaces in terms of evoking fear of crime. They also admit that research on fear provoking attributes suggests that the usual is no single attribute that influences fear but that rather a combination of attributes prevails. The majority of the studies highlighted that individual factors (such as gender and past experience) were more influential rather than social and physical factors in evoking fear of crime. Therefore, authorities need to provide public areas with security features. Based on Faizah (2015) findings, a conceptual framework on how to reduce street crime (refer Figure 1). This framework can help in strengthening the existing safe city model and become based on the effort to build urban safe tourism.

Cities have the most that have a large population density which will drive crime. Many situations should be considered and to be taken into account in ensuring safe city conditions. There are three categories of safe city concepts were identified which are the night time activities, travellers and public transport users and community (Arinah et al., 2015). Those situations were identified as the cause of crime in urban areas and need to be tackled in creating a safe city. Night-time activities need to be occupied with many facilities such as CCTV and human surveillance could reduce the feeling of fear of crime during night time (Brands, van Aalst, & Schwanen, 2015). Nighttime life and activities have the potential for crime, violence and anti-social behaviour (Cozens et. al., 2002). Quite and the dark street is a high potential for crime and violence activities to occur. Thus, changes in the physical environment and nightlife with security features can reduce crime fears and increase economic value.

![Figure 1. The theoretical framework reduces street crime](Source: Faizah, 2015)
User is always travelling and used public transport in the city area. Thus, people need to feel safe when walking down the street and while using all the accommodation when they are travelling. A friendly walking environment is a form of sustainability to pleasant and safe users from traffic and the risk of assault. Besides, a safety policy guide and public transport service are recommended in the city area development. A safe and comfortable travel environment can be created by providing clear visibility, better lighting, CCTV and clean railway stations are important to assist the public and older generations in the city area (Sham, Hamid, & Noah, 2013; Cozens et. al., 2002). Therefore, authorities play an important role in implementing law and policies to meet the needs of users towards their safety in city centres. Several elements that need to be focused in creating a safe and livable city based on Malaysia safe city concept are environmental design, target hardening, and last but not least social activities, education and public awareness. The findings identify the list of safe city factor which is summarized after organizing systematic literature reviews. Table 1 shows the list of items of safe city factors based on the works of reference.

<table>
<thead>
<tr>
<th>Number</th>
<th>Items</th>
<th>References</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Cities that are free from violence such as snatch, home burglary, theft and so on that cause loss of life and trauma, property and social damages;</td>
<td>JPBD, 2007</td>
</tr>
<tr>
<td>2.</td>
<td>Cities that are free from natural disasters such as floods and landslides;</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Cities free of social and moral deterioration such as drug addiction, white-collar crime, corruption, abuse of power, integrity and moral damages;</td>
<td></td>
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<tr>
<td>4.</td>
<td>A city is free of all types of indoor and outdoor accidents such as fire and road accidents.</td>
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<td>5.</td>
<td>Territorial enforcement- symbolic barriers (signage, subtle road texture), real barriers (fence or design that differentiates spaces), access control (Promoting opportunities of surveillance by using physical attributes).</td>
<td>Glasson &amp; Cozens, 2011; Kuala Lumpur City Hall, 2008</td>
</tr>
<tr>
<td>6.</td>
<td>Natural surveillance- Visibility; opportunity for residents to observe streets</td>
<td></td>
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<tr>
<td>7.</td>
<td>Natural access control - Organised accessed control (security person) and mechanical access control (eg; key locks).</td>
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</table>

Safe urban tourism

Safe urban tourism concept in this research is about tourism activities conducted at tourism sites based on urban tourism products without neglecting the concept of resident's ownership and freedom from the threat of various crimes. This city's tourism activity should contain elements independent of fear of crime when visiting the city's tourism sites, motivating repeat visits in the future as well as promoting the promotion of word of mouth (mouth of the mouth). Besides, word of mouth communication about a particular destination, travel experience and individual satisfaction when travelling is a factor affecting future travellers' expectations (George & Booyens, 2014).

Safe urban tourism concept is important as one of the factors to increase the percentage of tourist visited in the specific urban area. According to Wan Shawaluddin and Ramli (2008), the concept of security refers to the absence of threats to an entity in the context of a country. Ahmad Nazrin Aris and Zainab Khalifah (2009) states that to achieve that level, it is not only limited to the adequacy of basic needs and free from disease but also should include security aspects of the threat of violence as well as safe from natural disasters. The concept of safe city tourism can be measured through several important factors for the needs of a traveller. Recognizing the city's destination as a tourist destination has almost delivered its facilities, physical infrastructure, service facilities, city management and most of its security and security management (Nangia, 2006). Each of these features needs to be applied in a city tourism destination to ensure success as a well-known city centre tour. Besides, there are several risk factors that may have a negative impact on tourism industry such as war and political factor, health factor, criminal factor and violent factor (Floyd et. al., 2003). In formulating the safe city tourism model the four risk factors that have been identified should be given attention and action.
Crime is a phenomenon that often happens in places of a tourist spot. A particular crime issue can be a threat to both foreign and domestic tourists. This is due to the accumulation of large groups of people in the same areas and, conversely, as a barrier to potential travellers. By taking into consideration of all the phenomena nowadays, research into the safety and security level in tourism areas in cities has become a concern (Lisowska, 2017). Thus, the safe urban tourism concept is important to ensure that the tourist security level and a safe city area.

The findings also identify the list of safe urban tourism factors and crime prevention strategies. Table 2 shows the list of items of safe urban tourism factors. A checklist of crime prevention strategies and steps is tabulated in Table 3.

**Table 2. The list of items of safe urban tourism factors**

<table>
<thead>
<tr>
<th>Number</th>
<th>Items</th>
<th>References</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Facilities, physical infrastructure, service facilities, city management and most of its safety and security management</td>
<td>Nangia, 2006</td>
</tr>
<tr>
<td>2.</td>
<td>Space Component: - • Providing an adequate and quality of amenities • Providing adequate and planned spaces • Providing an adequate and quality of facilities • Providing planned and quality of walkway • Providing an adequate and quality of accommodation • Providing quality of technology • Providing a quality and planned infrastructure • Providing quality and planned roads • Providing quality and planning for disabled people facilities • Providing quality parking • Providing a quality and planned drainage system • Component of Accessibility The development of a world-class accessibility • Transportation networks are organized and quickly • Adequate transportation to each tourism product</td>
<td>Anuar et al., 2015; Mawby et. al., 2016; Hudson, 1998; Kaiser &amp; Helber, 1978; Ahmad Nazrin et. al., 2012;</td>
</tr>
<tr>
<td>3.</td>
<td>Component of Security Local authorities have taken effective initiatives regarding the quality of safety and security support system such as CCTV, pedestrian walkways and etc.</td>
<td></td>
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<tr>
<td>4.</td>
<td>Component of Location: - The need to develop the areas of branded and well known for example Jalan Raja Chulan, Jalan Tuanku Abdul Rahman</td>
<td></td>
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<tr>
<td>5.</td>
<td>Component of Value and Cost The price offered is worth</td>
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<tr>
<td>7.</td>
<td>Pedestrian design</td>
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<tr>
<td>8.</td>
<td>Provision of closed-circuit television (CCTV)</td>
<td></td>
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<tr>
<td>9.</td>
<td>Signboard or direction board</td>
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<tr>
<td>10.</td>
<td>Amount of lighting</td>
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</table>
11. Safety information

12. Number of police and security

13. The dimension of Product: -
   - Component of Hospitality Friendly value in tourism products has been increased from the existing hospitality
   - Employees are well trained and skilled in the tourism field
   - Employees fluent multi-language especially in the tourism field
   - Tourism management has been improved
   - Application of hospitality friendly in each tourism product
   - Population/community-friendly
   - The concept of "think and act tourism" has been implemented by stakeholders
   - Component of Service Quality services in terms of reliability of products and friendly to tourists
   - Providing an attractive and quality packages
   - Providing quality of restaurant and hotel services and improvement
   - Component of Physical Plant Offer a variety of physical characteristics such as natural and man-made features that are tourist-friendly
   - Component of Freedom of Choice Product offerings are meeting the needs and desires of tourists
   - Product offerings to meet the experience required by tourists
   - The product offering has the freedom of choice
   - Component of Involvement The character of a product is featured in every tourism product
   - Product’s branding that convinces the tourists

14. The role of Activities: -
   - Component of Mix Activity Providing an adequate and quality of mix activities
   - Component of Culture and History The cultural and historical sites have been developed as a tourism product
   - The value of ethnic has been embedded in art cultural and historical activities
   - Component of Entertainment The diversity of entertainment activities
   - Component of Special Event The special events need to achieve the tourist’s demands and desire

Anuar et al., 2015; (Mawby et. al., 2016; Hudson, 1998; Kaiser & Helber, 1978; Ahmad Nazrin et. al., 2012;

Table 3. The checklist of crime prevention strategies and steps

<table>
<thead>
<tr>
<th>Number</th>
<th>Items</th>
<th>References</th>
</tr>
</thead>
</table>
| 1.     | Environmental Design Initiatives:-  
   - Segregation of Pedestrian Walkways and Motorways  
   - Preparation of Bollards  
   - Control Landscape Crops along Pedestrian Walkways  
   - Crime Prevention Research Through Environmental Design  
   - Sharing Crime Information through GIS-Based Mapping  
   - Revision of Housing Arrangement Guidelines | JPBD, 2007 |
| 2.     | Target Hardening:-  
   - Police Booth | Anuar et al., 2015; Ahmad Nazrin et al., 2012; |
Indicators for Safe Urban Tourism

- Crime Reminder Sign Board
- Safety Mirror
- Security Alarm
- Washing / Cleaning Cluttered and Hidden Areas
- Motorcycle Locked Parking Base
- Installation of Closed Circuit Television (CCTV)
- Lights Installation at Business Premises’ Walkways
- Public Pathways that are not Sheltered or Obstructed from Public View
- Lighting Crime Targeted Area
- Obstruct Business Activities and Park Car at the Pedestrian Walkways
- Generate Variety of Business Activities
- Private Security Guard Service

3. Social Activities/Society Education/Public Awareness:
- Education
- Installation of Lighting at Side Lanes, Front and Back Yard
- Preparation of Community Crime Booklet
- Increase Patrolling in Housing Area

4. Environmental Design Initiatives:
- Segregation of Pedestrian Walkways and Motorways
- Preparation of Bollards
- Control Landscape Crops along Pedestrian Walkways
- Crime Prevention Research Through Environmental Design
- Sharing Crime Information through GIS-Based Mapping
- Revision of Housing Arrangement Guidelines

5. Natural Supervision

6. Security

7. Public & Private Space

8. Support Activities

9. Empowering Target Areas & Maintenance

10. Management of Community Participation & Public Awareness

11. Primary prevention strategy through designing and physical environment.

12. Prevention strategy by enhancing social behaviour for both criminal actor and crime victim.

13. A formal preventing strategy where the punishment done directly towards the criminal actors as well as to ensure these criminal actors will not redo the same crime.

This noble indicator will be set as a guide to developing a comprehensive safe urban tourism model by using Participatory Action Research (PAR). In building safe urban tourism, the researcher can verify the tourist perspective on the safety of the visited area based on tourist feelings, views, and trend. Thus, more effective’s safe urban tourism model will be developed in the future.

4. Overview of Findings

The review generated a total of 24 research articles, 3 books, 3 structure plan and guideline, and 2 theses on the safe city and safe urban tourism published between 2000 and 2016. These articles were published in 19 journals (Table 4).

<table>
<thead>
<tr>
<th>Journal</th>
<th>No. of paper</th>
</tr>
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<tbody>
<tr>
<td>Social and Behavioral Sciences</td>
<td>2</td>
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This article is a valuable resource for students, researchers, and urban planners who are interested in developing safe urban tourism models.
Framing Safe Urban Tourism

The theoretical framework explains the relationship between the position of safe city factors, safe urban tourism factors, and crime prevention strategies with tourist feelings, views, and trend to develop a new safe urban tourism model using Participatory Action Research (PAR). In building safe urban tourism, there is no specific model. The urban development is an uncertain process because it is bound to various internal problems such as size, cities’ layout, developmental elements and external factors such as squatting, migration and so on. However, this research will validate a safe urban tourism model based on tourist such as feelings, views, and trend. Tourist is the main character in the tourism industry therefore we need to verify their perspective on the safety of the visited area. Figure 2 shows the conceptual framework developed in this research. This framework adopts a various component and approach of safe city and integrates the numerous, inherently multidisciplinary aspects of the issue.

![Figure 2. The Conceptual Framework of Safe Urban Tourism](image-url)
5. Conclusion

In conclusion, a lot of initiatives have been taken by Ministry of Tourism (MoT) and Town and Country Planning Department (JPBD) in order to ensure tourists safety and security will be guaranteed during their visit to tourist spots. This is evident through their fears and concerns as experience has been a victim of crime when visiting tourist spots. Because of that, there are some of the tourists are not satisfied with the effectiveness of safe city implementation. Therefore, in enhancing the safety concept at urban tourist spots, it should involve their perception, feeling, view, and perspective. Besides, educational support, strengthening the enforcement, participation from the public and private sector is also important to higher the safety city model. This study is important to help develop the city’s tourism industry in Malaysia. Through this study, the issue of tourist safety in terms of crime, accident, and congestion involving tourists in the city's tourist destination areas can be identified. A proposed safe urban tourism framework highlights the attributes which evoke fear of crime in urban tourism spot and its interactions can help guide for future research. The conceptual framework also will be a starting point towards helping to successfully develop the urban tourism industry in Malaysia and creating sustainable urban tourism in the urban environment in future.

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