



**ANALYSIS OF THE PERCEPTIONS OF CRIME AGAINST TOURISTS
IN FLORIDA ROAD, DURBAN**

BY

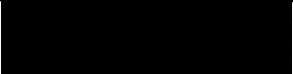
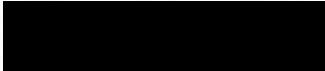
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APPROVED FOR FINAL SUBMISSION

	
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DECLARATION

I, Madiseng Messiah Phori, hereby declare that this dissertation submitted for the Master of Management Sciences: Hospitality & Tourism, at Durban University of Technology, is my own original work and has not previously been submitted to any other institution of higher learning. I further declare that all sources cited or quoted are indicated and acknowledged by means of a comprehensive list of references.

Signature

A solid black rectangular box used to redact the signature of the author.

Date: 19/04/2018

DEDICATION

This work is dedicated to the Almighty God of Zion Christian Church (ZCC), who made it possible for me to undertake and successfully complete this study.

To my lovely wife, Jacobeth, my son Nkotsana and my daughter Botseetsa and the entire family and friends; thank you for your loving support, encouragement and faith in me. You have been my inspiration throughout the year.

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This dissertation would not have been possible without the help of numerous people and institutions who have supported me. I hereby wish to thank the following people for their much-valued contribution:

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- ◆ Durban University of Technology and the NRF for their financial support needed to complete the study.
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- ◆ To all other various individuals who directly and indirectly contributed to this study, I would like to say thank you and may others benefit from the same service that was rendered to me.

ABSTRACT

The goal of this study was to investigate the perceptions of crime on tourists eating out at Florida Road in Durban. According to Visser and Rogerson (2004 cited in Goerge and Booyens 2014: 450), although South Africa has been classified as a relatively safe tourist destination, high levels of crime threaten the country's tourism growth prospects. Crime Stats Simplified (2014) indicates that Durban central is one of the top ten worst precincts in South Africa with high crime rate at 10.9% after Mitchells Plain and Cape Town Central with 17% and 12.2% respectively. Therefore the study focused at the Florida Road since Durban has been a destination of choice for many visitors (Durban Experience 2015), with the aim of analysing the perceptions of crime on tourists eating out at Florida Road.

Safety and security are regarded as pillars for tourism growth and destination competitiveness. The main objectives of this research were; to investigate the perceptions of crime on tourists in Florida Road; to determine whether the stakeholders such as police and businesses are doing anything to tackle the issues of crime against tourists; to investigate the stakeholders' observation about behaviour of tourists in general in relation to safety and security in the area; to what extent does crime affects restaurant businesses that are serving tourists in the area; to make recommendations to what further can be done to prevent crimes against tourists in Florida Road and the province at large.

The triangulation methodology was used by employing both quantitative and qualitative methods through descriptive research approach by means of self-administered questionnaires with 42 hospitality workers, UIP security guards & taxi drivers and 10 law-enforcement agencies and interviews and focus group discussions with 5 key informants respectively. The data collected was processed using the Statistical Package for Social Sciences [SPSS] and NVivo software programmes. The results were analysed using descriptive statistics, inferential statistics and a thematic analysis.

There is a perception that the number of tourists has decreased in the last three years due to the crime and the area is currently experiencing high level of theft of motor vehicles and theft out of motor vehicles. There was a perception of safety and poor visitor experience due to vagrants who poses as car guards to commit crimes. There is a perception that visitors do not make return visits once they become victims of crime and some businesses do closes down or relocate, it is also perceived that businesses experience financial losses due to crime in the study area.

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LIST OF ACRONYMS

CBD	-	Central Business District
CCTV	-	Closed-Circuit Television
CPF	-	Community Policing Forum
DEAT	-	Department of Environmental Affairs And Tourism
DOT	-	Department of Tourism
DRC	-	Democratic Republic of Congo
DUT	-	Durban University of Technology
GDP	-	Growth Domestic Product
ICCA	-	International Congress and Convention Associations
ICO	-	International Olympic Committee
KZN	-	KwaZulu-Natal
NDP	-	National Development Plan
NPC	-	Non Profit Company
PSIRA	-	Private Security Industry Regulatory Authority
RSA	-	Republic of South Africa
SADC	-	Southern African Development Community
SANDF	-	South African National Defence Force
SAPS	-	South African Police Services
SAT	-	South African Tourism
SPSS	-	Statistical Package of Social Science
SRA	-	Special Ratings Area
SSA	-	Statistics South Africa
TKZN	-	Tourism KwaZulu-Natal
UIP	-	Urban Improvement Precinct
UIR	-	Urban Improvement Renewal

UK	-	United Kingdom
USA	-	United States of America
WEF	-	World Economic Forum
WTO	-	World Tourism Organisation

1. BACKGROUND TO THE STUDY

1.1 INTRODUCTION

Safety and security are prime ingredients for tourism growth and destination competitiveness. Tourists who feel unsafe at a destination can contribute to the formulation of negative destination images which may lead to a decline in tourism activity in an area (Donaldson and Ferreira 2009: 17). The researcher has decided to focus on the Florida Road in Durban, an attractive street of period houses and restaurants that attracts many visitors. It appears that no research has previously been undertaken into perceptions of crime on tourists among stakeholders in the tourist industry in Florida Road.

1.2 BACKGROUND

One of South Africa's province, KwaZulu-Natal [KZN] has the most beautiful, scenic and natural landscapes that attract both domestic and international tourists, yet crime is the biggest threat for tourism growth since people will be discouraged from visiting the province (Nkosi 2010: 76). Levantis and Gani (2000: 959) tested the effect of crime on the demand for tourism across eight developing nations of the Caribbean between the period 1970 and 1993. They found that if a nation is suffering a deteriorating law and order problem relative to other nations in the region, then the demand for tourism to that nation will be adversely affected.

Although the number of tourists visiting South Africa has been increasing, serious concerns have been raised about the level of crime in the country (Moyo and Akanbi 2013: 357). In the media, South Africa is listed among the world's most violent nations outside a war zone and is also regarded as the rape capital of the world (Ferreira and Harmse 2000: 83). Nkosi (2010: 76) states that tourism Industry in South Africa has become one of the leading economic contributors to the country's economy. South Africa received 9.2 million international tourists and the industry grew by 10.2% in 2012. This figure was significantly higher than the global average growth rate of 4% during the same year (South African Tourism 2013).

However, in 2014 the total number of foreign travellers who visited South Africa from Africa, overseas and unspecified countries, arriving through all ports of entry was 15 092 016. The 2014 figure represents a decrease of 0.4% as compared with the 2013 figure of 15 154 991 (Statistics South Africa 2015: 29).

According to Goodrich (2002: 573), the negative image formed through the lack of safety and security may harm the tourism industry due to negative word-of-mouth communication, regardless of the first-class visitor attractions have on offer at the destination. George (2003: 575) states that tourists prefer to feel safe during their visit to a destination, so security issues become a competitive point between many tourist destinations.

Safety and security of a destination plays a central role in a tourist's decision-making process (Ferreira and Harmse, 2000: 84). Pizam (1999: 5) indicates crime with a potential risk to personal safety contribute to a tourist's perceptions of safety and security to a particular destination. In addition, tourists are most likely to choose a destination which is perceived to be the least dangerous (Sönmez and Graefe, 1998: 112).

Even if there are no statistics specifically focusing only on crime against tourists, the Africa Check website (2014) indicates that in 2013 and 2014 South Africa experienced two of the worst years in the last decade with violent crimes such as murder and attempted murder going up by 3.5% and 3.2% respectively. Robbery with aggravating circumstances drastically increased by 11.2%. These statistics have also revealed that the current South Africa's murder rate is five times higher than the 2013 global average. The website further shows that there has been an increase of over 5% in all categories of robbery over the past year.

Moyo and Akanbi (2013: 366) found that crime levels are significant determinants of tourist inflows into South Africa. In a previous study by Nkosi (2010: 79), it was revealed that people are aware of the levels of crime against tourists and as a result they will not visit tourism facilities with a history of crime. According to Perry and Potgieter (2013: 109) crime in relation to tourism processes should be considered as part of broader strategies that incorporate risk and safety. All stakeholders in tourism should join forces in fighting crime.

1.3 PROBLEM STATEMENT

According to Mthembu (2009: 4), tourism related criminal activities can affect the economy of any country. Pizam and Mansfeld (1996) found that tourists are likely to postpone, change, or even cancel travel plans to a particular destination when concerns for their wellbeing, such as personal safety and security are in jeopardy. As reported in the White Paper (South Africa 1996: 28) tourists have to be guaranteed their safety while they are in our country, because we can't have people being mugged. Sonmez (1998: 416) clearly states that risks alter the demand patterns of tourists, therefore potential of risk has a significant impact on tourist behaviour.

IOL News, (2014) recently reported that crime in Durban puts off tourists from visiting the city. Crime Stats Simplified (2014) indicates that Durban's Central Business District [CBD] is one of the top ten worst precincts in South Africa with high crime rate at 10.9% after Mitchells Plain and Cape Town CBD with 17% and 12.2% respectively. University of Central Florida, Department of Tourism and Hospitality, (2004: 25) indicated that even long before, crimes against tourists were highly publicised by the international press and as a result cities earned the reputation of being unsafe and many tourists refused to visit them. According to Florida Road Urban Improvement Renewal [UIR] (2014), the Florida Road area is experiencing increasing levels of urban decay, specifically around the issue of crime.

1.4 AIM OF THE STUDY

To investigate the perceptions of selected stakeholders on crime against tourists eating out at Florida Road in Durban.

1.5 OBJECTIVES

The main objectives of the research are;

- ◆ To investigate the perceptions of crime on tourists in Florida Road.
- ◆ To determine activities taken by selected stakeholders in addressing crime against tourists.
- ◆ To investigate the selected stakeholders' observation about behaviour of tourists in general in relation to safety and security in the area.

- ◆ To what extent does crime affects restaurant businesses that are serving tourists in the area.
- ◆ To make recommendations to what further can be done to prevent crimes against tourists in Florida Road.

1.6 SIGNIFICANCE OF THE STUDY

Useful findings from this study of one particular tourist location in South Africa can be shared with those concerned to identify new strategies in some affected areas and more importantly it will contribute to building the knowledge base of all stakeholders such as the South African Police Services [SAPS], national and local government departments and tourism organisations. This study through journal publications and conference presentations will also contribute to the body of knowledge which will help policy makers and researchers in the safety and security and tourism industries to make informed decisions. Moreover, it will be interesting to see this study being applied in a different location experiencing similar problems.

1.7 RESEARCH METHODOLOGY

This study focused on the perceptions of crime against tourists in Durban with a specific focus on Florida Road. Information on safety and security in tourism was gathered from secondary data such as the literature review of different books, journals and newspaper articles as well as tourists and crime statistics from various government departments such as Department of Tourism [DoT], South African Tourism [SAT], Statistics South Africa [SSA] and SAPS and non-governmental organisations. This process ran for a period of two months between August and September 2016 which allowed enough time collecting sufficient surveys that were required and get suitable dates for the meetings.

1.8 THE SCOPE AND LIMITATIONS OF THE STUDY

Due to financial constraints, the questionnaires are in English language only. Therefore people who do not understand English did not take part in this study.

1.9 DEFINITION OF TERMS

1.9.1 Tourism

The World Tourism Organisation (WTO) defines tourism as *“a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes”* (WTO, 2014:01).

This study adopts Paul Nkemngu (2014: 11) definition of tourism as *“comprising the activities of travellers taking trips to destinations outside their usual residential environments, lasting not more than one consecutive year, for purposes such as leisure, business, health, and education, among others, without seeking gainful employment in the places visited”*.

1.9.2 Tourist

The Tourism Society (2016) defines tourist as *“someone who is making a visit to a main destination outside his/her usual environment for less than a year for any main purpose [including] holidays, leisure and recreation, business, health, education or other purposes”*. According to Cage (2002) a tourist is defined as *“a person who travels away from his or her home for whatever reason, be it for a holiday, to do business, to represent his country in sport, to attend a religious function or to attend a conference”*. These definitions are much wider than the traditional perception of tourists, which included only those travelling for leisure.

1.9.3 Crime

Business Dictionary (2016) defines crime as *“harmful act or omission against the public which the State wishes to prevent and which, upon conviction, is punishable by fine, imprisonment, and/or death”*. No conduct constitutes a crime unless it is declared criminal in the laws of the country. For the purpose of this study, According to Siegel (2005 cited in Mthembu 2009: 10) *“crime is a violation of societal rules of behaviour as interpreted and expressed by the criminal law, which reflects public opinion, traditional values and the viewpoint of people currently holding social and political power”*.

1.10 LAYOUT OF THE DISSERTATION

Chapter 1: Background to the study

This chapter includes background to the study by giving the introduction, discussing the problem statement and elaborating on the objectives, significance, and layout of the study.

Chapter 2: Literature review

Focus in this chapter is on the literature study dealing with issues of crime in the tourism industry. It examines the perceptions of crime on tourists and the importance for safety and security at tourism destinations.

Chapter 3: Research methodology

In this chapter, an overview of the research methodology is explained, this includes data collection and description of the research design. The nature of the research sample and research instrument is discussed. The methods of data collection as well as limitations of the study are explained.

Chapter 4: Data analysis and presentation of results

This chapter presents the results of the research through analysis and interpretation of data. A detailed study presentation of the statistics used, tabulations, charts and graphical presentations are offered.

Chapter 5: Discussion and recommendations

This chapter addresses the final objective of this study by presenting the conclusions and recommendations. The discussion and recommendations made are based on the findings of the study and areas of future research are highlighted.

1.11 CONCLUSION

In conclusion, this chapter has elaborated on the background to this research focusing on the problem necessitating the study, the research objectives, research methodology and the key terms guiding the study. The next chapter focuses on reviewing literature that guides the research.

2 LITERATURE REVIEW

2.1 INTRODUCTION

In recent years tourism has emerged as an important part of economic growth in South Africa and the world and it is one of the leading sectors of the service industry and a major constituent of the world economy (Hermann, Du Plessis, Coetzee & Geldenhuys, 2012: 64), worldwide, tourism is regarded as the industry with the highest growth rate and the greatest potential for job creation. But like any industry, it is easily affected by risks such as natural disasters, fluctuating economics political intolerance, disease outbreak and high crime rates. Doubts about personal safety have put a negative light on tourism offerings (George and Booyens, 2014: 449). Schonteich (2000: 2) states that crime is the greatest risk facing the tourism industry in many countries, especially in developing countries.

According to Kaiser (1999: 7), tourism has grown to become a major socioeconomic activity of the world due to several influencing factors such as greater disposable income available for travel; less working hours and a large number of employees who receive paid holidays and annual vacations, thus providing the leisure time for travel; higher education levels and greater awareness of other areas of the world, leading to a desire of more people to travel; rapid and dispersed economic development leading to greatly increased business travel; and major improvements in transportation including in air travel services and highly networks.

As indicated by Herbig (2008: 52), South Africa as a developing country currently faces challenges in many areas including crime and criminality. Rampant crime is arguably one of the higher profile and more daunting issues with which the South African government is wrestling as it struggles to balance societal, cultural and economic aspirations (Herbig 2008: 52). The perception that South Africa is one of the world's crime capital remains and while crime rates in specific types of crime are decreasing or stabilising, there continues to be an upward trend in many types of crimes (Perry, Chunderduth & Potgieter 2012: 123). Therefore, it becomes important for this chapter to review the literature on the perceptions of safety and security and the implications for the future growth and development of this industry.

2.2 TOURISM IN SOUTH AFRICA

Tourism creates jobs, attracts investment, foreign exchange and diversifies the economy (Henama 2014: 1). Although South Africa does not currently feature among the top performers in Africa (Department of Tourism 2012), the government has earmarked tourism as a key sector with excellent potential for growth and aims to increase tourism's contribution (both directly and indirectly), to the economy from the 2009 baseline of R189, 4-billion 7.9% of Growth Domestic Product [GDP] to R499-billion by 2020. According to African Development Bank (2016), South Africa was ranked fifth among top ten African countries in contribution to direct and indirect total employment and ranked third among top five African countries with international tourist arrivals in 2014.

It is also important to recognise that tourism plays a role in strategically creating and strengthening international relations in order to build beneficial socioeconomic and political networks (Moyo & Akanbi 2013: 356). Thus tourism is one of the five priority economic sectors that the government has chosen to focus on its effort to support investment and facilitate growth. The sector is currently performing well relative to other priority sectors and is often referred to as the 'new gold' of the South African economy, partly due to the fact that total foreign direct spend of tourists has overtaken gold foreign exchange earnings (The DTI, Investor's Handbook 2010: 39). This clearly indicates the importance of tourism to the economy of South Africa.

2.2.1 Before 1994

Before the first democratic election in South Africa in the year 1994, the tourism industry was not a major economic activity and contributor to the GDP (Henama 2013: 3). During the apartheid era in South Africa, tourism was a limited and battling industry unknown to most people especially the previously disadvantaged and disenfranchised communities (Nkosi 2010: 76). A further impediment to the development of tourism in the townships before 1994 was the fact that many black neighbourhoods were considered "no go" areas for people of other races because of the high levels of violence (Nxumalo 2003: 1).

The development of township tourism is characteristic of the post-apartheid South Africa with the democratic transition in 1994. Prior to this period tourism in South Africa was synonymous with “White heritage” as it showcased exclusively the origins, past and interests of the country’s white minority (Goudie, Khan & Kilian 1999: 22). Thus for the period 1980 to 1992 prior to the democratic elections, tourist visits increased by about 14% per year (Statistics SA, 2010).

According to Matthews, Richter & Craik (1986: 120) the massive growth of the tourism industry, including the involvement of governments, and the perceived negative impacts on tourism in developing countries, has helped in bringing about an increase in activities related to tourism policy analysis especially in the late 1980s and early 1990s.

Tourism world-wide has undergone significant changes over the years. These trend changes include changes in holiday habits, with more emphasis on outdoor recreation, activity-related experiences and the need to experience local cultures and customs (Inskeep 1991: 13).

2.2.2 After 1994

With the birth of democracy in 1994, the new democratic government prioritised the improvement of the quality of life of the poor by developing policies that would facilitate access to economic opportunities (Paul Nkemngu 2012: 2). Tourism was later identified as an engine for growth for the economy as the traditional sectors such as mining and agriculture had a declining share in employment and contribution to GDP (Henama 2014: 2).

When the present government came into power, doors opened to many economic opportunities and the South African Tourism industry began to thrive (Nkosi 2010: 76). According to South African Tourism (2006), tourism has been prioritised by the government as one of the five economic growth sectors on which it will focus its efforts to support investment and facilitate growth. South Africa’s travel and tourism economy directly and indirectly account for 1 148 000 jobs, representing 6.9% of total employment and R 72.5 million of GDP, equivalent to 7.1% of total GDP (Statistics SA 2014).

During recent years, in the international tourism context South Africa was a small player with less than 0.25 per cent of the international market (Heath, 1992: 4). Today South Africa is the number one meetings destinations in Africa followed by Morocco and Kenya – and number 32 globally according to the International Congress and Convention Associations [ICCA] ranking (South African Tourism, 2016). As indicated by Visa (2012) the top ten source markets for South Africa (United Kingdom, United States, Mozambique, Germany, Botswana, Australia, Angola, Namibia, France and Canada) accounted for 67.3 per cent of total tourism earnings. The tourism industry is able to bring in much needed foreign exchange into the country as it is an export product consumed at the destination area.

The growth of tourism in a country will attract foreign investments as transnational capital will seek to benefit from opportunities that exist (Henama 2013: 230). As a result of the development potential of tourism, a separate Department of Tourism was established in national government owing to the growth of tourism as an economic sector that demanded separated and dedicated attention from government. In KwaZulu-Natal province, the Department of Economic Development, Tourism and Environmental Affairs is mandated to oversee and lead tourism policy and strategic initiatives directed at promoting development and growth of the economy.

Tourism has prominently featured as a priority sector in government strategy at all levels of government. According to The Presidency (2008), tourism outperforms most economic sectors in terms of job and entrepreneurial opportunities created. Cooper, Fletcher, Fyall, Gilbert & Wanhill (2005) indicated that the tourism industry has had consistent growth for 30 years and it is resilient as an activity and economic sector. According to World Economic Forum [WEF] (2009), a growing travel and tourism industry contributes to employment, raises national incomes and can improve a country's balance of payments as the tourism industry is an attracter of foreign exchange.

Tourism is aggressively promoted by countries because it can diversify local economies and can also be considered as an export industry. Tourism offerings are characterised by fixed location, which means that the highly sought after tourism experience can only be produced at the destination area, and the tourist must travel

to the destination area (Henama 2013: 231). The tourism industry relies on the natural resources such as wildlife, scenery and culture.

Tourism protects and creates economic value for resources which otherwise have no perceived value to residents, or are regarded as a cost rather than a benefit (Satani 2004: 35). Tourist consumption is important to destinations as local residents increase their local expenditure on day visit whilst out of town tourist bring much needed capital in the local economy. Tourists usually consume a bundle of goods and services while travelling and the key elements of such a consumption bundle may be identified within five broad commodity groups: accommodation, food, transportation, shopping and entertainment (Divisekera 2010, 631).

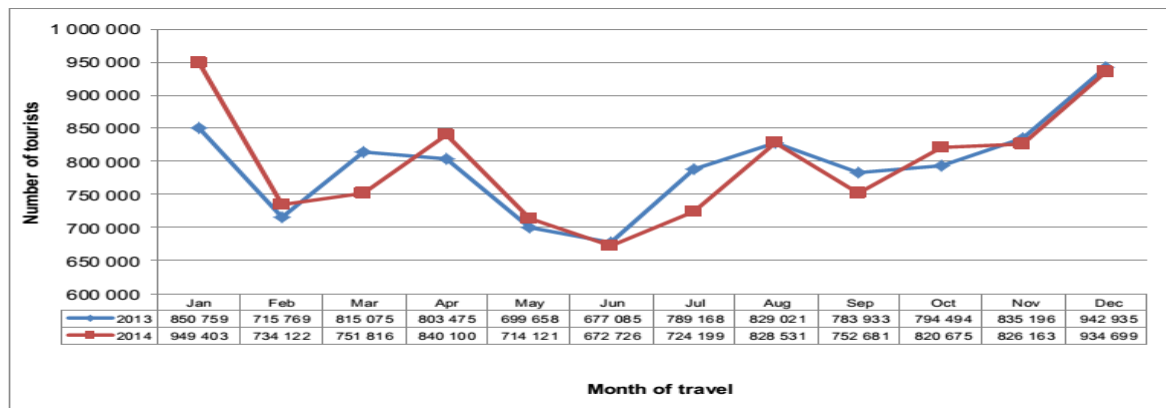
New tourism policy framework documents have been formulated since 1994 to reposition tourism to assume and play its role in the democratic South Africa (Paul Nkemngu 2012: 2). The tourism vision set out in the White paper seeks to among other things, to develop tourism as a national priority in a sustainable manner and use it as a tool to fast-track development in rural communities and ensure balanced development for all South Africans (Department of Environmental Affairs Tourism 1996). The government is also driving for the rate of growth of tourism's contribution to GDP to grow by 5.1% by 2020 with capital investment growing at 4.3% and tourist arrivals at 4.5% (World Travel and Tourism Council 2012).

2.2.3 International tourists' arrivals in South Africa in 2014

Statistics South Africa (2014) indicates the number of tourists that visited South Africa in 2014, as well as their regions of residence. A total of 9 549 236 tourists came to South Africa in 2014, showing an increase of 0.1% from the 9 536 568 tourists recorded in 2013. Figure 2.1 (Statistics South Africa 2014) indicate that the highest number of arrivals 949 403 (9.9%) was recorded in January 2014 whilst the least number of arrivals 672 726 (7.0%) was recorded in June 2014. With the exception of January, February, April, May and October, data in Figure 2.1 further show that the monthly arrivals in 2014 were generally lower than the monthly arrivals observed in 2013. However, the trend shows that the monthly arrivals follow the same pattern for both years.

Perception of high crime rate as reported by media discourages both international and domestic tourists from visiting popular tourist destinations. This might be the case with South Africa as tourists are sensitive towards travelling to destinations where crime which may put them at risk is prevalent (Nkosi 2010:76).

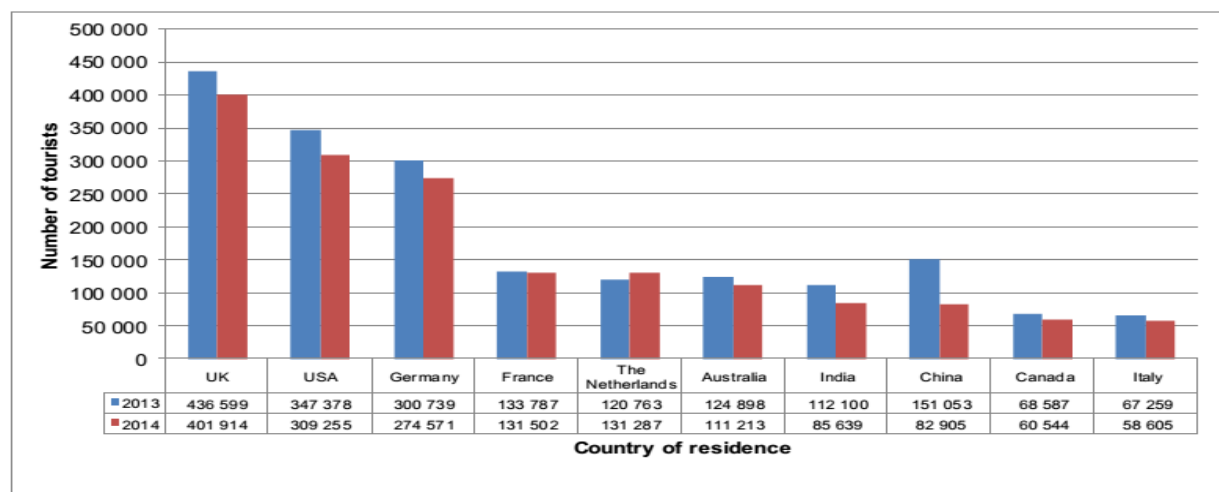
Figure 2.1: Number of tourists by month and year of travel, 2013 and 2014



Source: Statistics South Africa, 2014

The information provided in Figure 2.2 (Statistics South Africa 2014) below shows that ten leading countries for overseas tourists in 2014 were: United Kingdom (UK), 401 914 (17.8%); United States of America (USA), 309 255 (13.7%); Germany, 274 571 (12.2%); France, 131 502 (5.8%); The Netherlands, 131 287 (5.8%); Australia, 111 213 (4.9%); India, 85 639 (3.8%); China, 82 905 (3.7%); Canada, 60 544 (2.7%) and Italy, 58 605 (2.6%).

Figure 2.2: Number of tourists from ten leading overseas countries in 2014 compared to 2013

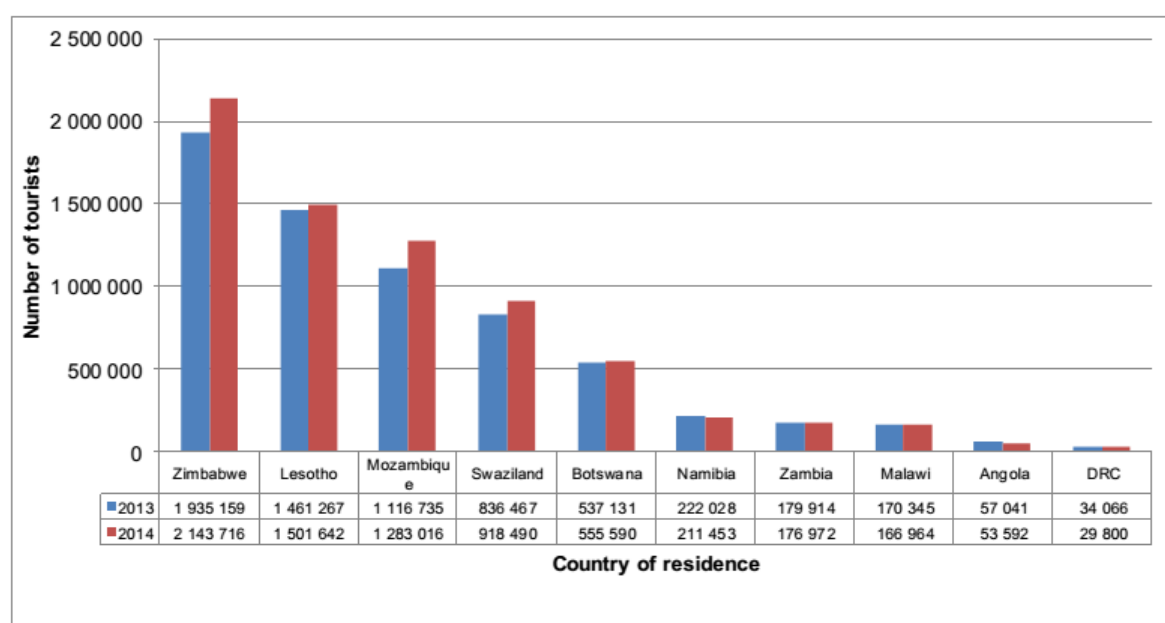


Source: Statistics South Africa, 2014

A comparison of the 2014 volumes with the 2013 volumes indicates that the number of tourists decreased in all the overseas countries except The Netherlands. China had the highest decrease of 45.1% while tourists from The Netherlands increased by 8, 7%.

Figure 2.3 (Statistics South Africa 2014) shows the ten leading countries for tourists from the SADC region in 2014. These were: Zimbabwe, 2 143 716 (30.2%); Lesotho, 1 501 642 (21.2%); Mozambique, 1 283 016 (18.1%); Swaziland, 918 490 (12.9%); Botswana, 555 590 (7.8%); Namibia, 211 453 (3.0%); Zambia, 1 76 972 (2.5%); Malawi, 1 66 964 (2.4%); Angola, 53 592 (0.8%) and DRC, 29 800 (0.4%).

Figure 2.3: Number of tourists from ten leading SADC countries in 2014 compared to 2013

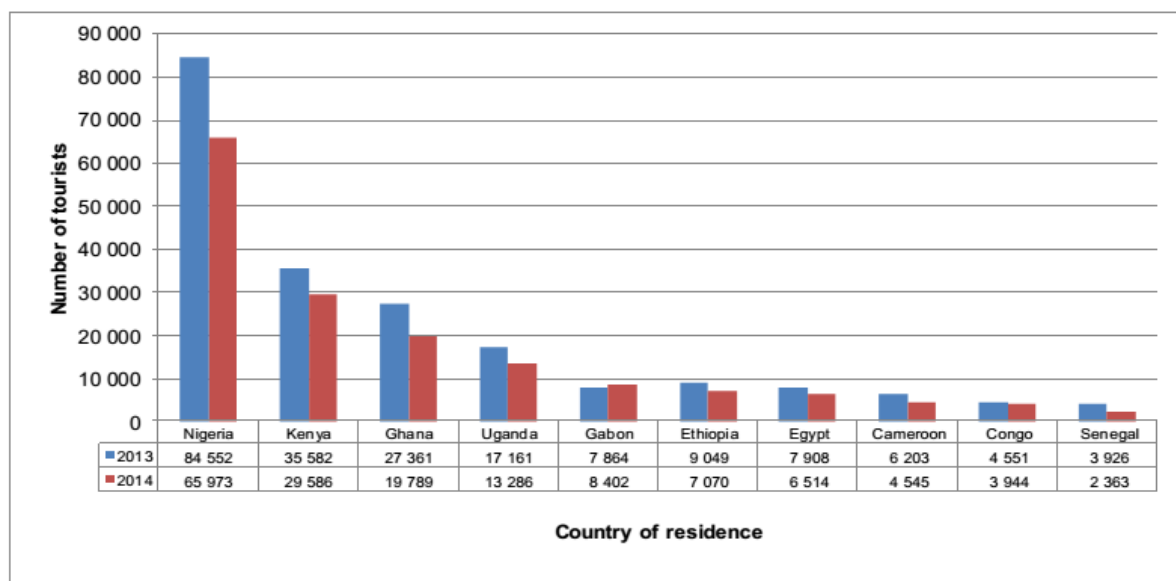


Source: Statistics South Africa, 2014

The SADC countries that showed an increase in the number of tourists from 2013 to 2014 are Zimbabwe, Lesotho, Mozambique, Swaziland and Botswana whilst Namibia, Zambia, Malawi, Angola and DRC showed a decrease in the number of tourists. Mozambique had the highest increase of 14.9% while DRC declined by 12.5%.

According to Statistics SA (2014) as shown in Figure 2.4, the ten leading countries for tourists from 'other' African countries in 2014 were: Nigeria, 65 973 (35.6%); Kenya, 29 586 (15.9%); Ghana, 19 789 (10.7%); Uganda, 13 286 (7.2%); Gabon, 8 402 (4.5%); Ethiopia, 7 070 (3.8%); Egypt, 6 514 (3.5%); Cameroon, 4 545 (2.4%); Congo, 3 944 (2.1%) and Senegal, 2 363 (1.3%). A comparison between the 2014 and 2013 volumes indicates that the number of tourists declined in nine countries but increased in Gabon. Senegal had the highest decrease of 39.8% whereas Gabon increased by 6.8%. Pizam (1999: 7) indicates that factors such as political unrest, violence and crime with a potential risk to personal safety contribute to a tourist's perceptions of safety and security in a particular destination.

Figure 2.4: Number of tourists from ten leading 'other' African countries in 2014 compared to 2013



Source: Statistics South Africa, 2014

Despite the shift in economic conditions and opportunities in South Africa, the growth potential of tourism has been and still is threatened by many factors such as poverty, crime and unemployment (Nkosi 2010: 76). The major threats to the tourism industry are seen to be socio-economic problems which in most cases lead to an increase in the crime rates.

2.3 TOURISM IN KWAZULU-NATAL PROVINCE

The tourism industry is considered a key growth sector in the South African economy. South Africa received 9.2 million international tourists and the industry grew by 10.2% in 2012 (Stats South Africa 2013). This figure was significantly higher than the global average growth rate of 4% during the same year (South African Tourism 2013). Tourism is also of key importance to the regional growth in Kwa-Zulu Natal.

KZN Department of Economic Development and Tourism (2016) shows that KwaZulu-Natal's major foreign tourism source markets include Swaziland (23%), Lesotho (17%), Botswana (8%), Zimbabwe (9%), UK (7%), Mozambique (4%), Germany (5%), USA (4%), France (3%) and Netherlands (3%). This sector therefore remains an important economic business in the province contributing about 10% (direct and indirect) to the province's Gross Domestic Product as indicated by Trade and Investment KwaZulu-Natal (2016).

KwaZulu-Natal a province of South Africa, has long performed well in and held the position of the country's oceanside playground. KwaZulu-Natal has the most beautiful, scenic and natural landscapes that attract both domestic and international tourists, yet crime is the biggest threat (Nkosi 2010: 76). For example, the KwaZulu-Natal Tourism authority has public relations resources and strategies ready to swing into action. That action contains the potential impact of reported criminal activity thought to affect the tourist decision to visit KwaZulu-Natal (Allen and Brenna 2004).

2.3.1 Overview of KZN's domestic tourism

KZN was the chosen destination of tourists who made some 8.3 million trips to and within the province during 2010 (Tourism KwaZulu-Natal 2012). There was no difference in terms of the main source markets for domestic tourists to KZN and according to Tourism KwaZulu-Natal (2012) holiday makers to the province included people who travelled to the province for business, education or medical reasons, or for a host of other options including visiting their friends and relatives, and to have a holiday.

Figure 2.5: KZN Domestic tourist picture 2013

KZN – The Domestic Tourist Picture 2013	
Number of Visitors Annually	±7.1mn trips*
Average Spend Per Trip	±R726/R177 per day
Spend - Total Direct Value	±R6.6bn
Average Length of Stay	4.1 nights (8.22 - TKZN)
Main Source Markets	KwaZulu-Natal, Gauteng

Source: Statistics South Africa, 2014

As indicated in Figure 2.5 above, the provincial tourists originated from KZN itself, followed by Gauteng. These two provincial source markets were followed by Limpopo and Mpumalanga, the Free State and the Eastern Cape and the tourists' total expenditure was around R6.6 billion in 2013.

2.3.2 International markets to KwaZulu-Natal

TKZN has partnered with SAT in focusing its efforts on the African market, especially promoting arrivals from Southern Africa, as well as new markets outside of the Southern African region, particularly Kenya, Tanzania and Nigeria. In 2010, it was estimated that 956,550 million foreign tourists visited KZN (Tourism Kwa Zulu Natal, 2012). Figure 2.6 below shows KZN's top 10 foreign tourism source markets for 2013.

Figure 2.6: KZN's top 10 foreign tourism source markets 2013

KwaZulu-Natal's Top 10 Foreign Tourism Source Markets 2013					
1. Swaziland	269 362	31.8%	6. Germany	42 269	5%
2. Zimbabwe	57 308	6.8%	7. India	27 267	3.2%
3. USA	55 086	6.5%	8. Australia	24 408	2.9%
4. UK	52 219	6.2%	9. France	21 709	2.6%
5. Lesotho	51 477	6%	10. Botswana	21 490	2.5%

Source: SAT, 2014

Magi (2001: 8) showed that in KwaZulu–Natal local residents viewed tourism safety and security matters second only in importance to lack of disposable income that could be used for tourism purposes, whereas the residents from outside KwaZulu–Natal held the view that crime safety and security are most important matters. In one of the studies conducted by Nkosi (2010: 79) in KwaZulu-Natal (Empangeni, Richards Bay, Esikhawini, Ngwelezane, Nseleni, Vulindlela and surrounding tribal authorities), the study revealed that the majority of the respondents were aware of the levels of crimes within the study area. Therefore, this particular tourist destination area may be portrayed as dangerous to the visitors as their wellbeing, such as personal safety and security, are in jeopardy and any threat to the safety of a tourist is likely to be detrimental to the development of a destination (Cavlek 2002: 480).

2.4 TOURISM IN DURBAN

The White Paper on Tourism Development (DEAT, 1996) states that the function of local government which relate to development of tourism is to control public health and safety. The local community in the eThekweni Municipality District can use this function as a guide for promoting tourism policy development of tourism related activities. Durban offers international and domestic tourists unique environmental assets, exciting waterfront developments, impressive conference facilities, sporting and other major events - all supported by a well-developed city infrastructure, transport and communications systems and world class commercial and financial services (Durban Metro 1999).

Situated on the east coast of South Africa in the province of KwaZulu-Natal, Durban is bounded by the Indian Ocean on the east, and the warm Mozambique Current contributes to its pleasant climate, especially during winter. Durban has a subtropical climate with temperature ranging from 16°C to 25°C during winter, and between 25°C and 32°C during summer. Durban has witnessed in 2014 what is arguably the most successful year for tourism, with an increase of 12.8% from 2013, seeing 7.4 million visitors to its shores, with a total direct spend of R19.2 billion and job creation of 95 396 jobs created and sustained over the one year period, (City of Durban 2015). The successful hosting of major events, the all year-round warm weather and beautiful beaches have positioned Durban as a tourist and events destination of choice in South Africa and the world, (Durban Experience 2015).

It was previously indicated by the City of Durban (2015) that the city had the most successful year of tourism in 2014 for both domestic and international visitors. However there have been some arguments from IOL News (2014) that the city should have been seeing 10 times more visitors than the current figure as visitors are scared to walk on the Durban streets after hours.

Tourism in Durban is faced with a number of challenges, including responding to a changing market and addressing problems of crime and grime. Maharaj, Pillay & Sucheran (2008: 11) point that the problems of crime and grime in Durban are aggravated by overcrowding along the beachfront during the peak holiday seasons which also reduces the number of toilet and washing facilities for visitors, and increases the amount of litter in the area.

As indicated by Data Research Africa (1999) this contributes to feelings of insecurity and the probability of crime, and deter users of the beachfront. Crime not only deters potential tourists but also undermines the confidence of investors who want to develop tourist infrastructure. Safety and security are compulsory conditions for a successful tourism industry (Ferreira and Harmse 2000: 84).

2.4.1 Florida Road

With its warm street vibe and unique, historic architecture, spending time on Florida Road in Durban is an atmospheric experience. It is a home to a range of restaurants, galleries, boutiques, studios and bars, Florida Road often referred to 'The Hub Of Durban Entertainment' has earned its reputation as one of the city's trendiest streets, where people gather to shop, eat, drink, meet and hang out (South African Tourism 2016).

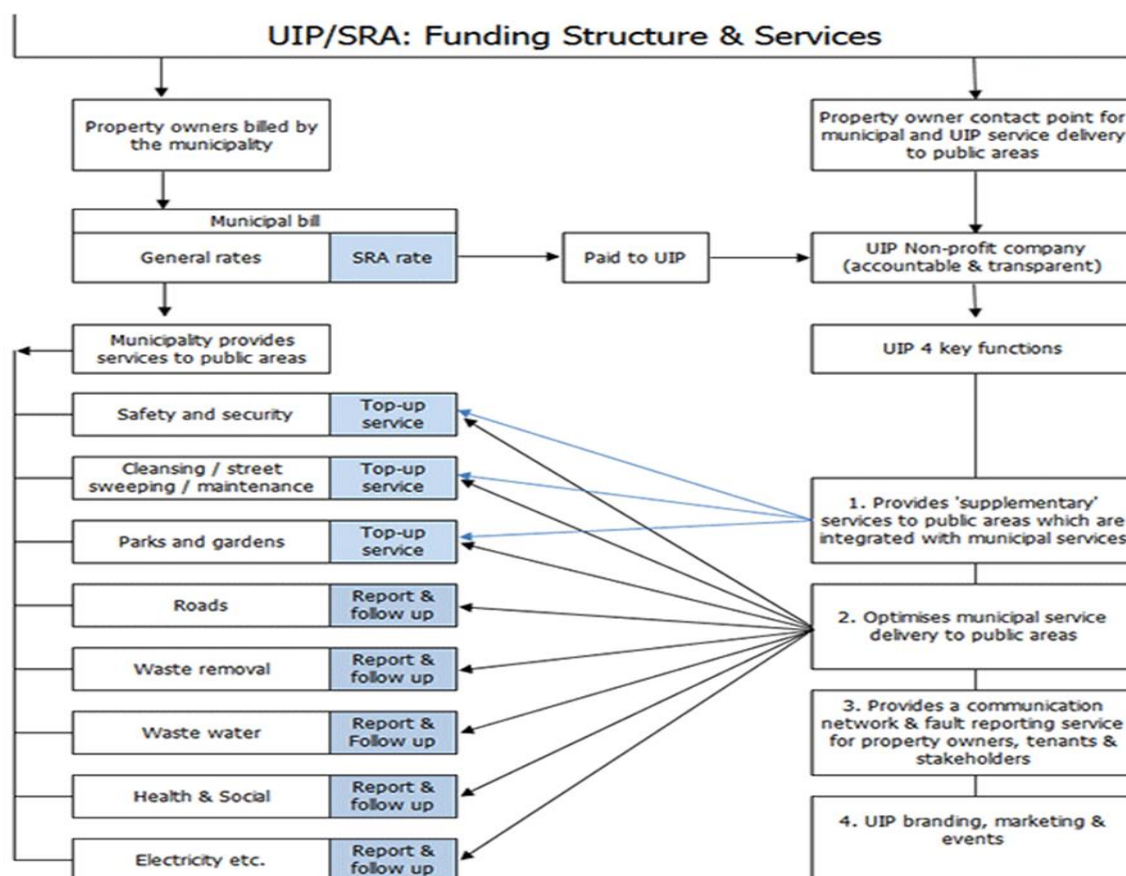
Stretching from Sandile Thusi Road to Innes Road, there are dozens of carefully preserved historic buildings on Florida Road, including typical Victorian and Edwardian structures that are more than 100 years old (South African Tourism, 2016). This tree lined road boasts over 2km of restaurants, pubs, clubs, art galleries and eclectic little shops. "There is something to do 24/7 and should definitely be on your to-do list when visiting Durban "(Show Me, 2016).

2.4.1.1 Florida Road Urban Improvement Precinct

Although Florida Road benefited from the 2010 Soccer World Cup infrastructure upgrade, the area was experiencing increasing levels of urban decay, specifically around the issue of crime as indicated by the Florida Road Urban Improvement Renewal (2014). This was negatively impacting on property values / rates base, investor confidence, business viability and the quality of life of those who work, live and visit the area (Florida Road UIP 2016). The UIPs have been implemented abroad and throughout South Africa to tackle the threat of urban decay, retain existing investment, stimulate new investment, improve safety and quality of life and respond to the challenge of environmental sustainability.

In KwaZulu-Natal, this structure is known as a UIP or Special Ratings Area [SRA] and is classified as a geographic area within which the majority of property owners agree to pay for certain services supplementary to those supplied by the municipality as shown in Figure 2.7 below.

Figure 2.7: UIP/SRA funding structure & services



Source: Florida Road UIP, 2016

2.4.1.2 The legal status of the Urban Improvement Precinct (UIP)

The Urban Improvement Precinct is a vehicle that is used to manage public spaces, by charging a supplementary fee to property owners in the UIP along with the rates charged to all property owners. Although rates are charged on all property owners across the unified Municipality of eThekweni and those with more valuable properties pay higher rates, these higher rates do not mean that those in richer parts receive more service than those in poorer, or low rates, areas (Florida Road UIP 2015). The UIP system fills the gap in service delivery to key economic nodes as the majority of property owners agree to pay for certain services supplementary to those supplied by the municipality, notably, as indicated in the chart above in the functions of safety and security, street cleaning, and parks.

The UIP mechanism is provided for in the Municipal Property Rates Act of 2004. The Act requires the UIP register a Non Profit Company [NPC] to represent property owners in the defined UIP area. The NPC runs independently of the municipality, ensures service delivery and provides financial governance (Florida Road UIP, 2014). The UIP budget is funded by property owners levies which are calculated on a pro rata basis against assessed property values. This payment is levied on the municipal rates bill and collected by the municipality, free of charge, on behalf of the NPC. Once the formation of the UIP is approved by Council, it becomes compulsory for all property owners in the area as required by law to contribute to the UIP (eThekweni Municipality 2016).

According to Florida Road UIP (2016) annual report, services provided by UIPs are based on the needs of the area and the related budget but usually include:

- ◆ Dedicated Precinct Manager
- ◆ Dedicated security teams that work with local authorities
- ◆ Dedicated cleaning and maintenance teams focused on taking care of public space
- ◆ Marketing and Communication
- ◆ Place-marketing projects that focus on experience of place
- ◆ Social and Environmental Projects
- ◆ Work that grows partnerships with local councils/municipalities

Over the last years the Florida Road community has lobbied and planned for the formation of the Florida Road Urban Improvement Precinct, which was officially legislated in July 2013 by eThekweni Municipality (Florida Road UIP 2016). According to Florida Road UIP (2015), Florida Road property owners established the Florida UIP in July 2013, with services phased in from 1 October 2013.

Similar model which is called Community Improvement Project [CIP] has recently been launched in Helen Joseph Road, also a road with restaurants that attract tourists (Berea Mail, 2016: 3) to tackle crime and grime, however there are a number of challenges that the system is facing such as non-contribution of businesses, fights between illegal former car guards and newly appointed “ambassadors”. The CIP cannot impose the increased UIP contribution since it was not approved by all businesses, residents and the municipality. This will need a majority of rate-payers to vote for such a system to become a by-law so that the increased rates are imposed on all to pay for enhanced services which is the case of UIP in Florida Road. When implementing the CIP project, former car guards were given an opportunity to become ambassadors and criminal checks were done but only two with clear records were taken on board, because all the others had crime records. As a result, the former car guards who were rejected try to intimidate the ambassadors, creating fights.

2.4.1.3 Safety and security in Florida Road

The Florida Road UIP fulfils a vital role by integrating the various security entities and resources in the precincts, a key component of which is the UIP Monthly Security Forum attended by private security companies servicing UIP properties and property managers. The aim of the forum is to proactively improve the level of security in the UIP precincts through integration, sharing intelligence, and ensuring operational assistance in emergencies.

Florida Road’s biggest challenges have been car guards and vagrancy and these have affected every aspect of the road, from perceptions of safety, to the poor quality of visitor experience as reported by Jacobs (2016: 6). Although an integral part of Durban life, car guarding is illegal and poses a number of challenges like intimidation, and crimes such as remote jamming and vehicle theft.

As reported in the Sunday Times newspaper (2016: 3), Florida Road UIP together with the Western Star Recruitment Agency and The Wellness Centre Trust has started Sidewalk Monitor programme to give new hope to their pavement monitors. This programme was initiated with the aim of getting rid of the vagrants who poses as car guards to carry out criminal activities (compare the findings on the criminal records of car-guards in the Helen Joseph road CIP). The monitors are linked via radio to the UIP security vehicle and proved a success to tenants, residents and visitors. The success of this plan resulted in the immediate removal of the vagrant car guards that plagued the road.

On 20th April 2016, the Florida Rd UIP Sidewalk Monitors graduated from the roads' first LIFE Programme, kick starting a long term plan to support The Wellness Centre Trust in their efforts to reintegrate homeless people into the work force. All the current monitors were car guards on the road before the Sidewalk Monitor Programme was implemented.

Florida Road is now policed by a dedicated team of Metro Police Officers patrolling on foot during daylight hours and enforcing municipal by-laws. A vehicle is stationed on the road at night which services the local community. Metro Police has been instrumental in ensuring the success of the Sidewalk Monitor Programme. The UIP has now secured the Gordon Road Park office for use by Metro Police as a satellite office and the aim is to convert this into a multi-use office to include Durban Tourism and the UIP (Berea Mail 2016: 5). In addition, closed-circuit television [CCTV] cameras have been installed along the road and the Parks Department has been tasked to do regular tree cutting to clear the CCTV view for a better monitoring (Florida Road UIP 2015).

The Florida Road UIP has a proactive approach to security, with the focus of identifying possible criminal intent before it occurs and taking corrective action. It does this by deploying two capacitated security officers in a dedicated vehicle that patrols the area 24 hour, 7 days a week in public areas. An extra weekend foot-patrol-service of two officers take to the street from 6pm-6am on Friday and Saturday nights and there is direct links to private patrols who manage the residential initiatives in the surrounding areas.

Enforce Security (2015) has recently reported a number of crime incidents in the area. In one incident, a thief was caught red handed with the timely assistance of an Enforce reaction officer and the “men in red” sidewalk monitors recently. The officers cuffed the suspect and took him back to the supermarket where he was positively identified on CCTV footage, a backpack full of items taken was also recovered (Berea Mail 2016).

The UIP management team is constantly responding to the ever-evolving needs of Florida Road which includes service levels and special projects, however the fundamentals of managing crime and grime will always be the top priority and remain the foundation of the UIPs’ success (Florida Road UIP 2016). Building partnerships with the SAPS, Metro Police and the Community Policing Forum is critical in ensuring effective management. The UIP has a strong working relationship with both Metro Police and SAPS, resulting in a safer Florida Road for all.

2.5 THE IMAGE OF SOUTH AFRICA AS A TOURIST DESTINATION

A tourist's decision to stay home or choose "safer" destinations is translated into significant losses for the tourist industry of a country suffering from high crime rates (Ferreira & Harmse 2000: 81). The power of the media in forming images of an area must never be underestimated (Lewis 1986: 102). Once a perception becomes attached to a city, it is almost impossible to shake it off (Griffith-Jones 1984: 138).

Although many people are killed annually on the roads in car accidents in South Africa, news coverage of crime against tourists played a dominant role in forming an unsafe destination image of the country (Ferreira & Harmse 2000: 81). Personal experience and word-of-mouth communication are the most important factors influencing a tourist's decision to visit South Africa (South African Tourism Board 1995: 3).

The Mail & Guardian (2010) reported that news media across the world have gone to town over the hijacking and murder of 28-year-old Swedish honeymooner Anni Dewani in Cape Town. This is the reason why it is so important that a tourist should not be a victim of any crime while visiting the country. Former Department of Environmental Affairs and Tourism Minister, Dr Pallo Jordan, said, "the chief impediment to tourism growth is the perception that South Africa is an unsafe place" (Simon 1997: 7).

The crime situation in South Africa has given the country an undesirable image, which might impact negatively on its tourism industry. According to Echtner and Ritchie (1991: 3) creating and managing an appropriate destination image is critical to an effective positioning and marketing strategy. As indicated by Ferreira & Harmse (2000: 81) South Africa's image as tourist destination will deteriorate further and many tourists who might have spent vacations in South Africa will choose other safer destinations if the current situation is not corrected.

When tourists in the global markets make decisions about where to travel, they weigh up a number of criteria. As indicated by Phori (2008: 22) safety and security in a destination is the second most important purchase criterion after value for money for South Africa's target consumers across all priority markets. In recent years, popular destinations including Rio de Janeiro, Florida, Egypt and former Yugoslavia have suffered significant declines in overseas visitation in response to widely reported incidents of crime, terrorism and war (Tribe, 1995: 56).

2.6 THE RELATIONSHIP BETWEEN CRIME AND TOURISM IN SOUTH AFRICA

Since the birth of democracy in 1994, South Africa has been plagued by a reputation for being one of the most dangerous countries in the world (George, 2003: 565). Steyn, De Beer & Fouche (2009: 98) shows that the negative impacts of the high levels of crime would likely deter tourists from visiting South Africa. In many countries around the world especially in popular destinations, crime committed against tourists has become a major threat (Nkosi 2010: 77).

Although the number of tourists visiting South Africa has been increasing, serious concerns have been raised about the level of crime in the country. As indicated by Magi (2001: 2) that one of the existing, overriding and persistent perspectives on tourism in the world is the recognition that crime safety and security is an important player in the success or failure of the tourism industry. In the media, South Africa is listed among the world's most violent nations outside a war zone and is also regarded as the rape capital of the world (Ferreira and Harmse, 2000: 84).

The World Economic Forum (2009) also indicates that South Africa's weakest areas include safety and security, access to health services, as well as human resources, which include qualified labour. The growth of tourism often occurs in conjunction with increases in certain types of crime, including illegal prostitution (Pizam & Mansfeld, 1996: 37).

The research has shown that perceptions of crime have a detrimental effect on tourism demand, (George, 2003: 575). This may be because perceived crime-risk is a major, overriding factor in the decision-making process and tourists will choose the safer option when given the choice between two destinations offering similar benefits (Sönmez & Graefe, 1998: 112).

It was not surprising during September 1997 when Cape Town learnt that it had lost the bid to host the 2004 Olympic Games in favour of Athens. The crime situation in South Africa at that time, more particularly in the Cape Peninsula, played a role in the International Olympic Committee's (ICO) decision not to give the 2004 Olympic Games to Cape Town (Why Cape didn't win Olympic bid 1997: 25).

Tourists may develop a negative image towards a destination more especially if they feel that will personally be at risk whilst visiting that destination (George 2003: 49). This may cause a reduction in tourism demand where prospective visitors may be discouraged from visiting the destination due to a negative reputation and tourists may not return or recommend the destination based on their experience at the destination (George 2003: 49).

George (2002 as cited in Nkosi 2010: 76) indicates that the perception of high crime rate, mostly reported by media have discouraged both international and domestic tourists from visiting scenic popular destinations. According to Ntuli (1998 as cited in Ntuli 2000: 1) crime is a universal social phenomenon in that it threatens the safety and security of the people, property, their sense of well-being, as well as social order.

In Johannesburg (the economic heartland of South Africa) most foreign visitors stay away from Central Johannesburg, because its crime reputation scares people (Ferreira & Harmse 2000: 84). Tourists are often regarded as wealthier than local people, and the two groups come into close with one another. As a result, tourists offer a tempting and convenient target for minority of local residents that is determined to acquire some of this wealth for themselves, or who wish to exploit the tourists in some other way (Mthembu 2009: 35).

Reliable statistics about crime against tourists are in short supply, however there are some media reports of crimes committed against tourists in South Africa. Guardian Liberty Voice (2014) reported that in May 2014, 30 US students, tourists from Stevenson University in Maryland, cut short their 5 week tour of SA after their bus was attacked on second day in Pretoria and everyone was robbed of passports, money, electronics and other personal belongings.

As reported by eNCA (2015) a 39-year-old US tourist was murdered in her Camps Bay hotel in July 2015. On the 13 November 2010, Anni Dewani, a Swedish woman of Indian origin was murdered while on her honeymoon in Gugulethu, Cape Town after the taxi she and her British husband, Shrien Dewani, were travelling in, was carjacked. According to Richards (2007: 63) tourists have been found to be susceptible to crime for various reasons, sometimes by chances (being in the wrong place at the wrong time), or because they are purposely targeted by local criminals.

2.7 THE IMPACT OF CRIME ON TOURISM

According to Nkosi (2010: 76), the tourism industry in South Africa has become one of the leading economic contributors to the country's economy. Ferreira and Harmse (2000: 80), indicates that tourism can be a key factor in overcoming the many socio-economic challenges facing South Africa if the reality and perception of tourist safety is addressed urgently and adequately.

Furthermore, Mthembu (2009: 27) indicates that for tourism industry to grow, people that bring money to any destination or a country should be protected. Nkosi (2010: 80) states that crime does affect tourism industry negatively and can dent the image of a destination, therefore it is vital that safety and security is strengthened to ensure growth and sustainability. This is true, because as soon as a tourist gets attacked media will report about it, people will not make return visits and they discourage relatives and friends for visiting the area.

Pizam and Mansfeld (2006 as cited in Mthembu 2009: 50) states that all forms of security incidents that occur at tourist destinations, either being terrorism, political upheaval or crime, all affect the destination's image and can cause a decline in tourist arrivals. Furthermore, Pizam and Mansfeld (2006 as cited in Mthembu 2009: 53) shows that high levels of crime, violence, political instability and general lawlessness could cause irreparable damage to the image of a given area as a tourist destination. There are three main types of crime experienced by tourists as outlined by George (2003 as cited in Perry and Potgieter 2013: 104), which are physical (such as property crimes, bodily harm and sexual abuse), economic (such as arbitrary price increases, swindling and fraud) or psychological (such as harassment and instilling fear).

As indicated by Nkosi (2010: 76), tourism is a human activity that is sensitive and reacts rapidly to crime. Furthermore, Perry and Potgieter (2013: 104) states that tourists run a higher than average risk of being victimised and that there is an increase in terrorism directed specifically at tourists and resorts areas. This has been witnessed in recent activities of terrorists' attacks that took place in Tunisia and Egypt, Spain, France and Turkey. According to Mopeli (2009: 30) tourists are not familiar with the local dangerous areas or local situations in which they might be very vulnerable to violent crime. They become easy targets for robbers and other criminals as they are easily identified as visitors and are usually not well equipped to ward off attacks.

Mopeli (2009: 44) shows that tourism industry is vulnerable to safety, and any security incident can threaten the normal operation and conduct of tourism-related business and cause a damage to tourist destination's overall reputation for safety, attractiveness, and comfort by negatively affecting visitors' perceptions of that destination and, in turn, cause downturn in the local travel and tourism industry by the reduction in tourism arrivals and expenditures.

Pizam (2002: 32) found in the nation-wide (United States) study that very little correlation existed between crime and its relationship to tourism. A later cross-cultural comparative study of perceptions of tourism in seven countries found that crime-related issues were among the concerns of each country studied relative to tourism (Pizam and Telisman-Kosuta 2003: 5). In a study conducted by Pizam, Milan & King (2004: 65) the findings suggest that tourism was perceived to contribute both towards an increase in organised crimes which are the products of groups or organisations and individual crimes which are planned and conducted by individuals.

In South Africa, tourists have been exposed to criminal attacks and this harms the tourists emotionally and physically. At times this goes to an extent where even the family and friends of that particular tourists are affected by the criminal act committed against the tourist. This occurs mostly when criminal attacks such as rape and murder have been committed (Nkosi 2012: 77).

According to Pizam and Mansfeld (1996 as cited in Nkosi 2012: 77) the issue of crime and tourism date back to the Biblical days, where there were people who were always willing to take advantage of the tourists. This was done either by raising the price of an item or robbing tourists their possessions under the assumption that the tourists knew no better. According to South Africa's White Paper (1996: 28) the South African government is committed to ensuring the safety and security of all tourists whether they are domestic or international tourists. The government has also formulated policy guidelines to protect and ensure tourist safety and security are implemented in all provinces.

The government also wants to coordinate all stakeholders to work together to ensure the safety and security of all tourists (George, 2002: 80), to develop appropriate legal procedures that would facilitate speedy and effective prosecution of cases where tourists were involved. As indicated by Nkosi (2012: 77), unpleasant experiences of tourists at a particular destination are widely covered by the media or reported by

tourist themselves to friends and families by the word of mouth. The destination will receive a bad publicity and the number of tourists visiting the area will decline (Nkosi 2012: 77). Crime continues to remain a threat to the development of tourism in South Africa (Ferreira & Harmse 2000: 81).

2.8 GENERAL CRIME PATTERNS IN SOUTH AFRICA

South Africa is one of the countries in the world with the highest violent crime rates and that has become a major concern for the entire population (Hirschler 2006: 3). During the past five years criminality in South Africa has increased to such an extent that the scope of serious crimes in specific areas has become a matter of grave concern. Considered geographically, the largest concentrations of serious crimes in South Africa in 1997, were in the metropolitan areas of Gauteng (Johannesburg and Pretoria), KwaZulu-Natal (Durban) and the Western Cape (Cape Town) (Ferreira & Harmse 2000: 83).

According to Schonteich (1999: 19) levels of recorded crime in South Africa began to increase in the mid-1980s and dramatically in the early 1990s. Crime instils fear amongst households and it may hinder their ability to engage in their day-to-day activities. Most households (43,6%) were of the view that violent crime in their area had increased in the period 2011-2014 as compared to 31,2% for the period 2008-2010. Overall, the percentage of households who felt that violent crime levels had increased steadily rose over the years 2008–2014 (Statistics South Africa 2015a).

More than twenty years since the dawn of democracy in the Republic of South Africa [RSA], the country continues to face challenges relating to violent crime. Although violence is a global concern that knows no boundaries, it is important to acknowledge that the dynamics surrounding violent crime in South Africa are convoluted and unique as this is primarily due to the legacy of Apartheid, which has inevitably affected the way in which the population navigates its demographic, socio-economic and geographical plateaus (Statistics South Africa 2015b).

As indicated In the Table 2.1 below, the majority of households perceived housebreaking/burglary as the most common crime type followed by home robbery, street robbery and pick-pocketing or bag snatching. The percentage of households who thought that housebreaking was the most common crime increased steadily from 52,2% in 2011 to 65,9% in 2014/15 (Statistics South Africa 2015a).

Table 1.1: Crimes perceived by households to be the most common and feared in South Africa, April 2014–March 2015

Crime type	Crime perceived to be most common		Crime feared most	
	Number '000	Per cent	Number '000	Per cent
Housebreaking/burglary	10 025	65,9	9 657	63,6
Home robbery	6 496	42,7	7 563	49,8
Street robbery	6 406	42,1	6 564	43,2
Pick-pocketing or bag-snatching	3 950	26,0	4 003	26,4
Assault	3 276	21,5	3 789	25,0
Business robbery	2 916	19,2	2 663	17,5
Murder	2 681	17,6	5 714	37,6
Sexual assault	2 529	16,6	4 659	30,7
Livestock/poultry theft	2 427	15,9	2 501	16,5
Car theft or any type of vehicle	1 908	12,6	1 675	11,0
Vehicle hijacking	1 707	11,2	2 552	16,8
Corruption in public service	938	6,2	1 273	8,4
Child abuse	830	5,5	1 914	12,6
Bicycle theft	722	4,7	885	5,8
Mob justice/vigilante group	684	4,5	1 334	8,8
Other property crimes	587	3,9	321	2,1
Crop theft	496	3,3	1 041	6,9
Fraud	459	3,0	816	5,4
Political violence	354	2,3	1 132	7,5
Identity document theft	345	2,3	1 230	8,1
White-collar crime	316	2,1	750	4,9
Other	200	1,3	210	1,4

Source: SAPS, 2015

Safety is an essential human right and the Constitution of South Africa (1996) is emphatic about maintaining the “Freedom and security of the person”. As such, the state is constitutionally obliged to respect, protect, promote and fulfil the rights of the population (South Africa 2015). Consequently, the National Development Plan [NDP] puts forth a vision of ensuring the absolute safety of all people in South Africa, which makes the reduction of contact crimes one of the key priorities of the criminal justice system (Statistics South Africa 2015b).

2.9 STATISTICS OF CRIME IN SOUTH AFRICA

Visser and Rogerson (2004 as cited in George and Booyens 2013: 449) indicated that although South Africa has been classified as a relatively safe tourist destination high levels of crime threaten the country’s tourism growth prospects (George, 2010: 48). Levels of recorded crime in South Africa continued to increase during much of the first half of 2000 (Kane-Berman, 2001: 41).

According to South African Police Services (2015), South Africa has seen a slight increase of 5.0% in contact crimes category during 2013/14 financial year as compared to the previous year which makes 34% of total number of crimes reported. The incidents of violent crime such as armed robbery, rape, murder and motivated attacks are among the highest in the world. This creates the impression that South Africa is a dangerous destination which has a negative effect on a region's tourism potential (Mthembu 2009: 34).

This broad category of contact crimes includes the following crimes: murder, attempted murder, sexual offences, assault with the intent to cause grievous bodily harm, common assault, common robbery and robbery with aggravating circumstances. George (2003: 575) indicates that crime against tourists is more likely to occur in areas with high crime rates and IOL News (2014) has recently reported that crime puts tourists off the city of Durban.

2.9.1 Analysis of serious crime categories

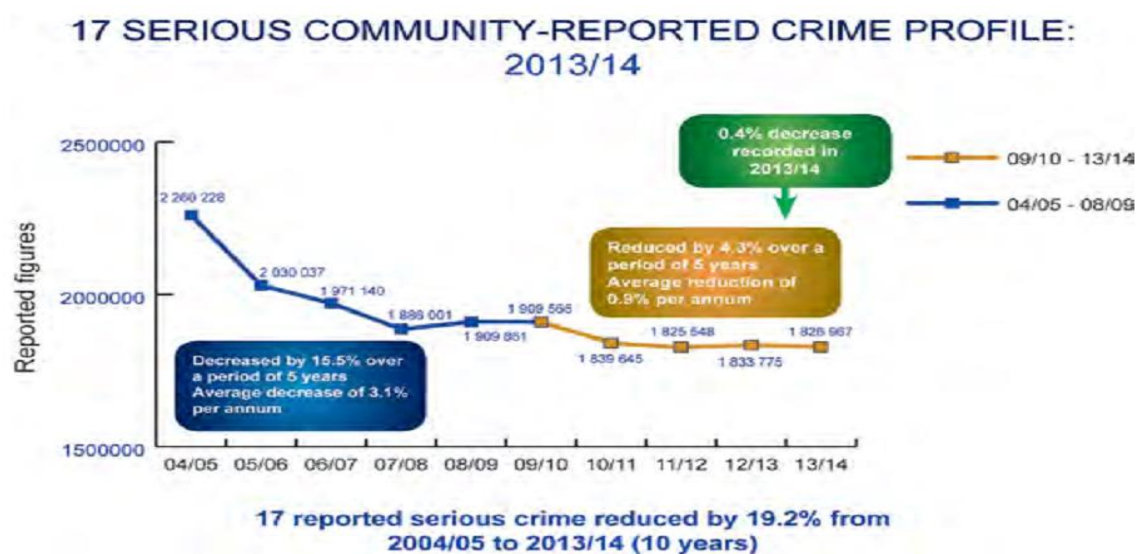
South Africa as a developing country currently faces challenges in many areas not the least of which is crime and criminality (Herbig 2008: 52). As indicated by the South African Police Services (2015), the main figures given in the latest South African crime statistics in comparison to the statistics of the last year (2013/14 to 2014/15) shows that contact and contact-related crimes increased again by 0.9% and 1.9% respectively. Among these crimes are common assault, attempted murder, robbery with aggravating circumstances and malicious injury.

Crime levels in South Africa have steadily increased over the last few years and adherence to the rule of law is currently at an all-time low (Herbig 2008: 52). The South African Police Services (2015) reports that robbery with aggravating circumstances increased significantly by 8.5%, with murder and attempted murder increasing by 4.6% and 3.2% respectively. The SAPS further indicates that Truck and carjackings increased by 29.1% and 14.2% respectively, of a total 11,180 carjackings the vast majority happened in Gauteng. Robbery at residential premises by 5.2%, robbery at non-residential premises increased by 3.2%.

2.9.1.1 Community-reported serious crime

As shown in Figure 2.8 below (South African Police Services 2015), community-reported serious crime has decreased by 19.2% over a 10-year period, by 4.3% over the past five years and by a further 0.4% during the reporting year. Overall, there has been some improvement in the crime situation over the past two years in terms of the 17 types of crime as fewer crimes were reported by the community to the police.

Figure 2.8: 17 Serious community-reported crimes



Source: SAPS, 2015

The following five stubborn crimes maintained an increase during the 2013/14 reporting period (South African Police Services 2015):

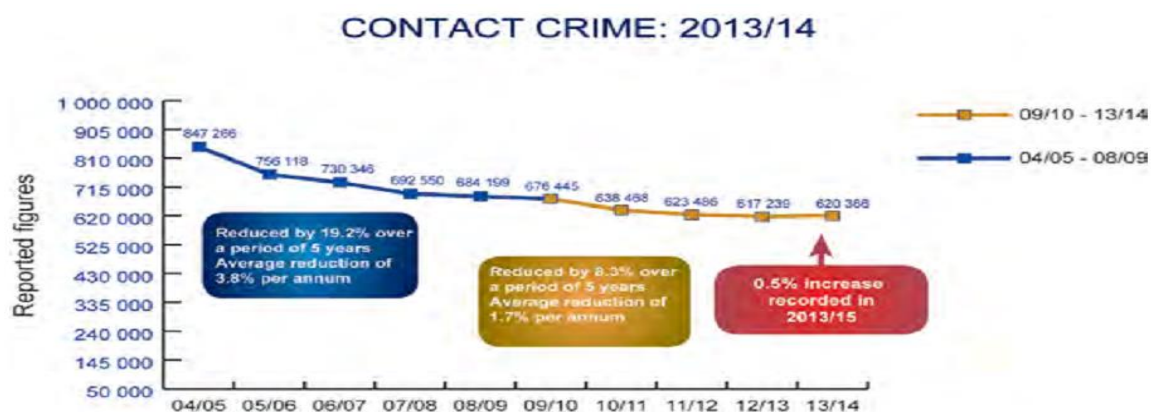
- ◆ Murder increased by 5.0%
- ◆ Attempted murder increased by 4.6%
- ◆ Theft out of or from motor vehicle was up by 3.0%
- ◆ Robbery with aggravating circumstances increased by 12,7%
- ◆ Common robbery increased by 0.6%

2.9.1.2 Contact crime

According to the South African Police Services (2015) during 2013/14, contact crime was the biggest contributor to the total number of reported crimes (34%) and as shown in Figure 2.9 below, it has seen an increase of 0.5% as compared to the previous year. These crimes are committed against the person and involve physical contact between the victim and perpetrator.

The contact is usually of a violent nature and most of the contact crimes cause physical, psychological and material damage to their victims. This broad category includes the following crimes: murder, attempted murder, sexual offences, assault with the intent to cause grievous bodily harm, common assault, common robbery and robbery with aggravating circumstances.

Figure 2.9: Contact crime 2013/14



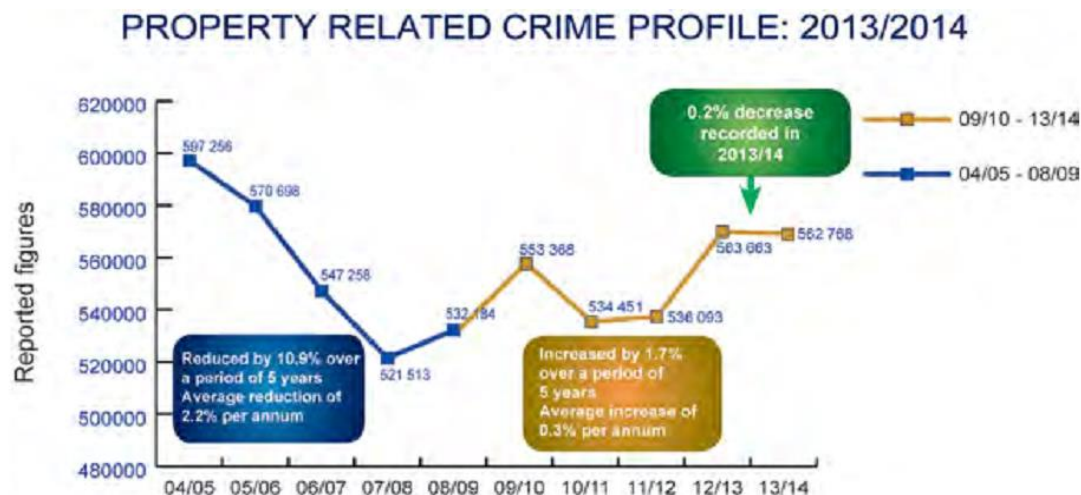
Source: SAPS, 2015

2.9.1.3 Property-related crime

Property-related crimes include Housebreaking at Residential Premises, Housebreaking at Other Premises, Theft of Motor Vehicle/Motorcycle, Theft out of or from Motor Vehicle and Stock Theft (Statistics South Africa 2013). The South African Police Services (2010) indicates that the majority of property-related crimes are opportunistic acts exploiting the negligence of victims, gaps opened by environmental circumstances (a lack of or insufficient safety measures, the remoteness of the targeted property from supervision, cover provided by dense vegetation, infrastructural deficiencies, etc.).

The annual report of the South African Police Services (2015) shows that property-related crime has decreased by 5.8% over 10 years and, although it has increased by 1.7% during the past five years, it has again reduced slightly by 0.2% during the past financial year (2013/14), as indicated in Figure 2.10 below.

Figure 2.10: Property related crime profile 2013/14

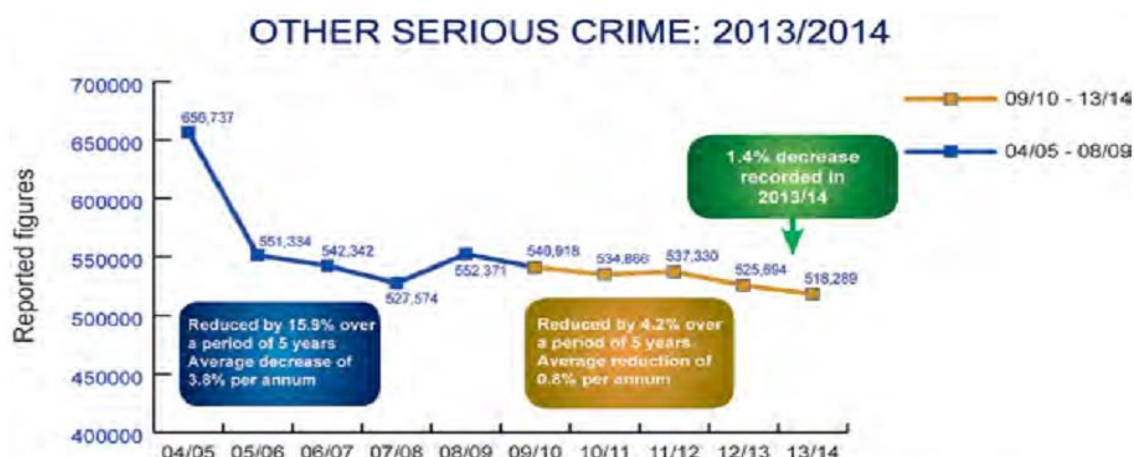


Source: SAPS, 2015

2.9.1.4 Other serious crime

Other serious crimes encompass three categories of crime that do not comfortably fit in among the other broad categories discussed above because of their own peculiarities. These include all theft not mentioned elsewhere, shoplifting and commercial crime. The South African Police Services (2015) indicates that other serious crime has decreased by 21.1% over 10 years; 4.2% during the past five years; and 1.4% during the past financial year (2013/14) as shown in Figure 2.11 below.

Figure 2.11: Other serious crime 2013/14



Source: SAPS, 2015

Other theft has also reduced by 31.3% over 10 years; 0.3% during the past five years; and 1.6% during the past financial year (2013/14). Commercial crime (fraud) has increased by 46.7% over 10 years and by 6.8% during the past five years, but decreased by 13.6% during the past financial year. Shoplifting increased by 6.0% over 10 years; reduced by 20.4% during the past five years; and further reduced by 1.1% during the past financial year (2013/14) as indicated in the South African Police Service (2015)'s annual report.

Although South Africa now gets more than one million foreign visitors per year since the democratic election, the unacceptably high crime rate has put a brake on the expected influx of overseas visitors to South Africa (Mopeli 2009: 16). Crime against tourists is not recorded separately, but as outlined from the above statistics it can be suggested that street robbery with aggravation and bag-snatching are common crimes most likely to affect tourists.

Tourists as victims of crime do not return to their vacation places to give testimony as it is costly and time-consuming. They only open or report cases if they need to claim on insurance. The time taken going to the police is not worth it if insurance cannot be claimed, as time spent at the police station is time lost for an expensive holiday. This is due to a lack of incentives in South Africa for offering rewards for information leading to the arrest and conviction of those who commit serious crimes against tourists. This would hold significant risk potential for tourism businesses, since it would signify a decline in the profitability of the tourism sector, leading in turn to insolvencies and job losses.

2.11 HOW MUCH SECURITY HAS INCREASED AS A SECTOR IN THE ECONOMY

The private security industry is adapting and expanding to fill new and emerging gaps. Many areas traditionally reserved for public security structures such as SAPS and SANDF are now serviced by the private security industry. The industry in South Africa has progressed to become three times larger than the police and there is still doubt that the industry is filling significant gaps, resultant from the police's inability to manage the extremely high levels of crime and violence (Schneider, 2013: 1).

South Africa has the largest private security industry in the world with nearly 9,000 registered companies and 1.7 million registered private security guards, with around 400,000 active private guards and it is estimated that the industry's contribution to South Africa's GDP is approximately 2% (Berg and Nouveau 2011: 2). The growth in the private security industry has been underpinned by persistent high crime levels and decreasing confidence of SA property owners in the capacity and ability of the state to meaningfully improve physical security. The two biggest companies in the industry (ADT and Chubb) are foreign multi-national companies taking their profits to foreign shareholders. However they also bring benefits from foreign investment in latest security technology.

In most cases you see a partnership between public and private in fight against crime where government, particularly the SAPS has to collaborate with the private sector because working in isolation has proven not to bear any fruits. Florida Road UIP is particularly an interesting example of police-business (public-private) collaboration, which is why it was chosen for this case-study.

2.12 THEORETICAL FRAMEWORK OF CRIME AGAINST TOURISTS

Tourism establishes an interactive relationship among different elements: the tourist, the place, local residents, the tourism industry and services in general (Brás 2015: 1). Its growth leads, in most destinations, to a significant increase in security incidents, since it provides more opportunity for crime, especially economic crimes (e.g. theft, fraud) but also crimes involving physical or sexual assault, among others. Various psychosociological theories in criminology have been developed in recent

years and therefore the study will be grounded on theories such as Social Disorganisation Theory developed by Shaw and McKay (1942), Hot Spot Theory by Sherman, Gartin, Buerger (1989) and Routine Activity Theory (Cohen and Felson in 1979) to look into the issue of victimisation of tourists.

2.12.1 Social Disorganisation Theory

According to Shaw and McKay (1969: 176), Social Disorganisation Theory links crime rates to neighbourhood characteristics and the impact that these neighbourhood characteristics have on a neighbourhoods ability to institute social control for the prevention of criminal victimisation. Characteristics include residential mobility, mixed land use, heterogeneity and low income and high unemployment. Because of these neighbourhood characteristics there is poor social control, residents are uninterested in community matters and social institutions such as schools, attractions become weak and disorganised (Shaw and McKay 1969: 178). This allows crime to flourish and for gangs to develop in the neighbourhood, residents all turn the other way, move away or in general care very little.

This theory advocates that criminal behaviour is not caused by issues at the individual level, but rather caused by the inability of a community structure to realise the common values of its residents and maintain effective social control. Sampson and Groves (1989: 785) also shows that lack of supervision, lack of community involvement, and reduced friendship and other social networks are the primary cause of crime and disorder in the neighbourhood.

Brás (2015: 1) contends that criminal activities in tourist destinations are linked in large part to ethnic heterogeneity and urban growth in specific seasons (seasonality). It is evident that when a community is socially disorganised due to urban growth, it will expose a lower capacity for social control and for engaging in socio-cultural activities with tourism, which can potentially lead to increased criminal activity.

2.12.2 Hot Spot Theory

Crime hot spots are small areas with high crime densities (Chainey et al., 2008: 4). Sherman & Weisburd (1995: 626) defines crime hot spots as “small places in which the occurrence of crime is so frequent that it is highly predictable, at least over a one year period.” This has been one of the most commonly used theories to study the relationship between tourism growth and crime. The Hot Spot Theory suggests that there are places (geographic areas) such as Florida Road where tourism activities converge (restaurants, bars, discotheques, attractions, transport hubs) and which are particularly prone to incidents of tourist victimisation. For example, the potential risk for a tourist in a crowd of 300 000 day visitors to the Golden Mile (Durban) during the Christmas or Easter weekends is very high. Ryan and Kinder (1996: 24) call these areas ‘criminogenic’ locations, where tourists and criminals converge, and where there is a greater exposure to risk and insecurity and, in most cases, an insufficient number of police to ensure the safety of tourists.

The Hot Spot Theory considers that a series of conditions are generally unified to make tourists an easy target for crime: The accidental tourist (*being in the wrong place at the wrong time*); The tourist industry provides victims (*due to lack of information about criminogenic locations*); The tourist is seen as a specific target because of the ease of carrying out the crime and the low probability that an official report will be made; The tourist is considered by the criminal to be a legitimate target because tourists are seen as symbols of global capitalism, thereby making it justifiable to commit crimes against them.

2.12.3 Routine Activity Theory

The Routine Activity Theory was introduced to criminological literature by Cohen and Felson in 1979. Cohen and Felson (1979: 591) introduced the idea that crime can be explained by the convergence of a suitable target, motivated offender, and the absence of a capable guardian in time and space. The idea was that World War II caused a large number of housewives to leave the home in order to work in the absence of the men who were fighting in the war (Heiple 2010: 1).

The sudden change in the everyday activities of individuals was thought to explain the variation in crime that occurred during that time (Heiple 2010: 1). For example, when housewives entered the workforce, it left a large number of homes vulnerable to property crime. In reference to Routine Activity Theory, the capable guardians are no longer watching over the homes, the home and the many items inside are obviously suitable targets, and the motivated offenders need only to stumble across the opportunity to commit the crime. Brás (2015: 3) if these elements do not simultaneously converge, the likelihood of crime is lower or even zero.

According to this analytical perspective, the 'crime triangle' is based on a suitable target (less vigilant tourists, with more money, who are less compliant with safety norms and frequent places where they are unaware of the potential danger); a likely offender; and the ineffectiveness of security measures to prevent criminal acts. Brás (2015: 3) believes that this theory supports the hypothesis that the increase of tourists in an area makes them potential victims of crime, when the level of security is reduced or ineffective. We consider, therefore, that this theory supports the existence of four elements that enhance the risk of criminal acts against tourists: Values (*visible and quantity*); Inertia (*lack of response from police or law enforcement officers*); Visibility (*exposure of the tourist-target*); Access (*proximity and access to the tourist-target*).

2.13 CONCLUSION

Safety and Security have always been indispensable issues considered in the tourism industry worldwide. It is interesting though, when one considers developments within the industry over the past half century, how these concepts have changed. There is increasing concern that if the personal safety and security of tourists are not addressed in a concerned and coordinated manner, tourism in South Africa will be adversely affected (Ferreira 1999: 313).

Some tourists are scared to visit here in South Africa because of what they hear or experiences. Some are holding their feet back because they do not want to be the victims of the crime (Mthembu 2009: 36). Tourism can play a significant role in overcoming the many socio-economic challenges South Africa faces, but only if the reality and perception of tourism safety are addressed urgently and adequately.

3. RESEARCH METHODOLOGY

3.1 INTRODUCTION

The design of appropriate research methods is actually the blueprint for fulfilling the objectives and answering important research questions for this study. This chapter elaborates on the literature analyses, data collection methods, development of the sample plan, development of the questionnaires, conduct of interviews and the data analyses. This chapter also provides an insight into the need for and how ethical considerations were maintained in this study.

3.2 LITERATURE STUDY

A successfully execution of a comprehensive review of literature of key concepts surrounding the study area was done with the purpose of contextualising the study in relation to previous studies undertaken on the subject. It is for that reason that the current research began with an analysis of literature on the tourism in South Africa, tourism in KwaZulu-Natal, tourism in Durban, the image of South Africa as a tourist destination, the relationship between crime and tourism in South Africa, the impact of crime on tourism, general crime patterns and crime statistics in South Africa and lastly, the theoretical framework of crime against tourist. Literature material related to the above was collected from different sources such as journals, books, Government of South Africa publications and conference declarations. The major databases consulted were ResearchGate and universities library repositories. Key definitions on the research topic such as tourism, tourist and crime were also well written.

3.3 EMPIRICAL STUDY

The empirical study consisted of two surveys, interviews and focus group discussion. The first survey was conducted to gain understanding of perceptions of crime against tourists and the behaviour of tourists in general in relation to safety and security in Florida Road from the hospitality workers and security or taxi drivers and the second survey was carried out to understand what the law-enforcement agencies and the business owners are doing to fight the issues of crime against tourists.

Interviews and focus group discussion with key informants from law-enforcement agencies and hospitality business managers/owners were also used as interpersonal contact with key informants is important as it allows an opportunity to follow-up on interesting comments.

3.4 RESEARCH DESIGN

Research design is a plan of how to go about addressing research questions and can be exploratory, descriptive or causal, in that light the study will adopt a descriptive method. Descriptive studies seek to clarify the defining characteristics or properties of people, events or problems (Cooper & Schindler, 2001: 147). McNabb (2002: 85) adds that data from descriptive research may be qualitative or quantitative. This approach has been adopted for the purposes of this study to establish the perceptions of crime on tourists eating out at Florida Road in Durban. Thus, both quantitative and qualitative research approaches were adopted for the empirical component of the study. The mixed methods (approach applied if more than one method of enquiry) were also used to increase the validity of the findings.

The surveys will reach more respondents in less time and at a substantial reduction of cost as compared to other methods and the researcher will be able to reach people who are otherwise difficult to reach. Bless and Higson-Smith (2004: 112) indicates that using self-administered questionnaire, the individual is assured anonymity and is, therefore, more likely to respond honestly.

At the same time, it might be difficult to get the required responses. In that case, the variety of methodological approach on the same topic will strengthen the validity of the findings, in that they will either corroborate or disagree on the salient factors. Interviews and focus group allows for further probing of delicate matters. The collected data is analysed using interpretative phenomenological analysis as the study attempts to understand people's perceptions, perspectives and understandings of crime against tourist. The study is based on convenience sampling which is a type of non-probability sampling technique appropriate to a descriptive study.

3.5 POPULATION/TARGET POPULATION

This refers to the small subgroup which is thought to be representative of the larger population. The study was conducted in Florida Road, Durban, one of the favourite tourist destinations in KwaZulu-Natal province of South Africa. The population of the study comprised of hospitality workers, roadside monitors, taxi operators who bring visitors to the area, law-enforcement agencies and the hospitality business managers in the area. These units of analysis were chosen as they work in Florida Road and interact with tourists on a daily basis and have knowledge and observed criminal activities against tourist in the study area.

The sample population in this study was used due to their accessibility to the researcher and were conveniently recruited. The study was looking at any restaurant staff that came in direct contact with customers, roadside monitors and taxi operators to complete the surveys, with interviews and focus group meeting with law-enforcement agency officials and the managers or owners of the restaurants in Florida Road.

3.5.1 Surveys: Hospitality workers, UIP security guards & taxi drivers

The purpose of this survey was to investigate the perceptions of crime on tourists and observations about behaviour of tourists in general in relation to safety and security in Florida Road.

3.5.1.1 Sampling frame

Cooper and Schindler (2001: 170) tell us that the sampling frame as the exhaustive list of elements or population from which the sample for the study is to be drawn. Again Hair, Bush and Ortinau (2000: 334) shows that elements must be unique, be countable, and when added together make up a whole of the target population.

Stretching from Sandile Thusi Road to Innes Road, this 2km tree lined road boasts over 100 of restaurants, pubs, clubs, art galleries and eclectic little shops (Show Me, 2016) and these businesses have an average of 6 employees each which makes it ± 600 of people that could be working in Florida Road during day shifts.

The sample frame for this study consisted of 600 people (hospitality staff, roadside monitors and taxi operators) working at Florida Road as anyone of them could have been there during the study period.

3.5.1.2 Sampling method

Sekaran and Bougie (2010: 296) state that an appropriate sample size must range between 30 and 500 respondents. A convenience non-probability sampling method was used in the selection of the 75 (N) respondents, as everyone working at Florida Road during the study period had an equal chance of taking part in the study. This number (75) conforms to the sample size required to validate the study (Sekaran, 2003: 294).

3.5.2 Interviews: law-enforcement agencies and business owners

The purpose of the qualitative survey was to get more insight regarding key issues in dealing with the fight of crime against tourists and also investigate to what extent crime affects restaurant businesses that are serving tourists in the area.

3.5.2.1 Sampling frame

This section of the study adopts the qualitative methodology through interviews with key informants from law-enforcement agencies and business owners in Florida Road to add more substance and detail to issues dealt with in the questionnaires with other Florida Road stakeholders. Monitoring and constant fine-tuning are prerequisites of combating crime against tourists, and this necessitates conscious direction from the top, therefore, the sampling frame for the interviewees were people considered to be in leadership positions within their respective businesses or departmental operations.

3.5.2.2 Sampling method

The sampling method which was employed for the interview participants was non-probability, purposive and judgmental. Five people were selected for interview from those in leadership positions in Florida Road businesses.

3.5.3 Focus groups discussions

The purpose of the focus group discussions was to gain insight into determining what the stakeholders such as police and businesses are doing to tackle the issues of crime against tourists in order to help make recommendations to what further can be done to prevent crimes against tourists in Florida Road and the province at large.

3.5.3.1 Sampling frame

The sampling frame for focus groups is key informants from law-enforcement agencies and business leadership and as well as the managers from the Florida Road UIP who look into the issues of crime against tourists from a business perspective.

3.5.3.2 Sampling method

The focus group discussions were conducted with a group of 8 key informants. These were the chairperson of the Morningside sector 2 community policing forum, Florida Road UIP manager, Florida Road UIP board chairperson, members of the SAPS and eThekweni Metro police, two restaurant managers and a ward councillor. This was a convenience sample of those available at the time of a UIP meeting who agreed participate in this focus group.

3.6 SURVEY INSTRUMENT DESIGN

The process of survey instrument design started pretesting and piloting the measuring instruments with the purpose of identifying questions that do not make sense to participants or problems with the instrument that might lead to biased answers. Restaurants in Clark Road, Glenwood, an area where you still see tourists,

were used for pre-testing of the survey instruments on a small sample to detect any flaws in the questioning and errors were corrected prior to the main survey. The pre-testing of the survey assisted in assessing the relevance and clarity of meaning of the instruments.

Once pretesting was completed, data was collected by means of two structured, self-administered questionnaires. Firstly, the purpose of the questionnaires was to get the insights from hospitality workers and roadside monitors and taxi operators into the perceptions of crime against tourists and their behaviour. Secondly, interviews with stakeholders such as law-enforcement agencies and business owners in Florida Road were conducted to add more substance and detail to issues dealt with in the questionnaires with other Florida Road stakeholders. Lastly, focus group discussion with key informants from law-enforcement agencies and hospitality business managers/owners were also used as interpersonal contact with key informants is important as it allows an opportunity to follow-up on interesting comments. The objective was to gain insight in order to determine whether the stakeholders such as police and businesses are doing anything to tackle the issues of crime against tourists and to make recommendations to what further can be done to prevent crimes against tourists in Florida Road and the province at large.

The study used convenience sampling for all key informants as this technique is inexpensive and subjects were easy to recruit and accessible. Questions were relating directly to perceptions of crime on tourists at Florida Road in Durban. Likert scale and open-ended questions were used as measures for the questionnaire. The interview and focus group questions were unstructured to help identify types of crime in the area and also identify new strategies to reduce the number of crimes and violence at tourist destinations.

3.7 DATA COLLECTION

Pilot survey was carried out at Clark Road restaurants, Glenwood, Durban on a small sample to detect any flaws in the questioning and corrected them prior to the main survey. Once the pilot survey was complete and amendments made, then appointments with the restaurants managers in Florida Road and the law-enforcement agents were followed in order to get a permission to distribute the questionnaires and also arrange interviews and focus group meeting dates.

The questionnaires were hand delivered directly to the respondents. Some of the surveys were collected same day, whereas some took two weeks to allow them enough time to complete the survey in order to have a required response rate. Hospitality workers, roadside monitors, taxi drivers at Florida Road were randomly approached and asked if they would like to take part in the study and 42 (N) questionnaires successfully completed.

Face-to-face interviews with 5 key informants from law-enforcement agencies and business owners in Florida Road were conducted. Focus group discussions were conducted with a group of 8 key informants. These were the chairperson of the Morningside Sector 2 Community Policing Forum, Florida Road UIP manager, Florida Road UIP board chairperson, members of the SAPS and eThekweni Metro police, restaurant managers and a ward councillor.

Informed consents were given to potential participants without subjecting to coercion, intimidation or undue influence. Participants' understanding of the research aim and objectives were addressed in all data collection instruments. All participants were given letters of invitation to participate in this research by hand since their emails addresses and telephone numbers were not be available for public.

3.8 DATA ANALYSIS

As stated by Magi (2005 cited in Mthembu 2009: 75), analysis in research is defined as the breakdown, categorisation, ordering and summarising of data so as to get answers to research questions. The data from the questionnaires was captured on Excel spreadsheet and then analysed using the Statistical Package of Social Science (SPSS) computer programme. This software helped to organise quantitative data into tables, charts and graphs and also perform statistical calculations. Descriptive statistical methods were then used to portray a general perspective on the issues considered important.

NVivo was also used on this study for qualitative data analysis. This software helped to organise and analyse non-numerical or unstructured data. NVivo allow researchers to classify, sort and arrange information; examine relationships in the data; and combine analysis with linking, shaping, searching and modelling. The researcher was able to test theories, identified trends and cross-examined information in a multitude of ways.

3.9 DELIMITATIONS/SCOPE

The study focused its interest in the hospitality/tourism businesses, unfortunately there were no detailed financial data of those businesses in Florida Road due to the confidential nature of their finances, as a result the study only investigated perceptions of stakeholders. It was difficult to get crime statistics specifically for Florida Road from SAPS for 2014/15 and 2015/16 financial periods to see the increase and decrease of crime patterns as the SAPS do not collect data specifically on crimes against tourists. The questionnaires were in English language only. Therefore people who did not understand English were excluded from taking part in this study as this might have required costly translation. The study did not ask tourists directly about their crime perceptions as businesses would not want their customers' enjoyment to be spoiled by asking questions about crime.

3.10 VALIDITY AND RELIABILITY

The validity of the investigation was strengthened by pre-testing the survey questions on similar population and a variety of respondents on the same topic, in that they were either corroborate or disagree on the salient factors. Interviews and the focus group allowed further probing of delicate matters. Interviews can give time for any other points raised during the interview process and further clarification. Then with enough interviews the study captured the most salient concerns. For the purpose of this study, reliability of the findings rests with exploring the same topics through repeating the questions with the different sample groups in 3 different research exercises (survey, interview and focus group).

3.11 ANONYMITY AND CONFIDENTIALITY

Providing anonymity of information collected from research participants means that the study did not collect identifying information of individual subjects (e.g., name, address, email address, etc.). When a written consent forms were collected, they were stored separately from the survey data the participants provided. Furthermore, the use of visual materials such as participants' photos was excluded from this study.

This means that only the investigator or individuals of the research team can identify the responses of individual subjects; anyone outside of the project was prevented from connecting with individual subjects with their responses and the data collected was treated as confidential. The use of study codes on data documents (questionnaires) was applied instead of recording identifying information. A separate confidential document that links the study code to subjects' identifying information was kept by the researcher.

3.12 ETHICAL CONSIDERATIONS

The study is classified under Durban University of Technology [DUT] ethics category number one. Informed consent forms were given to potential participants detailing the nature of the research procedure and the risks and benefits of the study and explaining the participation as voluntary. The study did not collect identifying information of individual subjects (e.g., name, address, email address, etc.), or linking individual responses with participants' identities.

This study also did not collect identifying information of research participants unless it was essential to the study protocol. Only the researcher or individuals of the research team were to identify the responses of individual subjects and every effort to prevent anyone outside of the project from connecting individual subjects with their responses was made.

3.13 CONCLUSION

In this chapter, some of the fundamental procedures and methodology followed to investigate the perceptions of crime on tourists in Durban's Florida Road were outlined. The use of both quantitative and qualitative research methods were employed to enrich the data collected and further add value and credibility to the obtained results.

The sampling methods as well as the method of collecting and analysing data were shown. It is therefore hoped that this study will make a valuable contribution towards the analysis around issues of crime, safety and security on tourism as well as giving some insights into the way in which tourism is managed in the study area in the context of crime, safety and security. The next chapter presents the findings and analysis of the study's empirical data.

4. DATA ANALYSIS & PRESENTATION OF RESULTS

4.1 INTRODUCTION

In the previous chapter, the research methods and design, sources of data to be used and sampling plans were discussed. This chapter presents the analysis, discussion and interpretation of the findings. A self-administered, structured questionnaire, interviews and focus group were used as research instruments.

The purpose of the study is to investigate the perceptions of crime on tourists eating out at Florida Road in Durban. To achieve this purpose, the triangulation methodology was used by employing both quantitative and qualitative approaches. The purpose of using both approaches was to enrich the data by making it inclusive of the views of a wide range of Florida Road hospitality staff, UIP security guards and taxi operators (quantitative), and at the same time having quality from the in-depth data collected from interviews and focus group discussions with law-enforcement agency officials and restaurant managers/owners. The quantitative method was used in the construction of a questionnaire while the qualitative method was employed through the use of interviews and focus groups.

This chapter starts with a presentation of the descriptive statistics of the hospitality staff, UIP security guards and taxi operators followed by the presentation of issues featured in the interviews and focus group discussions with law-enforcement agencies officials and restaurants managers/owners.

4.2 RESULTS OF QUANTITATIVE STUDY FROM HOSPITALITY WORKERS, UIP SECURITY GUARDS & TAXI DRIVERS

The data was successfully collected from 42 respondents of which 32 were hospitality workers and 10 were security or taxi drivers. The number of responses varied for some of the questions since one of the groups did not have the same variables. Interpretation of data plays an important role in research as it is the process that brings meaning to the views of the respondents. The interpretation of the results is provided through the SPSS software programme to generate tables and charts for closed-ended questions and Nvivo for open-ended questions of the survey.

4.2.1 Demographic characteristics of respondents

The questionnaire focussed on profiling hospitality workers, security officers and taxi drivers at Florida Road based on their demographic characteristics. The responses of Questions 1 to 3 were analysed to give information on demographic profiles. The issues under consideration were gender, age, and education levels.

4.2.1.1 Gender

The gender distribution is important in the analysis of perceptions of crime on tourism as each gender may perceive crime differently. As indicated from the Figure 4.1 below, the total number of respondents was 42 as stated above of which 23 were males and 19 were females. This translates to 55% males and 45% female respondents. Among the male respondents 61% were hospitality workers while 39% were either security officers or taxi drivers. However for female respondents, 95% were hospitality workers while only 5% were either security or taxi drivers. These figures show that there are more males working in Florida Road than females.

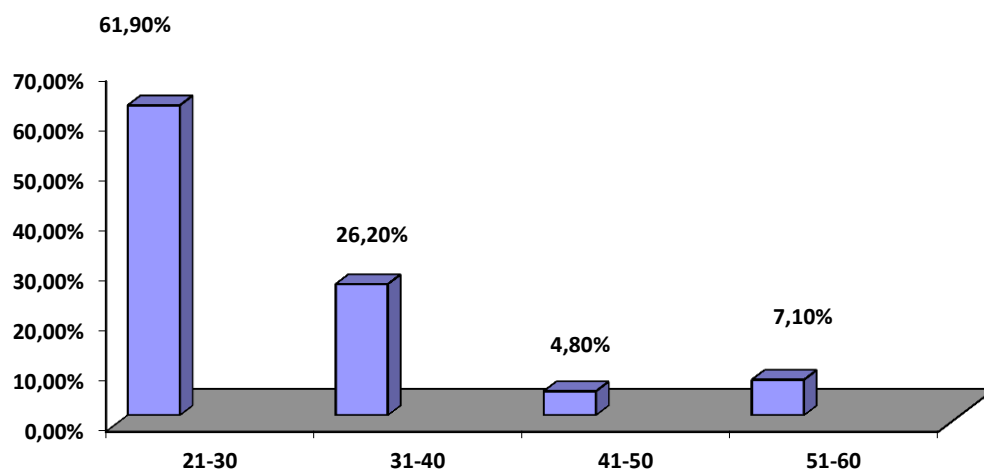
Figure 4.1: Gender



4.2.1.2 Age

The respondents were asked to reveal their age with a view of establishing age groups working at the study area. As shown in Figure 4.2 below, most of the respondents were young people under 40 years which represent 62% of total respondents aged between 21 and 30 years and 26% were 31 - 40 years, while 12% were over the age of 40 years, 05% aged 41-50 years and 7% aged 51-60 years. It is interesting to note that the youth age group were the leading respondents; this is mainly because they are more accessible than the other groups.

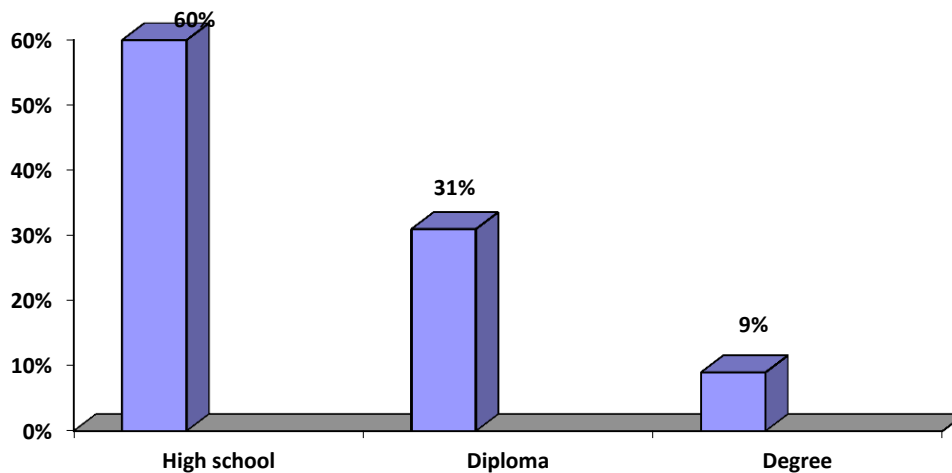
Figure 4.2: Age



4.2.1.3 Education levels

The distribution of the education levels of the respondents are shown in Figure 4.3 below. The majority of respondents with 60% indicated that they had achieved high school standard of education. On the other hand, about 31% of the respondents had acquired diplomas and only 09% had acquired university degree qualifications. These findings were expected to assist the investigation in determining if education played a role in perceiving issues of crime and tourism in the study area.

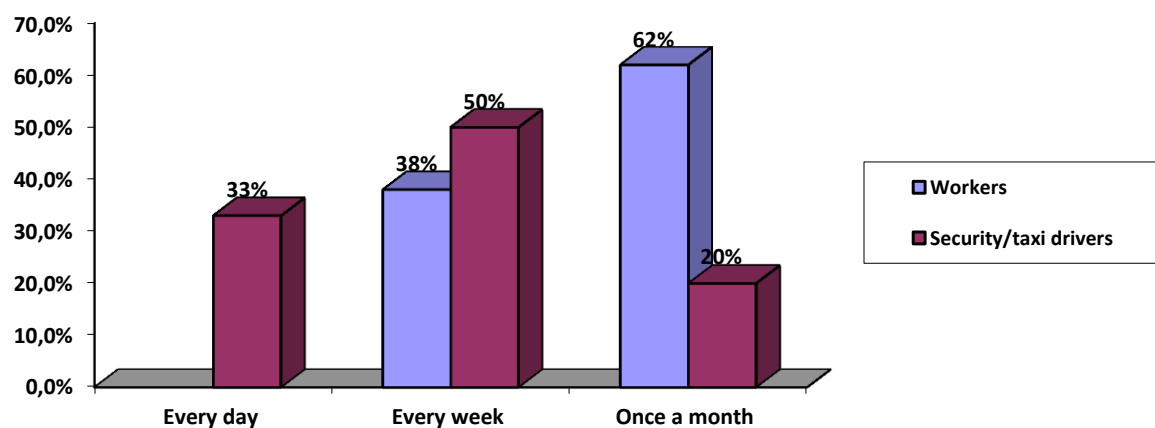
Figure 4.3: Education levels



4.2.2 Perceptions on frequency of crime against visitors

As indicated in Figure: 4.4 below, respondents were asked about their perception of the frequency of crime in Florida Road and the results show that 33% of the security guards and taxi drivers perceive crime as daily occurrence while 50% perceive it as a weekly occurrence and 20% as a monthly occurrence. However the hospitality workers did not perceive crime against visitors as a daily occurrence rather a weekly occurrence 38% and monthly occurrence 62%. On average the workers perceive crime as a monthly phenomenon while security and taxi drivers perceive it as a weekly phenomenon.

Figure 4.4: Perceptions on frequency of crime against visitors



According to data presented in Tables 4.1, 4.2 and 4.3, the majority of female respondents with 68%, 65.4% of respondents aged between 21-30 and the 76.9% with diploma qualification indicated that they hear of crime incidents mostly once a month.

Table 4.1: Perceptions on frequency of crime against visitors based on Gender

Gender	How often do you hear of criminal activities against visitors in Florida Road?			Total
	Every day	Every week	Once a month	
Male	8.7%	52.2%	39.1%	100.0%
Female	5.3%	26.3%	68.4%	100.0%
Total	7.1%	40.5%	52.4%	100.0%

Table 4.2: Perceptions on frequency of crime against visitors based on Age

	How often do you hear of criminal activities against visitors in Florida Road?			Total
	Every day	Every week	Once a month	
21-30		34.6%	65.4%	100.0%
31-40	18.2%	54.5%	27.3%	100.0%
41-50		50.0%	50.0%	100.0%
51-60	33.3%	33.3%	33.3%	100.0%
Total	7.1%	40.5%	52.4%	100.0%

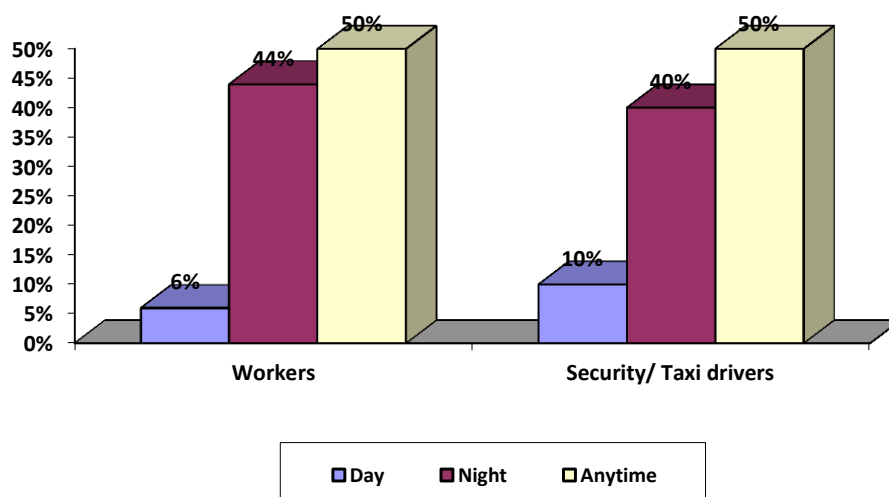
Table 4.3: Perceptions on frequency of crime against visitors based on Education

		How often do you hear of criminal activities against visitors in Florida Road?			Total
		Every day	Every week	Once a month	
Education	High School	12.0%	48.0%	40.0%	100.0%
	Diploma		23.1%	76.9%	100.0%
	Degree		50.0%	50.0%	100.0%
Total		7.1%	40.5%	52.4%	100.0%

4.2.3 Perceptions on time of crime against visitors

In Figure 4.5, respondents were asked about their perception of the timing of crime in Florida Road and the results show that 10% of the security guards and taxi drivers perceive crime as day occurrence while 40% perceive it as a night occurrence and 50% as unpredicted meaning that it can happen any time of the day. The hospitality workers also perceived crime against visitors mainly as unpredictable 50%, and a night phenomenon 44% while only 6% perceived crime a day occurrence. From this analysis, it is clear that criminal activities in this area take place anytime, whether at night or during the day.

Figure 4.5: Perceptions on time of crime against visitors



As shown from data presented in Tables 4.4, 4.5 and 4.6, the majority of female respondents with 63.2% agree with the 66.7% of respondents aged between 51-60 and the 53.8% with diploma qualification that the time that crimes are committed against visitors is very unpredictable as it can happen at any time.

Table 4.4: Perceptions on time of crime against visitors based on Gender

Gender	What times of the day do these crimes happen?			Total
	Day	Night	Anytime	
Male	8.7%	52.2%	39.1%	100.0%
Female	5.3%	31.6%	63.2%	100.0%
Total	7.1%	42.9%	50.0%	100.0%

Table 4.5: Perceptions on time of crime against visitors based on Age

	What times of the day do these crimes happen?			Total
	Day	Night	Anytime	
21-30	7.7%	42.3%	50.0%	100.0%
31-40		54.5%	45.5%	100.0%
41-50		50.0%	50.0%	100.0%
51-60	33.3%		66.7%	100.0%
Total	7.1%	42.9%	50.0%	100.0%

Table 4.6: Perceptions on time of crime against visitors based on Education

	What times of the day do these crimes happen?			Total
	Day	Night	Anytime	
High School	8.0%	44.0%	48.0%	100.0%
Diploma	7.7%	38.5%	53.8%	100.0%
Degree		50.0%	50.0%	100.0%
Total	7.1%	42.9%	50.0%	100.0%

4.2.4 Perceptions on type of criminal activities

According to the data presented below on Figure 4.6, the respondents were asked about the perception regarding the type of criminal activities along the Florida Road and top on the results was theft which contributed largest with 66%, assault was second with 19%, fraud 6% while public drinking robbery and other contributed 3% each.

As shown from data presented in Tables 4.7, 4.8 and 4.9, the female respondents with 72.2% are in agreement with the 100% of respondents aged between 41-50 and the 76.9% with diploma qualification that theft is the most frequent type of crime committed at Florida Road. This presented evidence that the more academically qualified respondents the more understanding of the types of crime happening in the area and also this suggests that females are likely to be victims of crime than their male counterparts.

Figure 4.6: Perceptions on type of criminal activities

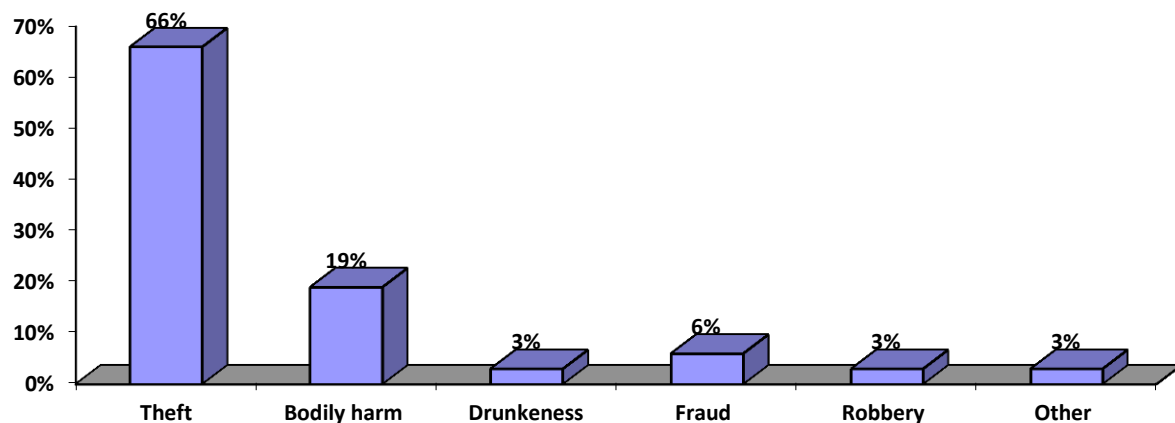


Table 4.7: Perceptions on type of criminal activities based on Gender

Gender	What types of criminal activities are reported in Florida Road?						Total
	Theft	Bodily harm	Drunken ness	Fraud	Robbery	Other	
Male	57.1%	28.6%	7.1%			7.1%	100.0%
Female	72.2%	11.1%		11.1%	5.6%		100.0%
Total	65.6%	18.8%	3.1%	6.3%	3.1%	3.1%	100.0%

Table 4.8: Perceptions on type of criminal activities based on Age

	What types of criminal activities are reported in Florida Road?						Total
	Theft	Bodily harm	Drunken ness	Fraud	Robbery	Other	
21-30	70.8%	20.8%	4.2%	4.2%			100.0%
31-40	50.0%	16.7%		16.7%	16.7%		100.0%
41-50	100.0%						100.0%
51-60						100.0%	100.0%
Total	65.6%	18.8%	3.1%	6.3%	3.1%	3.1%	100.0%

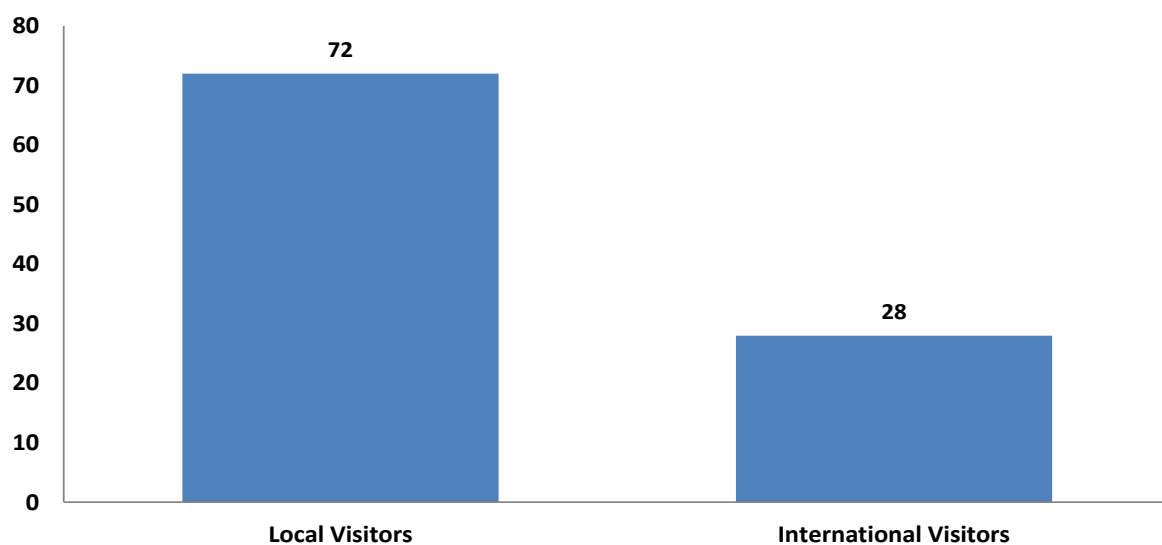
Table 4.9: Perceptions on type of criminal activities based on Education

	What types of criminal activities are reported in Florida Road?						Total
	Theft	Bodily harm	Drunken ness	Fraud	Robbery	Other	
High School	66.7%	6.7%	6.7%	13.3%	6.7%		100.0%
Diploma	76.9%	23.1%					100.0%
Degree	25.0%	50.0%				25.0%	100.0%
Total	65.6%	18.8%	3.1%	6.3%	3.1%	3.1%	100.0%

4.2.5 People more affected by crime in Florida Road

The respondents were also asked about the people who are more affected by crime in Florida Road and the results show that the majority which is 72% perceived that the local visitors are more targeted as compared to 28% for international visitors as shown in Figure 4.7. The analysis of the results shows that Florida Road is visited by locals as majority visitors and a small number of international visitors.

Figure 4.7: Visitors affected by crime in Florida Road



Tables 4.10, 4.11 and 4.12 below shows that 88.9% of the female respondents, 100% of respondents aged between 41-50 and 51-60 and the 92.3% with diploma qualification indicated that local visitors are more affected as compared to their international counterparts. This postulate that local visitors become more complacent while on vacation in their own country while on the other hand international visitors take more precautionary security measures seriously while on holidays.

Table 4.10: Visitors affected by crime in Florida Road based on Gender

Gender	Which of these people are more affected by crime in Florida Road?		Total
	Local visitor	International visitors	
Male	50.0%	50.0%	100.0%
Female	88.9%	11.1%	100.0%
Total	71.9%	28.1%	100.0%

Table 4.11: Visitors affected by crime in Florida Road based on Age

	Which of these people are more affected by crime in Florida Road?		Total
	Local visitor	International visitors	
21-30	75.0%	25.0%	100.0%
31-40	50.0%	50.0%	100.0%
41-50	100.0%		100.0%
51-60	100.0%		100.0%
Total	71.9%	28.1%	100.0%

Table 4.12: Visitors affected by crime in Florida Road based on Education

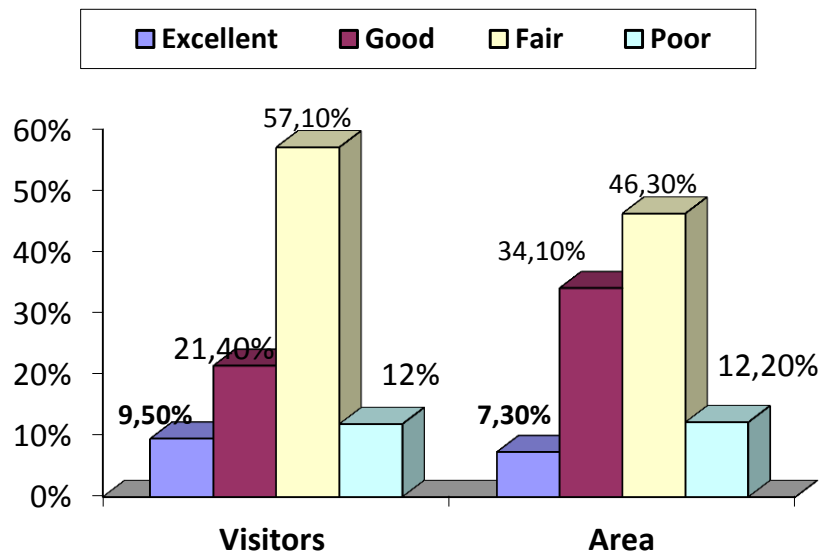
	Which of these people are more affected by crime in Florida Road?		Total
	Local visitor	International visitors	
High School	60.0%	40.0%	100.0%
Diploma	92.3%	7.7%	100.0%
Degree	50.0%	50.0%	100.0%
Total	71.9%	28.1%	100.0%

4.2.6 General security in the area and security of visitors

Like many other places in South Africa and the world, crime in Florida Road can be a problem which might have a negative impact on tourism in the area. This study wanted to find out how the respondents find the safety and security of visitors in the area and their overall impression, and also compare this with their perceptions of other areas. This means they would be comparing it to other areas they know, such as their home areas or other places where they have worked, which are unlikely to be UIP areas. So the intention behind the question was whether they perceive the enhanced security put in place by the UIP makes a difference.

The results show that there is a general perception that there is fair safety and security in the area and even better for the visitors as indicated on Figure 4.8 below. The respondents perceived crime in general as low 53% while crime against visitors is moderate 75% as shown on the Figure 4.9 below. This suggest that if the UIP model can be applied to other areas, there can be some improvements in terms of general safety and security.

Figure 4.8: General security in the area and security of visitors



As shown in Tables 4.13, 4.14 and 4.15 below, 63.2% of the female respondents and 69.2% of respondents aged 21-30 indicated that the safety and security of visitors in the area is fair and the 100% with degree qualification indicating that the safety and security of visitors in the area is good. In general people felt safe when they are in Florida road and this can be attributed to the UIP model implemented in the area.

Table 4.13: General security in the area and security of visitors based on gender

Gender	How do you find the safety and security of visitors in the area?				Total
	Excellent	Good	Fair	Poor	
Male	13.0%	30.4%	52.2%	4.3%	100.0%
Female	5.3%	10.5%	63.2%	21.1%	100.0%
Total	9.5%	21.4%	57.1%	11.9%	100.0%

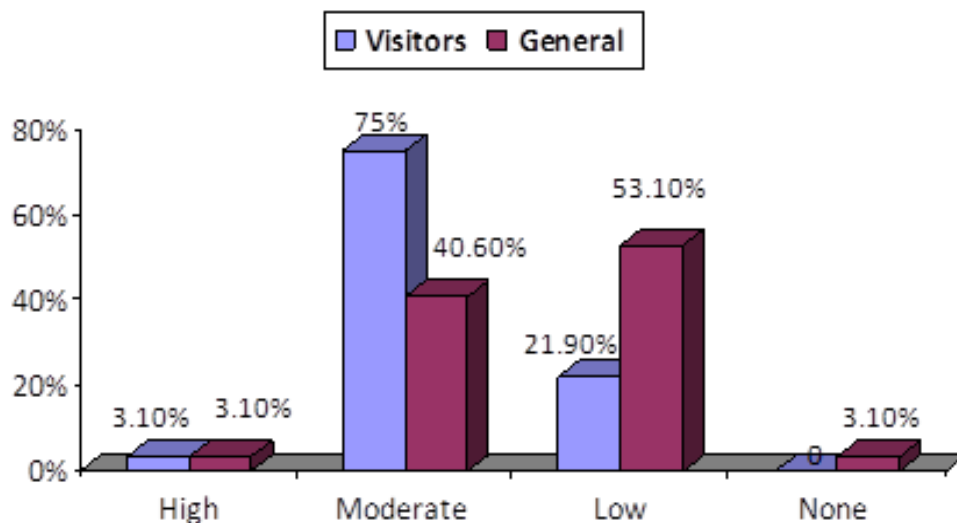
Table 4.14: General security in the area and security of visitors based on Age

	How do you find the safety and security of visitors in the area?				Total
	Excellent	Good	Fair	Poor	
21-30	7.7%	15.4%	69.2%	7.7%	100.0%
31-40		18.2%	54.5%	27.3%	100.0%
41-50	50.0%	50.0%			100.0%
51-60	33.3%	66.7%			100.0%
Total	9.5%	21.4%	57.1%	11.9%	100.0%

Table 4.15: General security in the area and security of visitors based on Education

		How do you find the safety and security of visitors in the area?				Total
		Excellent	Good	Fair	Poor	
Education	High School	12.0%	16.0%	56.0%	16.0%	100.0%
	Diploma	7.7%	7.7%	76.9%	7.7%	100.0%
	Degree		100.0%			100.0%
Total		9.5%	21.4%	57.1%	11.9%	100.0%

Figure 4.9: General safety & security in Florida Road



4.2.7 Perception on the rate of crime against visitors

Tables 4.16, 4.17 and 4.18 below shows that 77.8% of the female respondents, 100% of respondents aged between 41-50 and 51-60 and the 80% of those with high school qualification indicated that the rate of crime against visitors in Florida Road is moderate.

Table 4.16: Rate of crime against visitors by gender

Gender	How do you rate crime against visitors in this area?			Total
	High	Moderate	Low	
Male		71.4%	28.6%	100.0%
Female	5.6%	77.8%	16.7%	100.0%
Total	3.1%	75.0%	21.9%	100.0%

Table 4.17: Rate of crime against visitors by Age

	How do you rate crime against visitors in this area?			Total
	High	Moderate	Low	
21-30		75.0%	25.0%	100.0%
31-40	16.7%	66.7%	16.7%	100.0%
41-50		100.0%		100.0%
51-60		100.0%		100.0%
Total	3.1%	75.0%	21.9%	100.0%

Table 4.18: Rate of crime against visitors by Education

	How do you rate crime against visitors in this area?			Total
	High	Moderate	Low	
High School	6.7%	80.0%	13.3%	100.0%
Diploma		69.2%	30.8%	100.0%
Degree		75.0%	25.0%	100.0%
Total	3.1%	75.0%	21.9%	100.0%

4.2.8 Rate of crime in Florida Road as compared to other areas in Durban

There are some areas of the major cities in the world that are known to be more risky than others. Therefore it was important for the study to compare crime at Florida Road with any other areas of Durban. It is important to note that it was the majority of respondents with 53% that indicated that crime in Florida Road is low. The other 41% of respondents show that crime is moderate in Florida Road as compared to other areas in Durban and 3% showing that high, with 3% indicating that they do not know (Figure 4.10).

As shown on Tables 4.19, 4.20 and 4.21 below, 78.6% of the female respondents and the 53.8% of those with diploma qualification indicated that the rate of crime in Florida Road as compared to other areas in Durban low. However, the 100% of respondents aged 41-50 and 51-60 indicated that the crime rate is moderate. Therefore, it is clear that safety in Florida road has improved and it is now safe when compared to other areas in Durban and surroundings

Figure 4.10: Rate of crime in Florida Road as compared to other areas in Durban

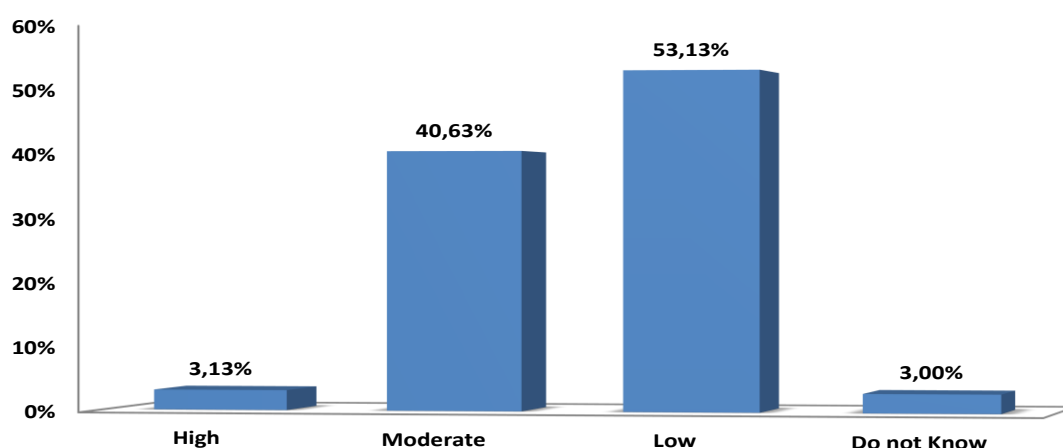


Table 4.19: Rate of crime in Florida Road as compared to other areas in Durban based on gender

Gender	How do you rate crime in general in Florida Road in comparison to other local areas in Durban?				Total
	High	Moderate	Low	None	
Male		21.4%	78.6%		100.0%
Female	5.6%	55.6%	33.3%	5.6%	100.0%
Total	3.1%	40.6%	53.1%	3.1%	100.0%

Table 4.20: Rate of crime in Florida Road as compared to other areas in Durban based on Age

	How do you rate crime in general in Florida Road in comparison to other local areas in Durban?				Total
	High	Moderate	Low	None	
Age 21-30	4.2%	37.5%	54.2%	4.2%	100.0%
31-40		33.3%	66.7%		100.0%
41-50		100.0%			100.0%
51-60		100.0%			100.0%
Total	3.1%	40.6%	53.1%	3.1%	100.0%

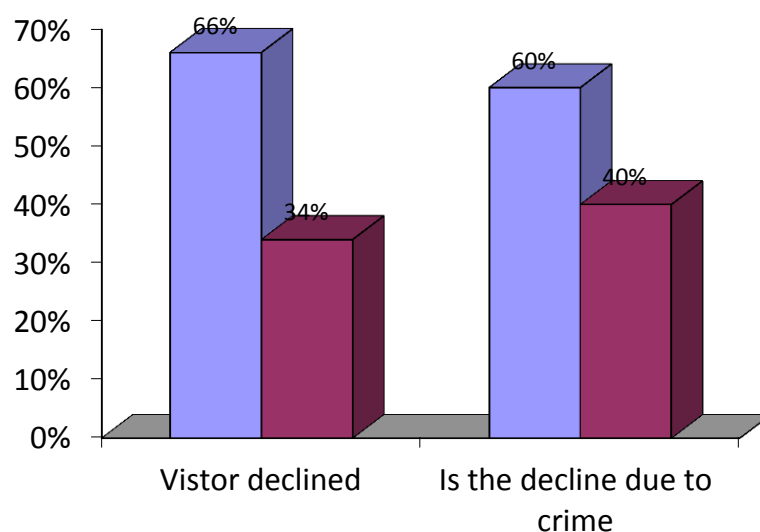
Table 4.21: Rate of crime in Florida Road as compared to other areas in Durban based on Education

	How do you rate crime in general in Florida Road in comparison to other local areas in Durban?				Total
	High	Moderate	Low	None	
Education High School	6.7%	40.0%	53.3%		100.0%
Diploma		38.5%	53.8%	7.7%	100.0%
Degree		50.0%	50.0%		100.0%
Total	3.1%	40.6%	53.1%	3.1%	100.0%

4.2.9 Decline in the number of visitors

The respondents perceived that there was a decline in the number of visitors over the past three years with 66% against 34% as clearly indicated in Figure 4.11 below. It was important to make a follow up question to find out whether crime was the main cause of the decline in numbers of visitors to Florida Road in the past three years. The majority of respondents with 60% believe that the decline was due to crime in Florida Road, whereas 40% disagree and believe that the decline was influenced by other factors. This is true because Florida Road was faced with the threat of urban decay especially around the issues of crime as the UIP was only approved and registered in 2013 and also it needed some financial reverses to start with operations.

Figure 4.11: Decline in the number of visitors



Data presented on Tables 4.22, 4.23 and 4.24 below shows that 66.7% of the female respondents, 100% of respondents aged 41-50 and the 69.2% of those with diploma qualification indicated that the number of visitors to Florida Road has declined in the past three years. This can be attributed to the Social Disorganisation Theory which shows that there is poor social control, residents are uninterested in community matters and social institutions such as schools, attractions become weak and disorganised (Shaw and McKay 1969: 178). However, all respondents aged 51-60 indicated that the crime has not declined.

Table 4.22: Decline in the number of visitors based on Gender

Gender	Do you think the number of visitors to Florida Road has declined during the past 3 years?		Total
	Yes	No	
Male	64.3%	35.7%	100.0%
Female	66.7%	33.3%	100.0%
Total	65.6%	34.4%	100.0%

Table 4.23: Decline in the number of visitors based on Age

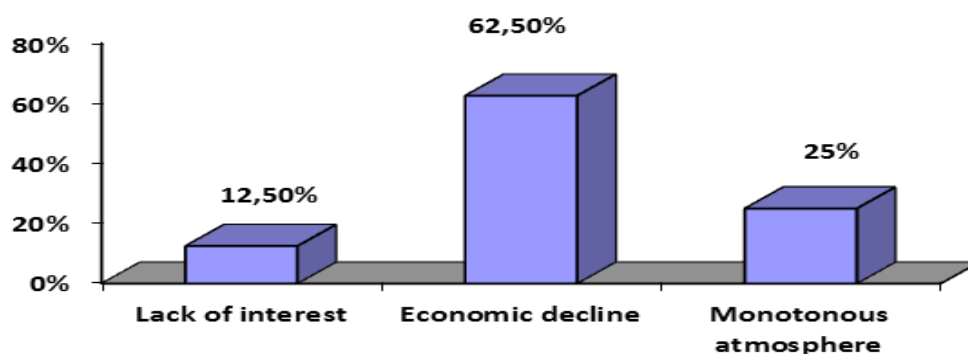
		Do you think the number of visitors to Florida Road has declined during the past 3 years?		Total
		Yes	No	
Age	21-30	70.8%	29.2%	100.0%
	31-40	50.0%	50.0%	100.0%
	41-50	100.0%		100.0%
	51-60		100.0%	100.0%
Total		65.6%	34.4%	100.0%

The other factors that were perceived as important in the declining of visitors included economic decline 62.5%, monotonous atmosphere 25% lack of interest by the people to visit the areas as shown in Figure 4.12 below.

Table 4.24: Decline in the number of visitors based on Education

		Do you think the number of visitors to Florida Road has declined during the past 3 years?		Total
		Yes	No	
Education	High School	66.7%	33.3%	100.0%
	Diploma	69.2%	30.8%	100.0%
	Degree	50.0%	50.0%	100.0%
Total		65.6%	34.4%	100.0%

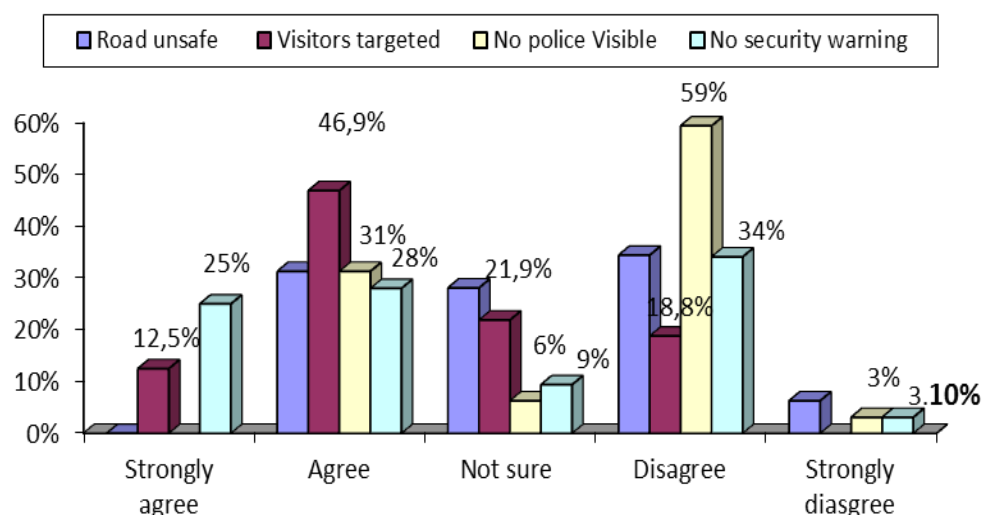
Figure 4.12 Other factors contributing to the decline of visitors



4.2.10 Perception of safety at Florida Road

The respondents were asked about their perception regarding the safety of Florida road and the results on Figure 4.13 below shows that there was a balanced position between those who perceive it as safe and those that perceived it as unsafe. However there was consensus that visitors are being targeted by criminals along the Florida road with 12.5% in strong agreement and 46.9% in agreement compared to only 18.85% that disagreed. In terms of police visibility the perception was that 59% disagreed that police were not visible against 31%. Finally there was a balanced opinion regarding the availability of security warnings on the road.

Figure 4.13: Perception of safety of Florida road



It is evident from Tables 4.25, 4.26 and 4.27 below that 42.9% of the male respondents, 100% of respondents aged 41-50 and 51-60 and 75% of those with a degree qualification disagree with the perception that Florida Road is not safe for visitors.

Table 4.25: Perception of safety of Florida road based on Gender

Gender	The Florida Road is not safe for visitors				Total
	Agree	Not sure	Disagree	Strongly Disagree	
Male	21.4%	35.7%	42.9%		100.0%
Female	38.9%	22.2%	27.8%	11.1%	100.0%
Total	31.3%	28.1%	34.4%	6.3%	100.0%

Table 4.26: Perception of safety of Florida road based on Age

	The Florida Road is not safe for visitors				Total
	Agree	Not sure	Disagree	Strongly Disagree	
Age 21-30	29.2%	33.3%	29.2%	8.3%	100.0%
31-40	50.0%	16.7%	33.3%		100.0%
41-50			100.0%		100.0%
51-60			100.0%		100.0%
Total	31.3%	28.1%	34.4%	6.3%	100.0%

Table 4.27: Perception of safety of Florida road based on Education

	The Florida Road is not safe for visitors				Total
	Agree	Not sure	Disagree	Strongly Disagree	
Education High School	46.7%	26.7%	20.0%	6.7%	100.0%
Diploma	23.1%	30.8%	38.5%	7.7%	100.0%
Degree		25.0%	75.0%		100.0%
Total	31.3%	28.1%	34.4%	6.3%	100.0%

4.2.11 Police visibility in Florida Road

As shown in Tables 4.28, 4.29 and 4.30 below, 61.1% of the female respondents, all of respondents aged 41-50 and 51-60 and those with a degree qualification disagree with the statement that there are no police visibilities in the area which influences the criminal activities to take place.

Table 4.28: Police visibility in the area based on Gender

Gender	There are no police visibilities in the area which influences the criminal activities to take place?				Total
	Agree	Not sure	Disagree	Strongly disagree	
Male	35.7%		57.1%	7.1%	100.0%
Female	27.8%	11.1%	61.1%		100.0%
Total	31.3%	6.3%	59.4%	3.1%	100.0%

Table 4.29: Police visibility in the area based on Age

		There are no police visibilities in the area which influences the criminal activities to take place?				Total
		Agree	Not sure	Disagree	Strongly disagree	
Age	21-30	25.0%	8.3%	66.7%		100.0%
	31-40	66.7%		16.7%	16.7%	100.0%
	41-50			100.0%		100.0%
	51-60			100.0%		100.0%
Total		31.3%	6.3%	59.4%	3.1%	100.0%

Table 4.30: Police visibility in the area based on Education

		There are no police visibilities in the area which influences the criminal activities to take place?				Total
		Agree	Not sure	Disagree	Strongly disagree	
Education	High School	33.3%	6.7%	53.3%	6.7%	100.0%
	Diploma	38.5%	7.7%	53.8%		100.0%
	Degree			100.0%		100.0%
Total		31.3%	6.3%	59.4%	3.1%	100.0%

4.2.12 Safety and security warnings for visitors

As shown in Tables 4.31, 4.32 and 4.33 below, 36.7% of the male respondents, and 50% of those with a degree qualification strongly agree with the statement that there are no safety and security warnings to visitors in the area. However, all of the respondents aged 41-50 and 51-60 and the other 50% of those with a degree qualification are in disagreement with the statement that there are no safety and security warnings to visitors. This is an indication that there are warning signages in the area but might be not enough or not much visible.

Table 4.31: Safety and security warnings for visitors based on Gender

Gender	There are no safety and security warnings to visitors in the area?					Total
	Strongly Agree	Agree	Not sure	Disagree	Strong Disagree	
Male	36.7%	28.6%		34.7%		100.0%
Female	16.7%	27.8%	16.7%	33.3%	5.6%	100.0%
Total	26.0%	28.1%	9.4%	33.4%	3.1%	100.0%

Table 4.32: Safety and security warnings for visitors based on Age

	There are no safety and security warnings to visitors in the area?					Total
	Strongly Agree	Agree	Not sure	Disagree	Strong Disagree	
21-30	25.0%	25.0%	12.5%	33.3%	4.2%	100.0%
31-40	33.3%	50.0%		16.7%		100.0%
41-50				100.0%		100.0%
51-60				100.0%		100.0%
Total	25.0%	28.1%	9.4%	34.4%	3.1%	100.0%

Table 4.33: Safety and security warnings for visitors based on Education

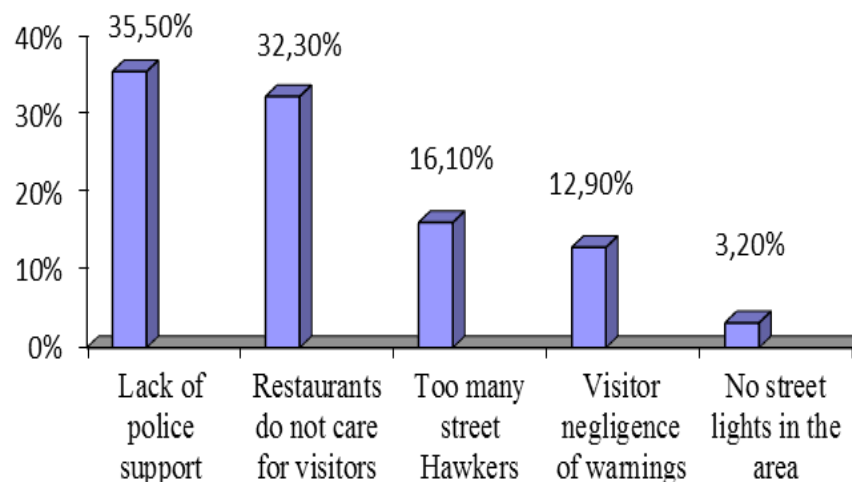
	There are no safety and security warnings to visitors in the area?					Total
	Strongly Agree	Agree	Not sure	Disagree	Strong Disagree	
High School	26.7%	26.7%	13.3%	33.3%		100.0%
Diploma	30.8%	23.1%	7.7%	30.8%	7.7%	100.0%
Degree		50.0%		50.0%		100.0%
Total	25.0%	28.1%	9.4%	34.4%	3.1%	100.0%

4.2.13 The influence of crime in Florida Road

The respondents were also asked to suggest what influenced criminal activities and the following factors were mentioned. As indicated in Figure 4:14, lack of police support was top with 35.5% of the respondents and that restaurants do not care for their visitors was second with 32% of responses.

Other factors included too many hawkers 16%, visitor negligent of warning signs 13% and 3% shows that criminals take advantage and commit crimes when street lights are off in the area.

Figure 4.14: The influence of crime in Florida road



As indicated in Tables 4.34, 4.35 and 4.36 below, it is clear that 38.9% of the female respondents and 57.1% those with a high school qualification expressed lack of police support as the influencing factor of crimes in Florida Road. On the other hand, respondents aged 41-50 shows that visitors themselves neglect safety warnings and those aged 51-60 argue that this is due to too many street hawkers in the area.

The Hot Spot Theory from the literature review of this study informed us that a series of conditions are generally unified to make tourists an easy target for crime: The accidental tourist (*being in the wrong place at the wrong time*); The tourist industry provides victims (*due to lack of information about criminogenic locations*); The tourist is seen as a specific target because of the ease of carrying out the crime and the low probability that an official report will be made; The tourist is considered by the criminal to be a legitimate target because tourists are seen as symbols of global capitalism, thereby making it justifiable to commit crimes against them.

Table 4.34: The influence of crime in Florida road based on Gender

		What do you think the crimes committed in Florida Road are influenced by?					Total
		Lack of police support	Visitors' negligence of safety warnings	Restaurants do not care for visitors safety	No street lights in the area	Too many street hawkers	
Gender	Male	30.8%	15.4%	38.5%		15.4%	100.0%
	Female	38.9%	11.1%	27.8%	5.6%	16.7%	100.0%
Total		35.5%	12.9%	32.3%	3.2%	16.1%	100.0%

Table 4.35: The influence of crime in Florida road based on Age

		What do you think the crimes committed in Florida Road are influenced by?					Total
		Lack of police support	Visitors' negligence of safety warnings	Restaurants do not care for visitors safety	No street lights in the area	Too many street hawkers	
Age	21-30	34.8%	8.7%	34.8%	4.3%	17.4%	100.0%
	31-40	50.0%	16.7%	33.3%			100.0%
	41-50		100.0%				100.0%
	51-60					100.0%	100.0%
	Total	35.5%	12.9%	32.3%	3.2%	16.1%	100.0%

Table 4.36: The influence of crime in Florida road based on Education

		What do you think the crimes committed in Florida Road are influenced by?					Total
		Lack of police support	Visitors' negligence of safety warnings	Restaurants do not care for visitors safety	No street lights in the area	Too many street hawkers	
Education	High School	57.1%	14.3%	21.4%		7.1%	100.0%
	Diploma	23.1%	7.7%	38.5%	7.7%	23.1%	100.0%
	Degree		25.0%	50.0%		25.0%	100.0%
	Total	35.5%	12.9%	32.3%	3.2%		100.0%

4.3 INFERENCIAL STATISTICS

A statistical Pearson Chi-square test was further conducted to ascertain if the respondents' perceptions had any correlations with certain variables such as age, gender and education levels. As evident in Table 4.24 below, there were no significant statistical differences ($p < 0.05$) in the scores between these three variables and most perceptions. However results that are significant of the chi square tests are highlighted in red in Table 4.37 and discussed in section 4.3.1 below.

Table 4.37: Pearson Chi square tests

		Gender	Age	Education
Perceptions on frequency of crime against visitors	Chi-square	3.595a	9.972a	5.682a
	df	2	6	4
	Sig.	.166	.126	.224
Perceptions on time of crime against visitors	Chi-square	2.403a	5.695a	.489a
	df	2	6	4
	Sig.	.301	.458	.975
Perceptions on type of criminal activities	Chi-square	6.458a	38.603a	16.176a
	df	5	15	10
	Sig.	.264	.001	.095
Visitors affected by crime in Florida Road	Chi-square	5.892a	2.319a	4.678a
	df	1	3	2
	Sig.	.015	.509	.096
	Chi-	5.244a	17.190a	17.804a

General security in the area and security of visitors	square			
	df	3	9	6
	Sig.	.155	.046	.007
General safety & security in Florida Road	Chi-square	5.807a	15.227a	6.549a
	df	3	9	6
	Sig.	.121	.085	.365
Rate of crime against visitors	Chi-square	1.330a	5.175a	2.229a
	df	2	6	4
	Sig.	.514	.522	.694
Rate of crime in Florida Road as compared to other areas in Durban	Chi-square	6.847a	3.813a	2.707a
	df	3	9	6
	Sig.	.077	.923	.845
Decline in the number of visitors	Chi-square	.020a	3.371a	.515a
	df	1	3	2
	Sig.	.888	.338	.773
Perception of safety of Florida Road	Chi-square	3.354a	5.771a	5.909a
	df	3	9	6
	Sig.	.340	.763	.433
Perceptions that visitors are always targeted by criminals in the area	Chi-square	1.940a	13.667a	11.843a
	df	3	9	6
	Sig.	.585	.135	.066
Police visibility in the area	Chi-square	3.021a	10.947a	4.189a
	df	3	9	6
	Sig.	.388	.279	.651
Safety and security warnings for visitors	Chi-square	4.269a	6.727a	4.464a
	df	4	12	8
	Sig.	.371	.875	.813
The influence of crime in Florida Road	Chi-square	1.244a	14.012a	8.306a
	df	4	12	8
	Sig.	.871	.300	.404

4.3.1 Results from the Pearson Chi square tests

The p-value between 'age' and 'a perception on type of criminal activities' is 0.001, which is less than the level of significance of 0.05. The various age groups had different opinions on this perception; this means that the age of the respondent did play a significant role in terms of the perceptions on type of criminal activities in Florida Road.

The p-value between 'gender' and 'visitors affected by crime in Florida Road' is 0.015, which is less than the level of significance of 0.05. This means that each gender had significantly different opinions on the type of visitors most affected by crime.

The p-value between 'gender' and 'general security in the area and security of visitors' is 0.046, which is less than the level of significance of 0.05. This means that each gender had significantly different opinions about the general security of the area. The p-value between 'education' and 'general security in the area and security of visitors' is 0.007, which is less than the level of significance of 0.05. This means that the various education groups had different opinions on this perception. A Significant relationship exists between education levels and perceptions of the general security in the area and security of visitors.

4.4 RESULTS OF QUANTITATIVE STUDY FROM LAW-ENFORCEMENT AGENCIES

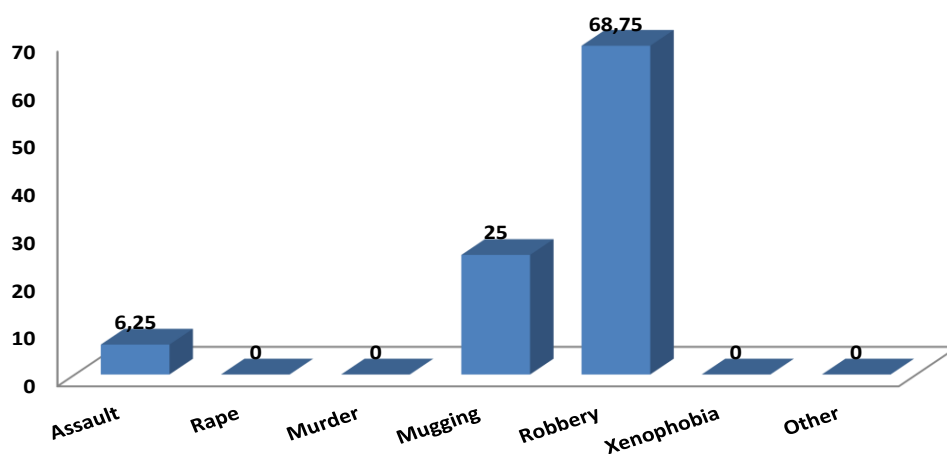
There are a number of crimes reported at Berea Police station every day, therefore data was collected specifically for Berea sector 2 which includes Florida Road and below we look at those crimes categorised as crime against person and crime against property.

4.4.1 Crime against person

Crimes against the person involve physical contact between the victim and perpetrator. The contact is of a violent in nature and most of the contact crimes cause physical, psychological and material damage to the victims. This broad category includes the following crimes: murder, sexual offences, assault, robbery and mugging.

The study shows that 69% of respondents indicated that the common crimes against person in Florida Road are robbery, with 25% of respondents being worried about mugging and 6% for assault as indicated on Figure 4.16 below. The Routine Activity Theory suggests that for a crime to take place there has to be a suitable target (less vigilant tourists, with more money, who are less compliant with safety norms and frequent places where they are unaware of the potential danger); a likely offender; and the ineffectiveness of security measures to prevent criminal acts. According to the South African Police Services (2015) during 2013/14 period, crime against person was the biggest contributor to the total number of reported crimes (34%) and it has seen an increase of 0.5% as compared to the previous year.

Figure 4.15: Crime against person

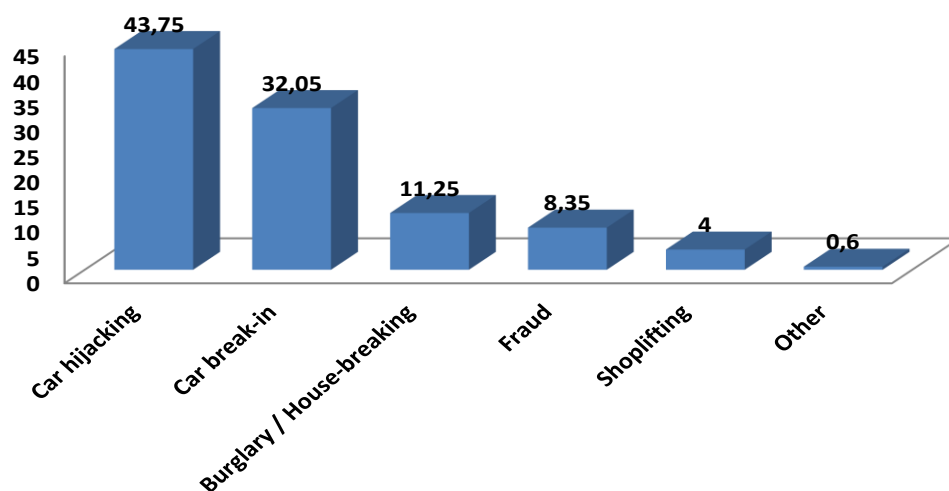


4.4.2 Crime against property

Property-related crimes include Housebreaking, theft of motor vehicle, theft out of or from motor vehicle, fraud and shoplifting. As shown in Figure 4.17 below, 43.75% of respondents indicated that car hijacking is the most commonly committed crime, followed by 32.05% of respondents showing that car break-ins is one of the major type of crimes against property happening in Florida Road, with 11.25% for burglary or house-breaking, 8.35% respondents for fraud, 4.0% respondents for shoplifting and 0.60% respondents for others.

According to the South African Police Services (2010), majority of property-related crimes are opportunistic acts exploiting the negligence of victims, gaps opened by environmental circumstances (a lack of or insufficient safety measures, the remoteness of the targeted property from supervision, cover provided by dense vegetation, infrastructural deficiencies, etc.).

Figure 4.16: Crime against property



4.5 RESULTS OF THE QUALITATIVE STUDY (INTERVIEWS WITH LAW-ENFORCEMENT AGENCIES AND BUSINESS OWNERS)

This section of the study adopts the qualitative methodology through interviews with 5 key informants from law-enforcement agencies and business owners in Florida Road to add more substance and detail to issues dealt with in the questionnaires with other Florida Road stakeholders. The rationale for this approach is that the fight against crime in tourism requires leadership, commitment and drive in order to deliver on set goals. Furthermore, planning, monitoring and constant fine-tuning are pre-requisites of combating crime against tourists, and this necessitates conscious direction from the top.

4.5.1 The type of crime committed against tourists

Tourists may be victims and vulnerable to crimes such as theft, physical and sexual assault, credit card fraud, and scams. When interviewing different respondents, majority of them indicated that there are certain crimes which have become so common in the area. This includes petty pick-pocketing, bag-snatching and theft of motor vehicles and theft out of motor vehicles. One restaurant manager responded by saying *“the most common crimes in Florida Road are theft of motor vehicles and stealing out of motor vehicles along the street”*.

4.5.2 What are the police doing to combat crime in the study area?

The focus here was to find out from the respondents if there is any evidence of police combatting crime in the area. When interviewed, an SAPS official said *“police are patrolling and always visible at all times and we are working together with the private security companies in the area and the roadside monitors”*.

However, other respondents said that police do not respond quickly when called for an incident and suggested that more police manpower should be deployed to Florida Road more especially during the weekend nights. According to Ryan and Kinder (1996: 24) where tourists and criminals converge, there will be a greater exposure to risk and insecurity and, in most cases, there are insufficient numbers of police to ensure the safety of tourists.

4.5.3 What are the businesses doing about crime against tourists in the area?

A member of eThekweni Metro police said that some businesses have started to have their own security guards to work hand in hand with the UIP roadside monitors and the community policing forum. In addition to that, a restaurant owner said: *“the businesses and the Florida Road community at large had to come together for establishment of the Florida Road UIP project in order to tackle the issue of crime against tourists or crimes in general.”*

When the Florida Road UIP Manager was asked about the suggestions raised by some respondents that CCTV cameras are required at every corner of the street, he then responded by saying *“The problem with installing a CCTV system is that you need to ensure that the right quality cameras are used. You can imagine beginning an exercise to promote the project, securing funding and then when evidence is required, the image quality is too poor. Due to this, the costs of covering the entire road would be extremely high. Not only would you require a few cameras at each of 14 intersections and covering the spaces in between, you’d then need operators manning the system 24/7. This means a control room and all the equipment that comes with it. I’m unable to give you a figure here as we have not yet looked into costing.”*

On the other hand, the roadside monitors indicated that the UIP and the businesses should increase their capacity so as to have a 24 hour roadside monitors and they have also complained that they are not being paid enough therefore they are making a call to the UIP project to increase their salaries. At the moment the roadside monitors operate 12 hours from 6:00am to 6:00pm, Monday to Sunday.

Social Disorganisation Theory suggests that crime rate is linked to neighbourhood characteristics. If a neighbourhood is not able to institute social control for the prevention of criminal victimisation, crime will flourish and gangs will develop due to residents all turning the other way, moving away or in general caring very little.

4.5.4 The behaviour of tourists

Majority of the interviewees were in agreement that tourists are in most cases lucrative targets since they typically carry large sums of money and other valuables and are vulnerable because they are more likely to be relaxed and off guard, sometimes careless while on vacation. Another metro police official said *“in most of the times tourists do not report crimes or testify against suspect to avoid return trips. Sometimes you find that tourists do not respect the public law and often violates municipal by-laws”*.

According to (Brás 2015: 1) tourists are more vulnerable in a physical and social space that is not their own, and they often give out obvious signs that they are tourists (e.g. having a rental car, constantly using the camera, consulting maps, etc.);

4.5.5 The effect of crime on business growth

One of the objectives of the study is to ascertain the extent to which crime has an effect on tourism at Florida Road. It is very important to establish these effects as this can impact negatively on the area's tourism industry. One of the restaurant owners at Florida Road said that *"crime in the area does not really affect our businesses negatively as the business operations carries on as normal"*. However a Metro police official highlighted that some *"businesses lose customers which in turn lose revenue."* It is important to note that any kind of incident can negatively affect the destination image and lead to a decrease in tourist arrivals, which will bring serious consequences in economic and social terms.

4.5.6 Advice given to tourists about their safety

Tourists are more prone to taking risks while on holiday and therefore less likely to observe safety precautions. Local hostility toward tourists might grow as tourists' numbers grows, thereby increasing the chances that they will be cheated, robbed, or assaulted. Advice given by the SAPS official to tourists about their safety while they are in Florida Road is that: *"tourists should walk in groups, avoid asking anyone for information, keep valuables safe and always be vigilant"*.

Other interviewees mentioned that tourists should not travel to an area they are not familiar with and minimize their movements after dark. If they believe that they are in danger, they should leave the area immediately and go to a well-lit and populated location to seek help.

4.5.7 Measures in place to safeguard tourists against crime

As plans to safeguard tourists in the area, the metro police department have already pledged their support of the Florida Road UIP with satellite police station and metro police officers deployed to the area for municipal by-laws enforcement. The Florida UIP manager said *"there are UIP roadside monitors along the street and a 24-hour armed response guards patrolling on vehicle and the metro police have joined forces by establishing a satellite office here"*. A decrease in crime at a destination should be equated with measures to ensure the security and well-being of tourists.

4.5.8 Improving safety and security of tourists

Respondents have highlighted that increased manpower of police officers, a 24 hour roadside monitors and the information centre are required to further improve the safety and security of tourists in Florida Road and Durban as a whole. In a bid to improve the safety of tourists, the SAPS official mentioned that *“we are doing everything in our power to ensure the safety of tourists by working together with all stakeholders and making sure that perpetrators are brought to book”*.

4.6 RESULTS OF THE QUALITATIVE STUDY (FOCUS GROUP DISCUSSIONS)

This section deals with the findings that were obtained from the focus group discussions that were conducted with a group of 8 key informants. These were the chairperson of the Morningside sector 2 community policing forum, Florida Road UIP manager, Florida Road UIP board chairperson, members of the SAPS and eThekweni Metro police, restaurant managers and a ward councillor.

The objective was to gain insight in order to determine whether the stakeholders such as police and businesses are doing anything to tackle the issues of crime against tourists and to make recommendations to what further can be done to prevent crimes against tourists in Florida Road and the province at large.

4.6.1 The behaviour of tourists

The respondents agree that tourists often carry large sums of money or valuable items such as cameras and jewellery when going around which can easily attract criminals. Sometimes tourists do not follow basic crime prevention measures, such as not leaving their property unattended and making sure that car doors and the windows in their hotels are locked. One of the interviewees elaborated further by saying *“tourists sometimes engage in activities which may increase their risk of victims of crime, they visit night clubs and bars at late hours and also end up being at unknown parts of the community which might be considered ‘unsafe’ by local residents”*.

4.6.2 The effect of crime on business growth

Crime affects business' reputation and standing especially if the crime has affected the assets which leave more debt and liability. The economy of this country and the world is not stable so when a certain business has been hit by a crime, that can surely lead to a downfall. One of the interviewees said *"Direct losses due to crime and security costs reduce profits and divert funds that could be invested in business infrastructure"*. It is very clear that the increased costs for security are a serious financial burden to many businesses. However other respondents indicated that Florida Road is not negatively affected by crime as the business is flourishing and still carries on as normal.

4.6.3 What are the police and businesses doing about crime against tourists?

Businesses, police together with the communities need to work together to fight crime in the country. All stakeholders have joined forces in fight against crime and the UIP roadside monitors were introduced. *"We are dedicated to fighting crime in our community and the roadside monitors form an integral link between police, security, emergency services and members of the public"* said one of the respondents. The Florida Road UIP Manager in a meeting reported that from January to October 2016, a total of 22 suspects were arrested and handed over to SAPS.

4.6.4 Improving safety and security of tourists

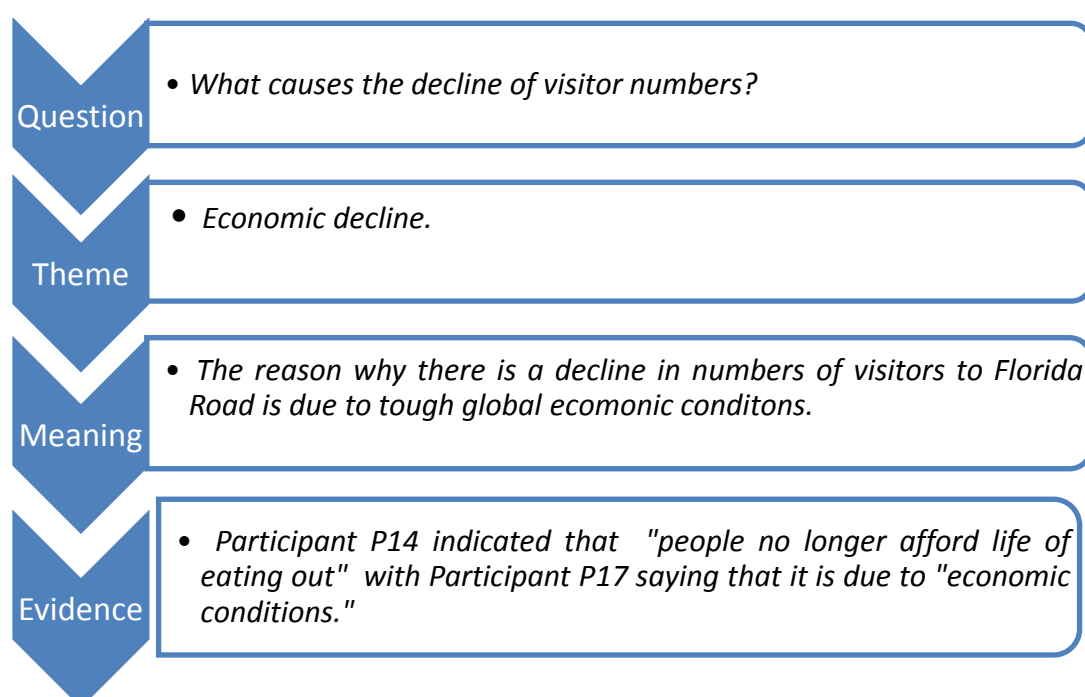
Availability of tourist information centre, installation of surveillance cameras at every corner of the street and integration of Community Policing Forum [CPF] and tourism structures are some of the things they are planning to implement. Florida Road UIP has initiated roadside monitor programme to get rid of vagrants who pose as car guards to carry out criminal activities. The roadside monitors are seen along the street wearing red and black branded uniform to identify themselves.

The Florida Road UIP also opened up a service kiosk for day time policing. *“With the implementation of the roadside monitors, we then met with the City officials who were supportive enough to secure the presence of Metro police officers in the area”* said the UIP manager. He further indicated that his vision would be for the kiosk to be multi-purpose use as an information centre and would be approaching Durban Tourism to have a representative in the kiosk to promote tourism in the area.

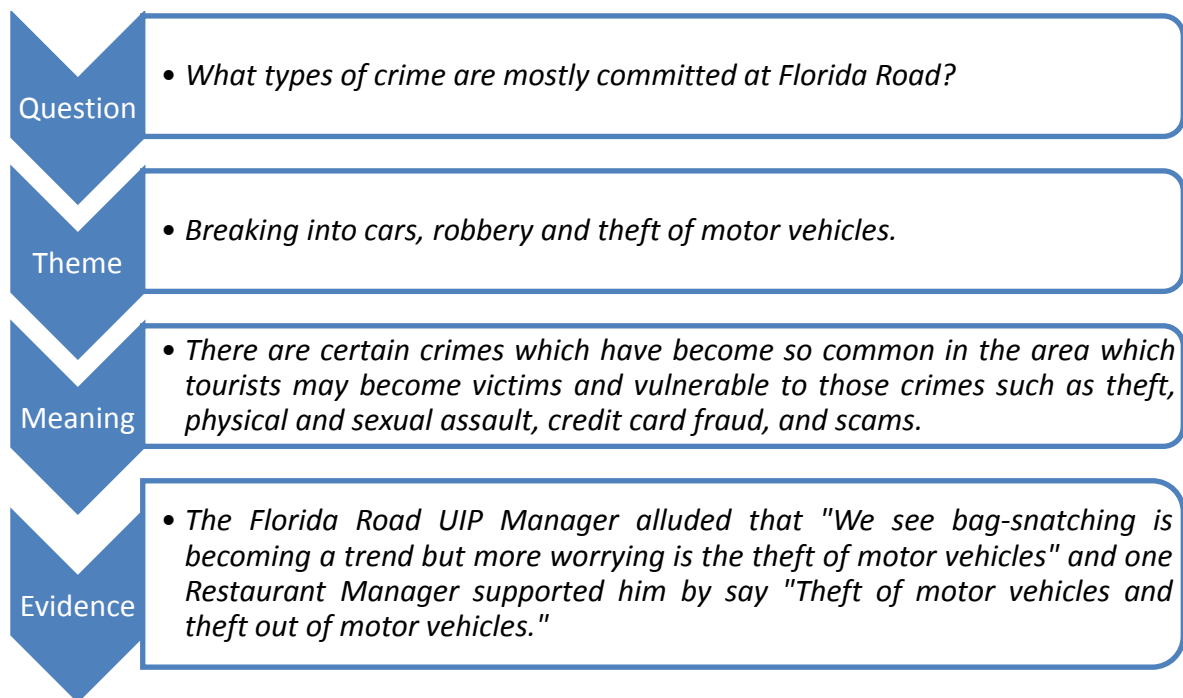
4.7 THEMATIC QUALITATIVE RESULTS

The NVivo software package was used to analyse qualitative data to code and finding connections for thematic analysis of the survey, interview and focus group transcripts by generating themes to address research questions. This software helped to organise and analyse non-numerical or unstructured data. NVivo allow researchers to classify, sort and arrange information; examine relationships in the data; and combine analysis with linking, shaping, searching and modelling. The researcher was able to test theories, identify trends and cross-examined information in a multitude of ways.

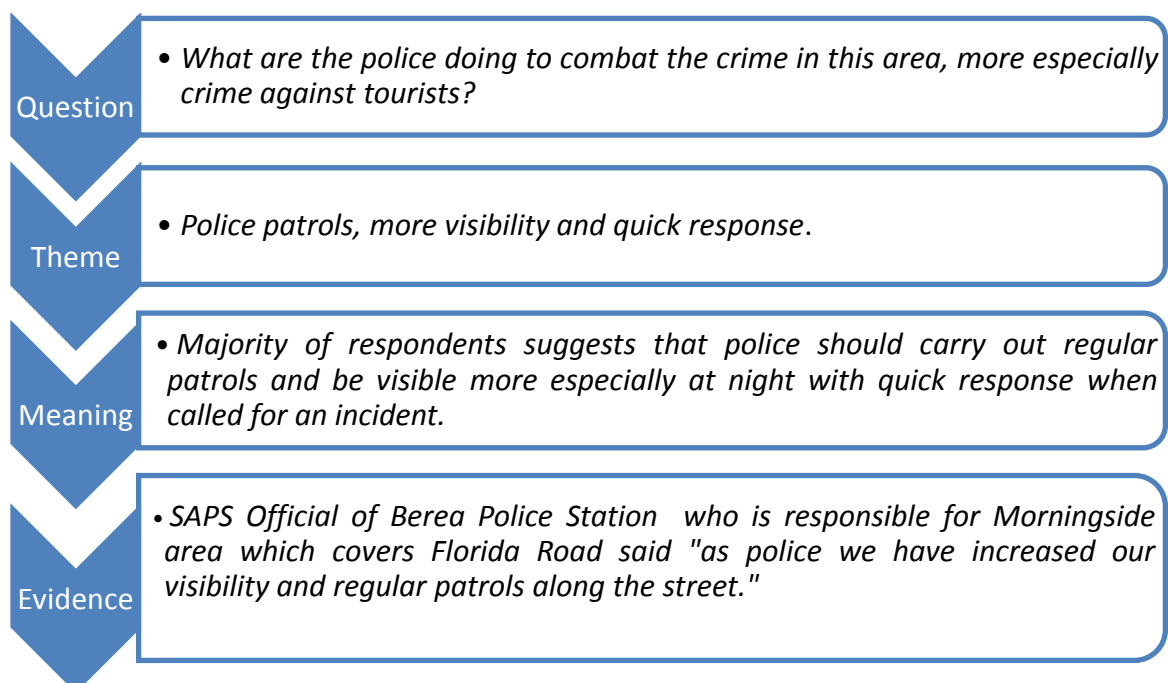
4.7.1 Causes of the decline of visitor numbers



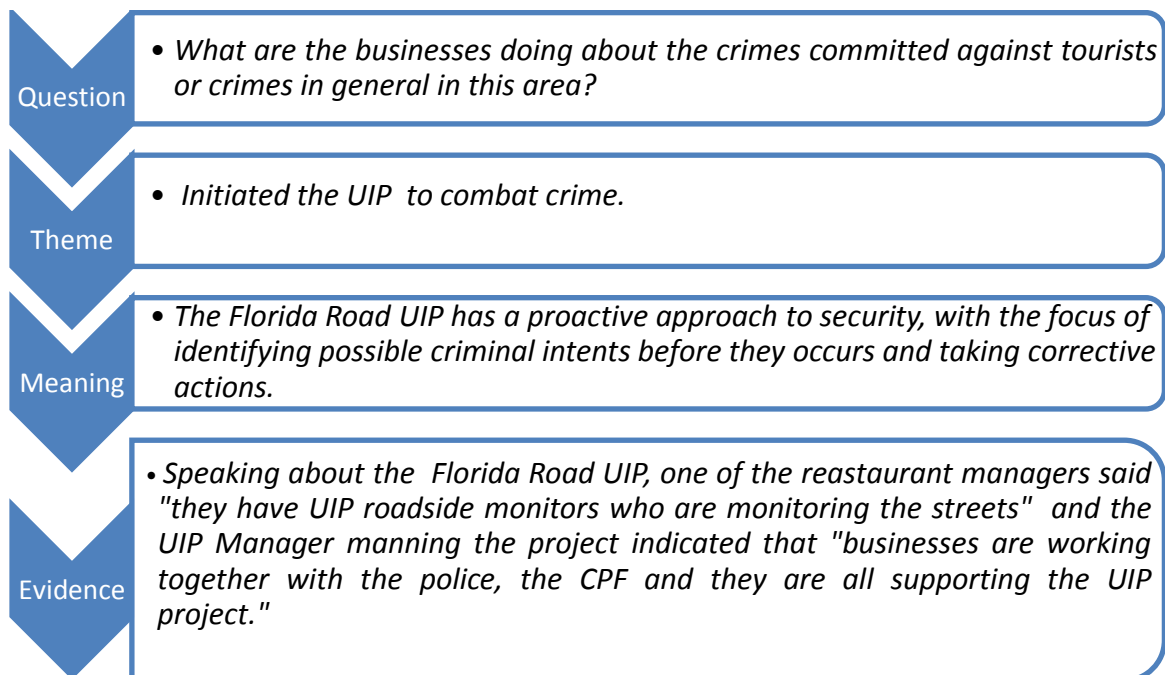
4.7.2 The type of crime committed against tourists



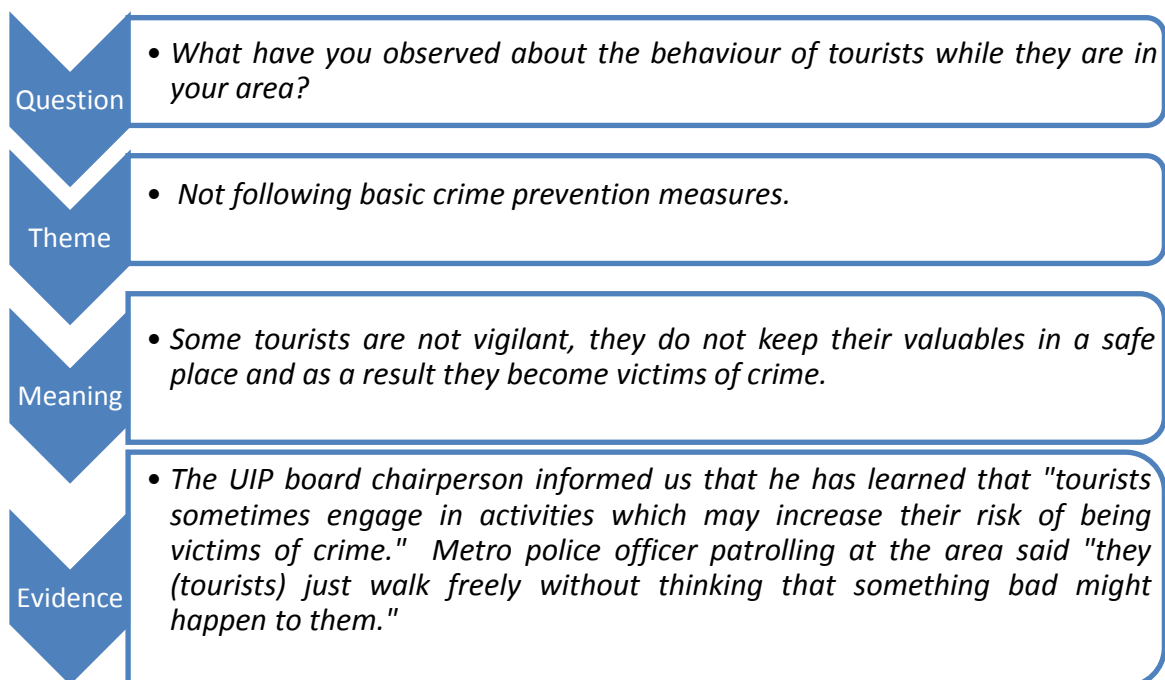
4.7.3 What are the police doing to combat the crime in this area?



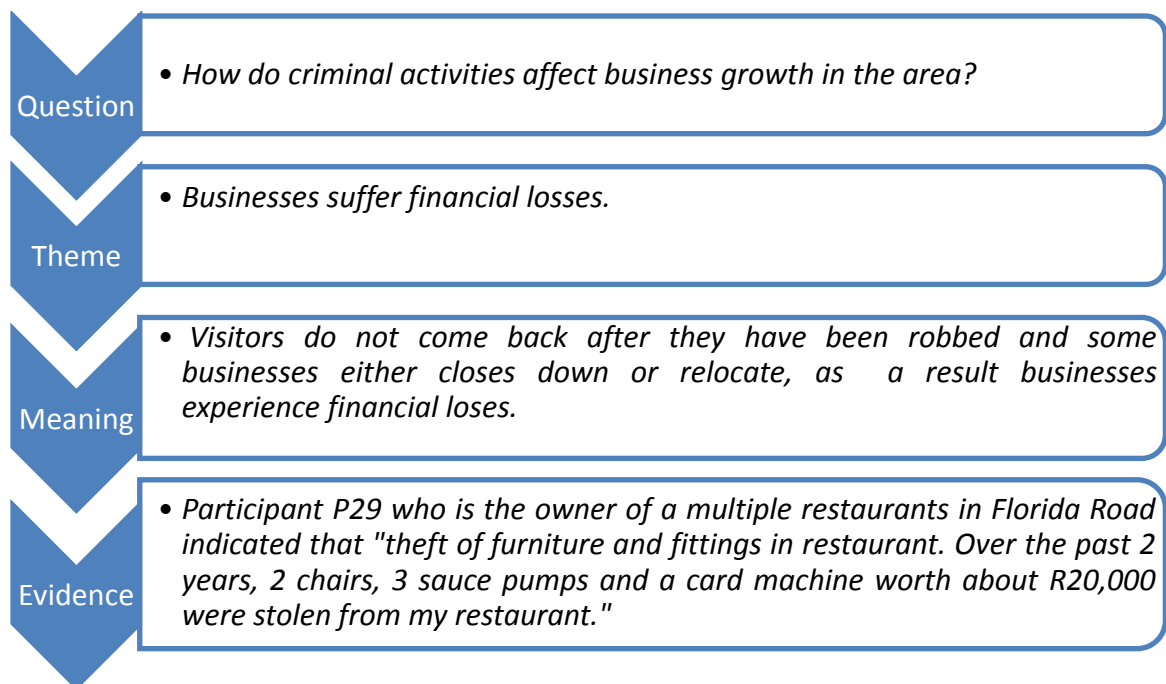
4.7.4 What are the businesses doing about the crimes committed against tourists or crimes in general in this area?



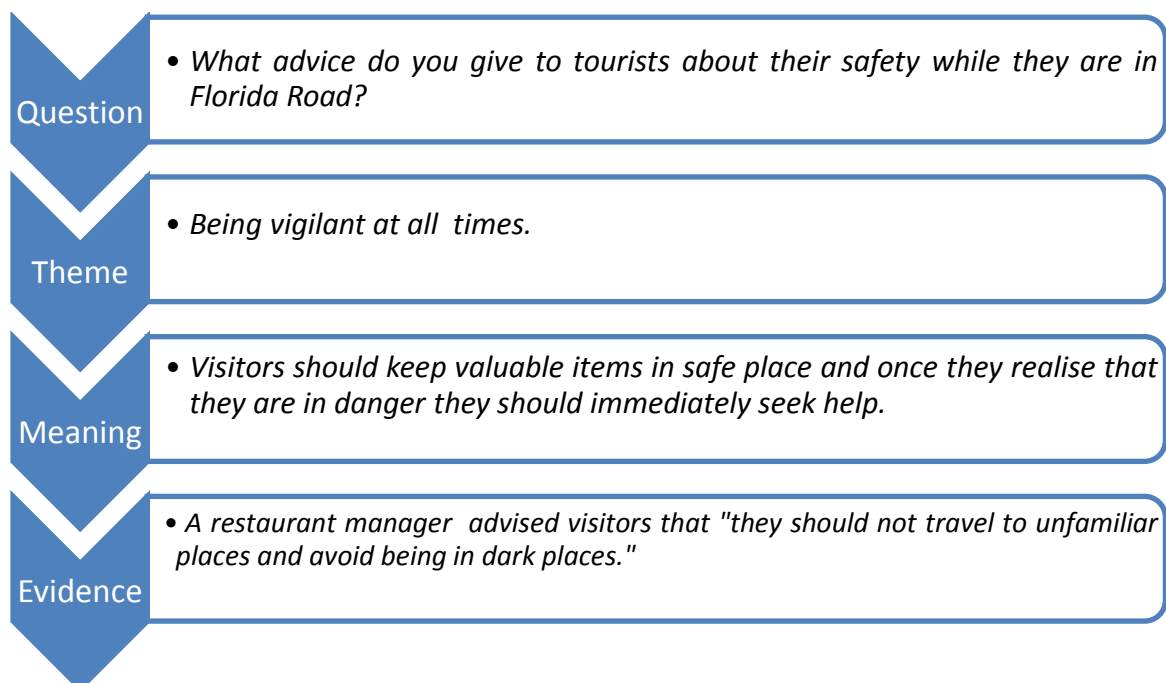
4.7.5 The observed behaviour of tourists



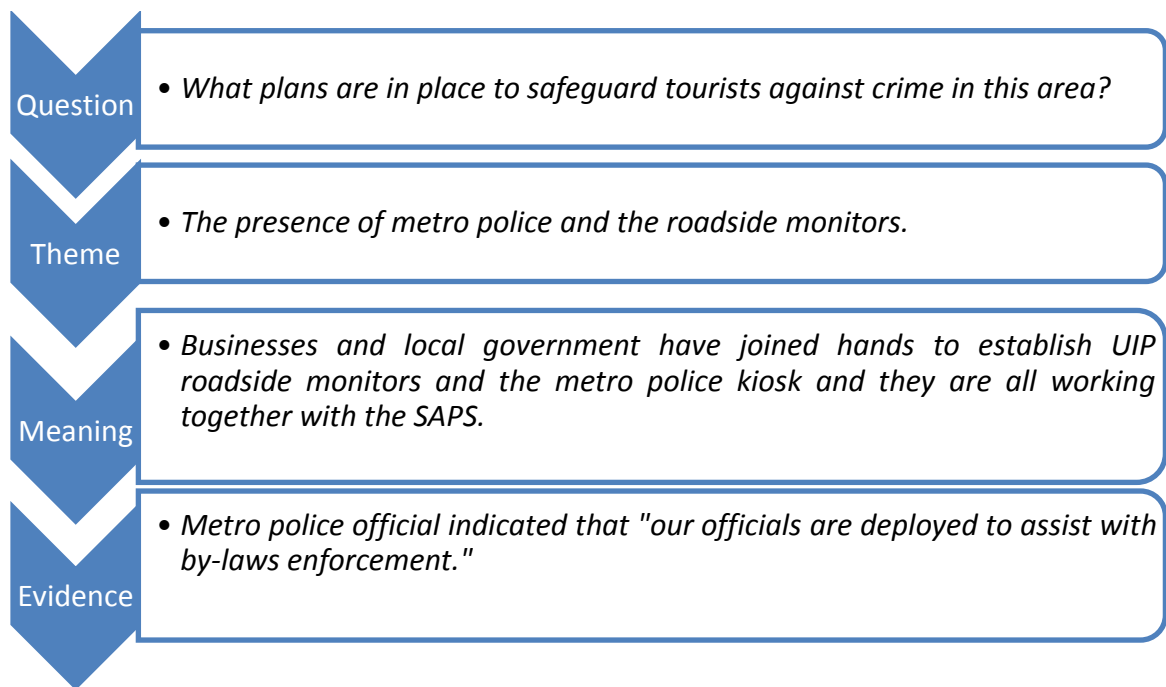
4.7.6 How criminal activities affect business growth in the area



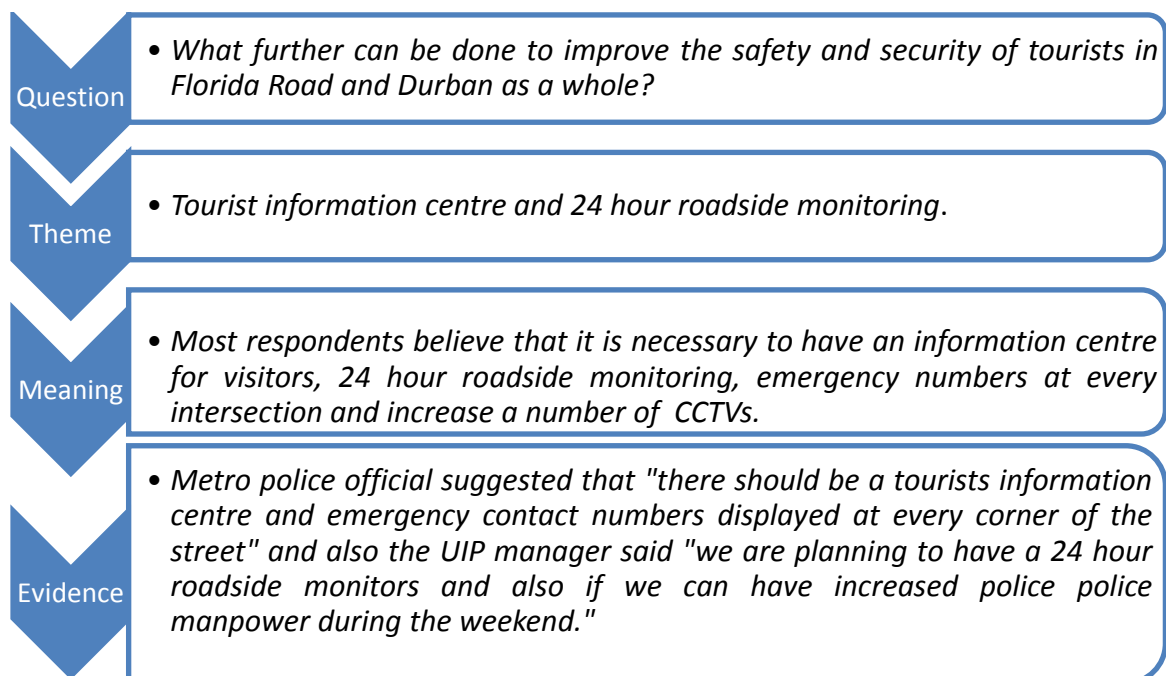
4.7.7 Advice to tourists about their safety while at Florida Road



4.7.8 Plans in place to safeguard tourists against crime



4.7.9 Improving the safety and security of tourists in Florida Road and Durban as a whole



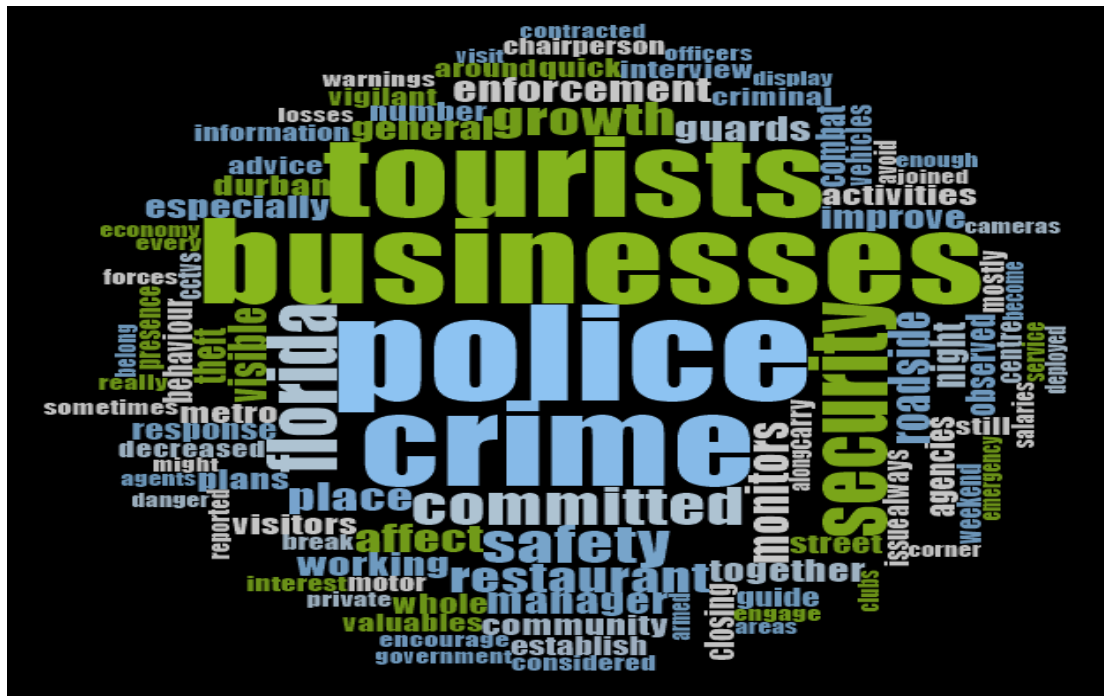
4.7.10 Word Cloud frequency results

The purpose of using Word Cloud frequency is to analyse the most frequently used words in a particular demographic using NVivo software. For example, in this study the analysis is for the most common words used by stakeholders when discussing the perceptions of crime on tourists. There are five frequent words that have been identified as most talked about words from respondents as shown on Figure 4.17 below.

1. **Tourists** – Majority of respondents mentioned the word tourists when they were responding to ‘the observed behaviour of tourists’ and ‘plans in place to safeguard tourists against crime’.
2. **Businesses** – Respondents mentioned the word businesses when they were asked ‘what are the businesses doing about the crimes committed against tourists or crimes in general in this area?’
3. **Police** – The word police was mentioned frequently by respondents when responding to ‘what are the police doing to combat the crime in this area, more especially crime against tourists?’
4. **Crime** – Most of participants’ responses from ‘the types of crime committed against tourists’ and ‘how does crime affect business growth in the area?’ contained the word crime
5. **Security** – The word security is frequently seen from responses about ‘what further can be done to improve the safety and security of tourists in Florida Road and Durban as a whole?’

This map shows that the respondents kept on the topics that are the focus of this study and there were no unexpected “buzz” words.

Figure 4.17: Word cloud results

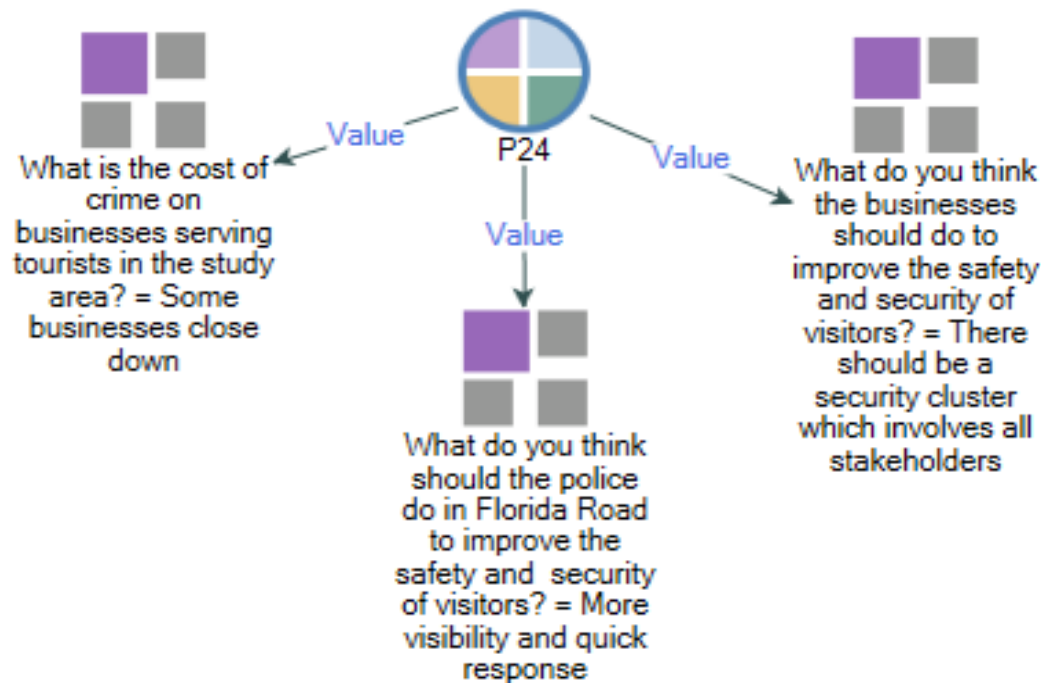


4.7.11 Participants' project maps

Project maps are graphic representation of the different items in a research project created through NVivo software. The project maps are a way of visually exploring or presenting the data, develop ideas, build theory and make decisions and are made of shapes that represent the different items in a study and connectors which show links between items.

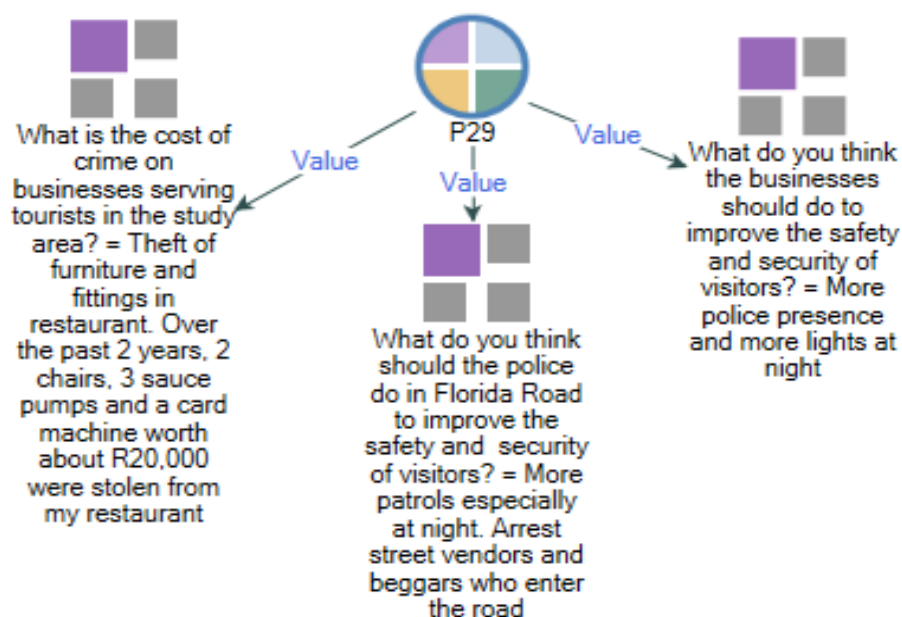
Participant P24's responses on Figure 4.18 below show that due to crime in the area some businesses are forced to close down. The participant also indicated that there should be more police visibility with quick response and a security cluster involving all stakeholders is required.

Figure 4.18: Thematic responses from Participant P24



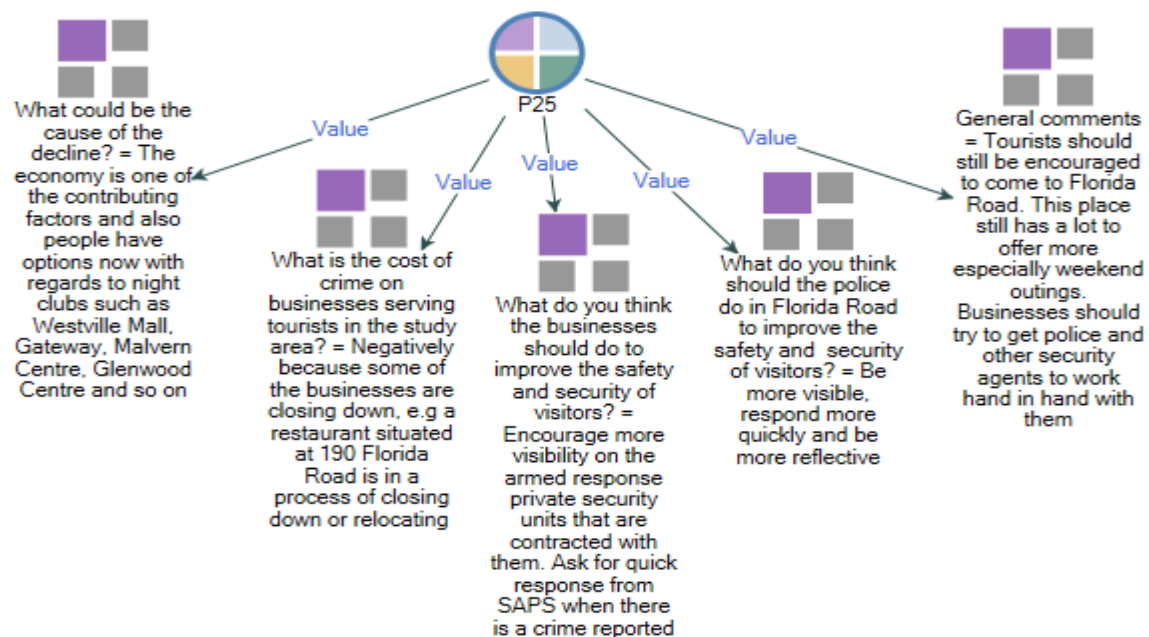
As indicated by participant P29 on Figure 4.19 below, it is clear that businesses suffer financial losses as a result of crime and the participant has suggested that there should be more police patrols at night and street vendors and beggars should be arrested.

Figure 4.19: Thematic responses from Participant P29



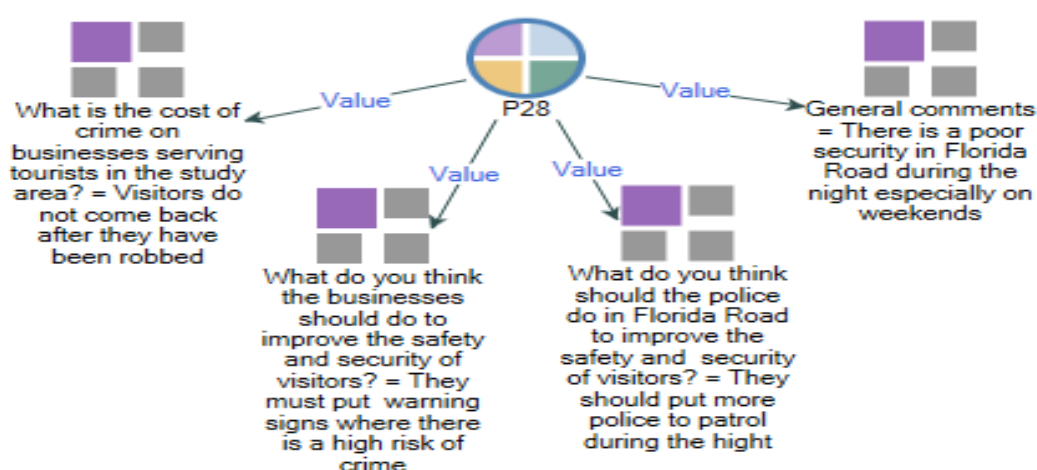
It is evident that the decline in numbers of visitors at Florida road is influenced by the economic conditions as per responses from participant P25 shown below on Figure 4.20. Businesses are closing down due to crime in the area, therefore visibility of armed private security and quick response from SAPS are encouraged and businesses should work together with the law-enforcement agencies.

Figure 4.20: Thematic responses from Participant P25



Participant P28 indicated that once visitors experience crime they will not come back to the area. The respondent further indicated that there should be warning signs at crime hot spots and police patrols at night as there is a poor security during the weekend nights as shown in Figure 4.21 below.

Figure 4.21: Thematic responses from Participant P28



4.8 CONCLUSION

In this chapter, it was important to provide a detailed analysis and interpretation of data collected in order to make precise conclusions with an intention to achieve the objectives that were indicated at the beginning of the study through quantitative and qualitative methods. The intention of this research is to investigate the perceptions of crime on tourists eating out at Florida Road in Durban.

This chapter has presented the views of key stakeholders with regards to the safety and security of visitors in Florida road. The investigation examined the characteristics of the security guards and taxi operators, their perceptions with regards to the frequency of crime against visitors, timing of crime against visitors and the types of criminal activities. The people more affected by crime, general security in the area and security of visitors was also explored. The study revealed the rate of crime in Florida road as compared to other areas in Durban, the decline in number of visitors and the influence of crime in Florida road.

Finally the study found out through interviews and focus group discussions the types crimes commonly reported to the police and if those crimes affect business operations. The business leadership and the police also indicated what the businesses and the law-enforcement agencies should do to help improve the safety and security of visitors and also their observed behaviour of tourists while in Florida Road. In the next chapter, discussion and recommendations will be offered based on findings relative to the literature review and primary study.

5. CONCLUSIONS & RECOMMENDATIONS

5.1 INTRODUCTION

This study set out to investigate the perceptions of crime on tourists eating out at Florida Road in Durban. The background to the research has been explained, the contextual literature reviewed, the research methodology explained and the empirical findings revealed. This chapter details the conclusions drawn from the primary and secondary findings of the study. Recommendations are made on the perceptions of crime on tourists eating out at Florida Road in Durban.

5.2 OBJECTIVES OF THE STUDY

The main objectives of this research were;

- ◆ To investigate the perceptions of crime on tourists in Florida Road.
- ◆ To determine whether the stakeholders such as police and businesses are doing anything to tackle the issues of crime against tourists.
- ◆ To investigate the stakeholders' observation about behaviour of tourists in general in relation to safety and security in the area.
- ◆ To what extent does crime affects restaurant businesses that are serving tourists in the area.
- ◆ To make recommendations to what further can be done to prevent crimes against tourists in Florida Road and the province at large.

5.3 CONCLUSIONS FROM THE LITERATURE REVIEW

In order to achieve the goal of investigating perceptions of crime on tourists in Florida Road, the study undertook a review of literature in Chapter 2 on issues of crime in the tourism industry. It examined the effects of crime on tourist choices of destination and the importance for safety and security at tourist destinations. It also looked at the relevant crime statistics and categories of crime. Three criminological theories were discussed, namely, Social Disorganisation, Hot Spot and Routine Activity.

It is now concluded through the literature review that tourism establishes an interactive relationship among different elements: the tourist, the place, local residents, the tourism industry and security provision. Social disorganization theory would be better researched by a larger geographic sample framework and more access to facts about the origins of the criminals (for instance as coming from other socially deprived localities). But its focus on lack social control and local apathy is relevant to the recent past of Florida road with urban decay before the UIP came into operation. Hot Spot and Routine Activity theories can be seen to be relevant as both these theories explain the increase of opportunistic crime on tourists in the absence of adequate local involvement in security.

When tourism industry grows in most destinations, it leads to a significant increase in security incidents, since it provides more opportunity for crime, especially economic crimes but also crimes involving physical or sexual assault, among others. This significant increase in security incidents is mainly due to the following factors:

- ◆ Tourists are the preferred target because they generally carry large amounts of money or other valuables and often carry them visibly, in public, and in a relaxed way.
- ◆ Tourists are more vulnerable in a physical and social space that is not their own, and they often give out obvious signs that they are tourists. For example, driving a branded rental car, constantly using the camera, consulting maps, etc.
- ◆ The probability of a tourist reporting a crime to the local police is lower compared to a local resident and if they do, it is for insurance claims and they rarely return to testify in the court of law.
- ◆ Tourists generally ignore destinations' normal security precautions and usually have difficulty in identifying assailants or aggressors.

Thus, it can be concluded that crime can be explained by the convergence of a suitable target, motivated offender, and the absence of a capable guardian in time and space. Florida Road was chosen as the location for this investigation because as it had these characteristics, but was also in the process of improving security, a process that could be explored through the perceptions of the stakeholders, as indicated in the next section.

5.4 CONCLUSIONS FROM THE EMPIRICAL STUDY

5.4.1 Objective One: To investigate the perceptions of crime on tourists in Florida Road

Safety and security are important factors to consider for tourism growth as tourists are more likely to choose a destination perceived to be safe. The increase of crime at a tourist destination is related to deeper socio-economic problems. This gives a perception of insecurity that directly or indirectly affects tourist's decision-making process, and the destination choice.

The study revealed that crime is perceived as a monthly phenomenon and that the time that crimes are committed against visitors is very unpredictable as it can happen at any time. Theft, mostly theft of motor vehicles and theft out of motor vehicles are the types of crime mostly perceived to be committed at Florida Road. The results show that Florida Road is visited by locals as majority visitors and a small number of international visitors.

It is concluded that the perception of safety and security in the study area is fair and even better for the visitors as the rate of crime against visitors in Florida Road is moderate. The level of crime also perceived low in Florida Road as compared to other areas in Durban. However it was revealed that there was a perception of decline in the number of visitors over the past three years and the decline was perceived to have been due to crime in Florida Road. Other factor which was perceived to have contributed to the decline of visitors to the area was that people are no longer able to afford eating out due to the current soaring economic conditions. There is also a perception among some of the respondents of lack of police support such as not responding to crime incidents on time. It was revealed that there are no safety and security warnings to visitors in the area to warn tourists on some of the dangers they might encounter.

5.4.2 Objective Two: To determine whether the stakeholders such as police and businesses are doing anything to tackle the issues of crime against tourists

Florida Road's biggest challenge has been vagrants who pose as car guards and this has affected every aspect of the road, from perceptions of safety, to the poor quality of visitor experience. All car guards in Durban should be registered with the Security Industry Regulatory Authority [SIRA] and be in possession of a Grade E security certificate as illegal guards are perceived to pose a number of challenges like intimidation and crimes such as remote jamming and vehicle theft. The Florida Road community which include the businesses and residents established the Florida Road UIP project in order to tackle the issue of crime against tourists or crimes in general. Florida Road UIP has started Sidewalk Monitor programme with the aim of getting rid of the vagrants who poses as car guards to carry out criminal activities. The success of the programme has resulted in the removal of the vagrant car guards that plagued the road.

The Florida Road UIP helps in integrating various security entities such as police, private security companies and CPF and other resources with the aim of proactively improving the level of security in the UIP precincts. Most businesses relied on armed response services but now some have started to have their own security guards to work with the UIP roadside monitors and the CPF, which might come costly considering the national proposed minimum wage of R3500 pm and number of guards required as per individual business. There are regular police patrols and increased visibility and SAPS and Metro police are working together with the private security companies and the roadside monitors in the area.

It is perceived that there is shortage of police manpower deployed to Florida Road especially during the weekend nights for quicker response to incidents. The roadside monitors operate only a day shift and there are only two armed guards patrolling the street on a vehicle during the night, however the roadside monitors complain that they are being underpaid as they earn below the proposed national minimum wage and most of the time they have to rely on tips which is not guaranteed.

5.4.3 Objective Three: To investigate the stakeholders' observation about behaviour of tourists in general in relation to safety and security in the area

It was revealed that there is a perception that tourists are in most cases targeted for crime since they carry large sums of money and valuable items such as cameras and jewellery when going around which can easily attract criminals. Tourists are considered to be vulnerable because they have been seen too relaxed and off guard, sometimes careless while at Florida Road. Sometimes tourists are found to be on the wrong side of the public law as they often violate municipal by-laws.

Sometimes tourists do not follow basic crime prevention measures, such as not leaving their belongings unattended and making sure that car doors and the windows in their hotels are locked. Tourists again engage in activities which may increase the risk of being victims of crime as they visit night clubs and bars during late hours and find themselves being at places which might be considered unsafe by local residents. Tourists are less likely to pay attention to security issues while on vacation, and more willing to take risks, or to visit unfamiliar environments (Bras, 2015:1). This is an indication that some tourists are not vigilant as they walk freely without thinking that something bad might happen to them.

Tourists as victims of crime do not return to their vacation places to give testimony as it is costly and time-consuming. They only open or report cases if they need to claim on insurance. The time taken going to the police is not worth it if insurance cannot be claimed, as time spent at the police station is time lost for an expensive holiday. This is due to a lack of incentives in South Africa for offering rewards for information leading to the arrest and conviction of those who commit serious crimes against tourists.

5.4.4 Objective Four: To what extent does crime affects restaurant businesses that are serving tourists in the area

This study concludes that there is a perception that crime has a negative impact on tourism, specifically businesses. Even though some business operations carry on as normal, some businesses may close as a result of fewer customers. Crime affects businesses when funds that are intended to be invested to improve on variety of their menu, restaurant renovations, or business expansions are diverted to security.

The increased cost of security could become a serious financial burden to many private enterprises. These business costs cannot be quantified in the study because finance data of business is confidential and was not accessible to the researcher, therefore the conclusion is based on the stated perceptions of some stakeholders.

5.5 DISCUSSION OF THE STUDY (Objectives 2 and 4)

This section discusses issues that arouse from increasing police presence in Florida Road and from expecting businesses to pay increased security costs for effective crime fighting. This discussion feeds into Objective 5 (making recommendations).

5.5.1 Increasing police presence in Florida Road

As much as police presence is required in different parts of Durban for more horrific and urgent crimes in places such as townships, Durban CBD, Beachfront and informal settlements, it is very important for Florida Road to get increased police presence. Uniformed and visible police patrols can discourage offenders who target tourists and increase tourists' sense of safety. Tourists bring more money and create jobs so it is more worthwhile to protect them. A little more police deployment in Florida Road where there is already local co-operation will achieve more than spreading police resources more thinly in difficult and uncooperative areas and will be adequate while there are no more urgent needs in other areas.

5.5.2 Businesses paying increased security costs

As part of the Florida Road UIP, businesses are already paying monthly levies to the UIP and there is still a need to employ either their own private security guards or more of the UIP roadside monitors. If more guards are employed or more roadside monitors (for the 24 hours suggested by the current day-time monitors) businesses will incur greatly increased security related costs considering the proposed minimum wage of R3500.00 per month. However in the scope of investigation it was difficult to discover how this will fit in the overall budgets of the businesses in Florida Road due to the confidentiality of their finances. It will only become apparent next year when businesses opt in to employ such guards as they would be making a rational economic decision. If they opt to do this, the public purse gets less money because the businesses are paying for their own security and such security expenses are tax-

deductible. This is part of visible economic trend in South Africa of businesses opting not to trust the publicly financed system (SAPS) but to increase their payments to private security companies. The proper balance between public and private security is being worked out through the operations and decision-making of the UIP in Florida Road.

5.5.3 Problems faced by UIP systems

When the UIP or similar system is proposed, it needs to be voted by the majority of rate-payers. In most cases the system is opposed by many people as voting in its favour would mean that the by-law is passed and therefore the increased rates are now imposed to everyone in that area. If not voted in, businesses and residents are not obliged to make contributions to the system. If only few businesses are forming part of the system, it becomes difficult to maintain and support the ambassadors as they require uniforms, radios and salaries. Majority of car guards are former offenders or have pending criminal cases and as such they are normally rejected when the UIP system is being implemented which causes tensions and intimidations between the UIP ambassadors and the former car guards, as experienced in the CIP in Helen Joseph Road.

5.6 RECOMMENDATIONS MADE BY KEY INFORMANTS

According to Boakye (2011 as cited in Perry and Potgieter 2013: 103), providing security has become an imperative and any destination which ignores this responsibility stands to lose out on the keen competition for the tourist dollar. Respondents have called on the SAPS to increase the police manpower in the area and have recommended that a 24 hour roadside monitors and the information centre are needed to further improve the safety and security of tourists in Florida Road and Durban as a whole. Other respondents recommended that in order for the safety of tourists to improve the SAPS will have to establish good working relationships with all stakeholders and police should ensure that perpetrators are brought to book. Installation of surveillance cameras at every intersection to assist in identifying perpetrators and getting convictions and the integration of CPF into tourism structures should be prioritised. There are a number of respondents appealing to the SAPS to regularly patrol and monitor the area.

Tourists as victims of crime usually will not return to their vacation places to give testimony, as it is costly and time-consuming. Therefore, government has to consider incentive programs for victims of crime to testify with possibly statutes allowing foreign crime victims to testify from their home via teleconferencing and Skype which could be cost effective and convenient.

Getting stronger evidence of reported crimes would lead to more convictions and sentencing, which ultimately deters further crime. Respondents recommend that there is a need for CCTV cameras at each intersection all along the road operating 24/7, this will help police with evidence to make convictions. Although monitoring these 24/7 may be the ideal, in fact just to have the cameras recording 24/7 may be useful for helping with photographic evidence to convict those charged.

The Florida Road UIP has opened up a service kiosk for day time policing, however the UIP management indicated the need for the kiosk to be multi-purpose use as tourists information centre. By doing so, Durban Tourism will have a representative in the kiosk to promote tourism in the area.

The roadside monitors wish to have their stipends be increased since relying on tips does not really make their lives better and also suggested that the UIP introduce another shift to monitor the area during the night more especially during the weekend, but that would have large budget implications as discussed above.

5.7 RECOMMENDATIONS OF THE STUDY

- ◆ In order to ensure crime prevention and tourists are secure at Florida Road, authorities have to focus on situational crime prevention measures. These measures which can help tourists' destinations to be safe and risks reduced include physical infrastructures such as police kiosk, as well as surveillance technology at intersections and visible policing. This has been proved to be a successful approach in keeping tourists and major tourist destinations safe during South Africa's hosting of the 2010 FIFA World Cup as security measures were increased significantly.
- ◆ The South African government should develop a policy to deal with tourism related crimes in the country. For effective policing in dealing with crime and tourism there should be a dedicated tourist police who are trained to deal with

the tourists in assisting them with directions and know about the tourism products in specific areas to advice tourists as it is a case in Egypt. Police should be trained on how to handle crimes against tourists for criminal cases to be handled in a proper manner.

- ◆ Tourists should try not to carry things that attract criminals as they are known of carrying large amount of cash and cameras, passports, wallets and other valuables and know where these possessions are all the times. They should walk in groups in order to minimise the risks of being victims of crime and avoid travelling in vehicles that are obviously rented.
- ◆ All stakeholders should come together and share responsibilities through the different competencies. The hospitality establishments in the area should adopt and comply with standards and practical security measures such as clear communication with all stakeholders regarding the potential safety and security problems and the provision of information on the support services available in cases of emergencies. Furthermore, there should be a promotion of communication between SAPS, metro police, tourism authorities such as Durban Tourism, representatives of the tourism and hospitality industry and the Florida Road UIP to facilitate access to information in areas of higher criminality in tourist places in order to identify hot spot areas.
- ◆ The UIP should find a way of employing the roadside monitors on a full time basis and be paid a monthly salaries. At the moment roadside monitors are not technically employees of the Florida Road UIP but works as volunteers and get small monthly stipends and depend largely on tips from motorists. It is therefore recommended that the responsibility of managing the roadside monitors be transferred to the private security company and hire them on a full time basis but this depends on the willingness of the UIP contributors to finance this.
- ◆ A tourist information centre should be established in Florida Road which will help inform tourists about safety and security issues when visiting tourist attractions in Durban. Information about self-protection, safety and security warnings, places where to obtain assistance in cases of criminal victimisation and emergency contact numbers should be made freely available to tourists.

5.8 RECOMMENDATIONS FOR FUTURE RESEARCH

It is recommended that a further study be undertaken in similar research in different areas of the country to find out if similar findings were obtained. It would also be interesting to take this study further by looking on how crime hampers the growth of township tourism.

5.9 MAIN CONTRIBUTIONS OF THE RESEARCH

This study contributes to existing literature on relationship between crime and tourism and the ideological frameworks sustaining this relationship. Useful findings from this study of one particular tourist location in South Africa can be shared with those concerned to identify new strategies in some affected areas and more importantly contributes to building the knowledge base of the all stakeholders such as the SAPS, national and local governments and tourism organisations. This study through journal publications and conference presentations will also contribute to the body of knowledge which will help policy makers and researchers in the safety and security and tourism industries to make informed decisions. Moreover, it will be interesting to see this study being applied in a different locations experiencing similar problems.

5.10 CONCLUSION

The focus of this study has been an investigation in perceptions of crime on tourists eating out at Florida Road in Durban. The perception of crime against tourists shows that crime is controllable and moderate. There is a perception that the number of tourists has decreased in the last three years due to the crime and the area is currently experiencing high level of theft of motor vehicles and theft out of motor vehicles. Stakeholders from the UIP reported the finding that vagrants posing as car guards had criminal records.. As a result the UIP roadside monitors were introduced and the vagrants were chased away. This supports the theories that argue social apathy increases crime, and that more concerted effort by local stakeholders can reduce the risk of crime.

Tourists attract criminals by not following basic safety and security measures. They are seen carrying large sums of money and not keeping their valuable items in a safe place. One of the worrying factors is that tourists tend not to report crimes committed against them as they do not want to come back to attend court proceedings to avoid return trips and testify against criminals. Tourists fail to pay attention to security issues as they engage themselves in activities which may increase the risk of being victims of crime.

One respondent highlighted that the increasing costs of security have left some hospitality businesses with financial burden. There is a need for 24/7 CCTVs and roadside monitoring that will help with evidence for convictions. Increased police manpower with regular patrols and the visitor information centre are required in order to improve the safety and security in the study area.

In Florida Road, there is an improved partnership between public and private investment in security as the UIP through a dedicated security team enables stakeholders such as the police, CPF, private security companies, residents and the business establishments to interact and co-operate in fighting crime against tourists. At the core of Florida Road's success is the ability for the UIP and eThekweni municipality to build and strengthen a mutually beneficial relationship.

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APPENDIX A: QUESTIONNAIRE FOR HOSPITALITY WORKERS, SECURITY GUARDS & TAXI DRIVERS

Questionnaire for Hospitality Workers, Security Guards & Taxi Drivers

1. Gender:

Male		Female	
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2. Age:

Less than 20		21 – 30		31 – 40		41 – 50		51 – 60		61 and above	
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3. Education:

High School		Diploma		Degree		Post Grad. Degree	
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4. How often do you hear of criminal activities against visitors in Florida Road?

Every day		Every week		Once a month	
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5. What time of the day do these crimes happen?

Day		Night		Anytime	
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6. What type of criminal activities are reported in Florida Road?

Theft		Bodily harm		Drunkenness		Fraud		Robbery		Other	
<i>This includes pick-pocket, bag-snatching and theft out of motor vehicles and theft of motor vehicles.</i>		<i>This includes fighting, assault, and rape.</i>		<i>This includes drunk driving and drinking in public place.</i>		<i>This includes card-cloning.</i>		<i>This includes forcibly entering a place to steal.</i>		<i>This includes any other crime not mentioned here.</i>	

If other please specify:

7. Which of these people are more affected by crime in Florida Road?

Local visitor		International visitors	
---------------	--	------------------------	--

8. How do you find the safety and security of visitors in the area?

Excellent		Good		Fair		Poor	
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9. What is your impression with regards to safety and security in the area?

Excellent		Good		Fair		Poor	
-----------	--	------	--	------	--	------	--

10. How do you rate crime against visitors in this area?

High		Moderate		Low		None	
------	--	----------	--	-----	--	------	--

11. How do you rate crime in general in Florida Road in comparison to other local areas in Durban?

High		Moderate		Low		None	
------	--	----------	--	-----	--	------	--

12. Do you think the number of visitors to Florida Road has declined during the past 3 years?

Yes		No	
-----	--	----	--

13. If Yes, Do you think this is due to increased crime in the area?

Yes		No	
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14. If answer is No to question 14 above, what could be the cause of the decline?

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15. The Florida Road is not safe for visitors.

Strongly Agree		Agree		Not Sure		Disagree		Strongly Disagree	
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16. Visitors are always targeted by criminals in the area.

Strongly Agree		Agree		Not Sure		Disagree		Strongly Disagree	
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17. There are no police visibilities in the area which influences the criminal activities to take place.

Strongly Agree		Agree		Not Sure		Disagree		Strongly Disagree	
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18. There are no security and safety warnings to visitors in the area.

Strongly Agree		Agree		Not Sure		Disagree		Strongly Disagree	
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19. What do you think the crimes committed at Florida Road are influenced by?

Lack of police support		Visitor negligence of safety warnings		Restaurants do not care of visitors safety		No street light in the area		Too many street hawkers	
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20. What is the cost of crime on businesses serving tourists in the study area?

21. What do you think should the businesses in Florida Road do to improve the safety and security of visitors?

22. What do you think should the police do in Florida Road to improve the safety and security of visitors?

23. General Comments

THANK YOU FOR TAKING TIME IN PARTICIPATING IN THIS STUDY!!!!!!

APPENDIX B: QUESTIONNAIRE FOR SAPS & METRO POLICE OFFICIALS

Questionnaire for SAPS & Metro Police Officials

1. Gender:

Male	Female
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2. Age:

Less than 20	21 – 30	31 – 40	41 – 50	51 – 60	61 and above
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3. Education:

High School	Diploma	Degree	Post Grad. Degree
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4. How often do you hear of criminal activities against visitors in Florida Road?

Every day	Every week	Once a month
-----------	------------	--------------

5. What time of the day do these crimes normally happen?

Day	Night	Anytime
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6. What kind of criminal activities are reported in Florida Road?

6.1 Crime against persons

Assault	Rape	Murder	Mugging	Robbery	Xenophobia	Other
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If other please specify:

6.2 Crime against property

Car hijacking	Car break-in	Burglary	Fraud	Shoplifting	Other
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If other please specify:

THANK YOU FOR YOUR TIME IN PARTICIPATING IN THIS STUDY!!!!

APPENDIX C: INTERVIEW GUIDE FOR RESTAURANT MANAGERS AND LAW-ENFORCEMENT AGENCIES OFFICIALS

Interview Guide for Restaurant Managers and Law-enforcement Agencies Officials

1. What type of crime are mostly committed at Florida Road?
2. What are the police doing to combat the crime in this area, more especially crime against tourists?
3. What are the businesses doing about the crimes committed against tourists or crimes in general in this area?
4. What have you observed about the behaviour of tourists while they are in your area?
5. How do criminal activities affect business growth in the area?
6. What advice do you give to tourists about their safety while they are in Florida Road?
7. What plans are in place to safeguard tourists against crime in this area?
8. What further can be done to improve the safety and security of tourists in Florida Road and Durban as a whole?

APPENDIX D: APPLICATION FOR GATEKEEPER'S PERMISSION



Faculty of Management Sciences

Department of Hospitality & Tourism

Date

Dear Participant

I am currently registered with the Faculty of Management Sciences at the Durban University of Technology (DUT). I have to complete a dissertation as part of my studies to qualify for the award of Masters Management Sciences degree. My dissertation is titled: Analysis of Perceptions of Crime against Tourists in Florida Road, Durban.

There are people that have to be interviewed by a means of structured interview questions and I therefore request your participation and contribution by granting me an interview, which should not last longer than 30 minutes. All information collected in this study will be solely applied for research purposes and will be treated with the utmost confidentiality.

Should you have any queries regarding this study, please do not hesitate to contact myself or my supervisor on the numbers below. I look forward to your response and allow me to express my sincere gratitude in anticipation of your cooperation.

You're sincerely,

Student: Madiseng Phori

Contact Details: 073 716 0032

Supervisor: Dr Charlotte Mbali

Contact Details: 083 655 2415

APPENDIX E: LETTER OF INFORMATION AND CONSENT



Faculty of Management Sciences

Department of Hospitality & Tourism

Date

Dear Participant

I am currently registered with the Faculty of Management Sciences at the Durban University of Technology (DUT). I have to complete a dissertation as part of my studies to qualify for the award of Masters Management Sciences degree. My dissertation is titled: Analysis of Perceptions of Crime against Tourists in Florida Road, Durban.

I am requesting your participation and contribution by completing this survey which should not last longer than 15 minutes. All information collected in this study will be solely applied for research purposes and will be treated with the utmost confidentiality.

Should you have any queries regarding this study, please do not hesitate to contact myself or my supervisor on the numbers below. I look forward to your response and allow me to express my sincere gratitude in anticipation of your cooperation.

You're sincerely,

Student: Madiseng Phori

Contact Details: 073 716 0032

Supervisor: Dr Charlotte Mbali

Contact Details: 083 655 2415