

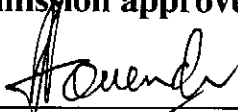
**THE IMPACT OF TOURISTS' PERCEPTIONS OF  
SAFETY AND SECURITY ON TOURISM  
MARKETING OF MPUMALANGA**

**BY**

**MANTSEO JULIET MOPELI**

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**Submission approved for examination**



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**Dr JP Govender**  
**B Paed(Com); B Com(Hons); M Com; PhD**  
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## **DECLARATION**

I, Mantseo Mopeli, hereby declare that the work presented in this dissertation represents my own work and findings, except where indicated, and that all references, to best of my knowledge, are accurately reported.

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Mantseo Mopeli

## **ABSTRACT**

Generally the study intends to determine the perception of tourists on the issues of safety and security during their visit to Mpumalanga. In particular, the study will firstly aim to ascertain whether visitors to Mpumalanga felt unsafe, and if so, to what extent. Secondly, the study will work towards ascertaining whether the tourists choose to limit their activities because they related to their perceptions of crime and safety in Mpumalanga. Lastly, the study will try to establish whether specific demographic factors of the respondents related to their perceptions of crime and safety in Mpumalanga.

The research was quantitative in nature. The data was gathered from approximately 400 tourists in Mpumalanga. These respondents were extracted from a bigger population of tourists that utilised tourist destinations in Mpumalanga. The 400 respondents were randomly selected to complete the questionnaire at the time of their departure. The responses were analysed using the Statistical package of social science (SPSS) statistical analysis computer programme. This software helped to organise the data into tables, charts and graphs and also perform statistical calculations that were pertinent to the data analysis process.

The questionnaire was administered on a sample of 400 of which 40% were males and 60% were females. From the whole group, most were between 32 and 42 years of age and 57% of this sample was earning between R5001 and R1000 per month. Most of the respondents were from Africa, with some from South Africa, followed by Europe, America and Asia. A greater number of respondents were actually on holiday with some coming for different purposes like visiting family, friends or doing business.

Data shows majority of respondents not encountering any crime related incidences with 19% actually being victims of different types of crime, from

harassment to being robbed. Even within these unfortunate incidences, there was some degree of safety for a bigger number of visitors and most felt safe to tour during the day and using public transport while 60% felt unsafe to walk along the streets at night. The perception of safety at night and at place of accommodation varied with age, gender, country of origin and monthly income.

Based on the finding from this study the issue of safety and security was a concern to tourists such that it was suggested that: there should be dissemination of information on safety to tourists, development of safety and security policies for tourism, improvement of public transport and participation of police in tourism in order to improve the situation.

# **CHAPTER 1**

## **INTRODUCTION AND BACKGROUND TO THE STUDY**

### **1.1 Introduction**

In order to be successful, tourism must be adequately supported in a sustainable manner by ensuring the safety and security of tourists in all destinations visited. Safety and security needs should be addressed and assured as strategic priority by local communities, private and public sectors as well as tourism organisations. There are many factors which influence where tourists choose to go on holiday. One of these factors is the safety or perceived safety of destination. Tourists do not want to be concerned about the possibility of violence when on holiday.

Consequently, tourists are more likely to choose a destination where risk to safety is perceived to be minimal and tourists who are not or do not feel safe, will not visit the destination again. For a country to establish and maintain sustainable tourism, it needs to be able to ensure safety and security. The success or failure of tourism destination depends on it being able a safe and secure environment for both tourists and the host population.

Mpumalanga is one of South Africa's nine provinces. It is an exciting tourist destination for domestic and international tourists. It boasts numerous tourist attractions such as the Kruger National Park, Pilgrims Rest, Crystal Springs and Falls, hotels and restaurants. Mpumalanga competes with the other eight provinces for the national positioning as the most beautiful and safest tourist destination. This research aims to determine the reason for the decline in the number of visitors and if concerns about safety and security was one of the factors that contributed to the decline.

The purpose of this study was to evaluate tourists' perceptions of safety and security after visiting Mpumalanga, to determine if they felt unsafe while staying and touring Mpumalanga and how they perceived safety in Mpumalanga. The research was quantitative in the nature. The data was gathered from approximately 400 tourists in Mpumalanga. Respondents were extracted from popular tourist transport locations in Mpumalanga and were randomly selected to complete the questionnaire at the time of their departure.

The survey was undertaken at the tour bus station, the Nelspruit airport and the tax refund kiosk. The study used non-probability sampling and data was gathered using a structured questionnaire and questions were close-ended. The data was analysed by the Statistical package of social science (SPSS) statistical analysis computer programme. Moreover, the key informants were part of the sample of this study and were extracted from hotels, travel agencies, restaurants and car rental companies. Ten respondents were selected for the pilot tests. The questionnaire was unstructured and open-ended, in-depth interviews were undertaken.

## **1.2 Research problem**

The main concern of tourism managers and tour operators is the safety of tourists. If a tourist feels unsafe or threatened at a holiday destination, he or she can develop a negative impression of the destination. This impression can be very damaging to the destination's tourism industry, and can result in the decline of tourism to the area. Consequently, prospective tourists may not visit the destination because it has a reputation of having high a crime rate. If tourists feel unsafe at the destination, they are not likely to take part in the activities outside their accommodation facility.

According to Mpumalanga Tourism Authority (2004), more than 20% of tourists were concerned about inadequate security, 13% were concerned about being hijacked, 1.5% were concerned about racism, and 7% were concerned about



being mugged during their visit to Mpumalanga. In 2003, Mpumalanga was ranked number three in performance when compared to the other eight provinces but dropped to number four in 2004. The researcher aimed to determine the reason for their decline in the ranking position of Mpumalanga province and determine whether a concern about safety and security was one of the factors that contributed to the decline in tourism.

### **1.3 Research objectives**

#### **1.3.1 Main objective**

The main objective of this study is to ascertain tourists' perceptions of safety and security after visiting Mpumalanga.

#### **1.3.2 The Sub-objectives of the study are:**

- To find out whether visitors to Mpumalanga felt unsafe, and if so, to what extent;
- To ascertain whether visitors choose to limit their activities because they were afraid of crime; and
- To establish whether specific demographic factors of respondents related to their perceptions of crime and safety in Mpumalanga.

### **1.4 Rationale for study**

This research aimed to establish the impact of crime on tourism in Mpumalanga. The researcher believed that criminal victimization through violence (murder, rape and assault) and property crimes (theft, robbery and housebreaking) render Mpumalanga unattractive as a tourist attraction and negatively influence tourism in this particular area. Secondly, it appears that no research into the foregoing phenomenon has been previously undertaken within a criminological context to determine whether or not serious crime negative influences tourism in Mpumalanga.

Citizens are confronted daily with media reports about criminal activities and many actually experience criminal victimisation in the form of brutal murder, rape, armed robberies, hijacking and theft. In view of the increasing crime rate, particularly in Gauteng, KwaZulu-Natal and the Western Cape (Ntuli and Potgieter, 2001:60), which is anticipated to continue for some time, it becomes necessary to investigate the impact of crime on tourism in Mpumalanga.

Safety and security are key elements which impact on the tourism industry. The knowledge obtained in this research will help the destination's tourism management to understand better how these elements can improve tourism in Mpumalanga. Moreover, this knowledge will be useful not only to the study area but also to many other tourist destinations that aim to increase their tourist numbers by encouraging the tour operators and tourism managers of the destinations to concentrate on the factors of safety and security.

Economically, this study will be beneficial to Mpumalanga in promoting the tourism industry as a generator of economic growth, which creates employment and makes a sustainable contribution towards the well-being of all the people of Mpumalanga. The study will further be beneficial in creating opportunities for small and medium-sized businesses as well as emerging entrepreneurs and the informal sector. Such opportunities will result in effectively increasing the gross domestic product (GDP).

## **1.5 Limitations**

The research study was limited to one province out of the nine in South Africa. The researcher's main focus was Nelspruit at four bus stations, Nelspruit Airport and the tax refund kiosk. Other places in Mpumalanga such as Witbank, Ermelo, Secunda and Middleburg were excluded because of time and cost constraints. This study also cannot be generalised to other provinces.

## **1.6 Overview of chapters**

Chapter 2 of this research reviews the literature on safety and security. It describes the importance or the need for safety and security at tourism destinations.

Chapter 3 deals with the methods used to collect and analyse the data for this study. The purpose was to explain how data was collected. This explanation included the data collection method, interviewing procedures, sample selection, sample size, instrument design, data analysis and limitations of the study.

Chapter 4 highlights the results that were obtained from the findings of this study. Chi- square tests were performed and the results presented by the bar graphs and pie charts.

Chapter 5 provides the main conclusions of the research and recommendations are made on how to improve the safety and security at Mpumalanga tourism destinations. Finally, this chapter presents the suggestions for further research.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

This chapter reviews the literature on safety and security. It describes the importance of the need for safety and security at tourism destinations. The chapter further discusses the impact of crime on tourists and how tourists perceive a destination. Moreover, the chapter discusses the effectiveness of safety and security at tourism destinations. Comparatively, some destinations are safer than others and safety and security is the differentiating factor amongst the destinations. The extent to which tourists feel safe is determined by the safety destination. Tourists do not want to visit places where they do not feel safe or they feel threatened. It is, therefore, important for tourism destinations to ensure the safety of tourists.

In considering the aims of the literature review, it should be stated that, for the researcher, it is much more than a mere survey of the information that results in a list of items representing some literature on the area of the study. A literature review is more of a facilitator because it influences the research at many stages of its development from its inception to conclusions. The literature review provides a conceptual framework in which facts, relationships and findings of the study can be placed, and it helps to refine and introduce ideas that are relevant to the scope of the study.

#### **2.2 Importance of tourism**

Tourism is the world's largest industry. According to the estimates of the World Tourism Organisation (WTO), the volume of international tourism, as measured in international tourist arrivals, was 694 million in 2003, which was a reduction of some 8.6 million arrivals compared to the 2002 volume of 703 million. The Iraqi conflict and the SARS panic are mentioned as factors contributing to the decline.

In South Africa, foreign tourist arrivals increased by 64,666 tourists in the first quarter of 2003, compared to the first quarter of 2002. With the growth in tourism, there are benefits to be gained and costs that have to be borne.

Benefits include more employment and foreign exchange earnings, while the costs include environmental degradation and social exploitation. Faced with such gains and losses associated with tourism development, issues of responsibility must be incorporated into the tourism industry. Responsible tourism has thus emerged in recent years as a strategy that gives due weight to economic, social as well as environmental impacts and seek to maximize the benefit for local destination stakeholders. Across the globe, there has been a growing interest in making tourism as responsible as possible (South Africa Tourism, 2004: 36).

### **2.2.1 The role of tourism in South Africa**

South Africa is rich in tourist attractions. These attractions include accessible wildlife sanctuaries, unspoiled landscapes, beaches, wilderness areas and indigenous forests, diverse cultures, a generally sunny and mild to hot climate and a well developed infrastructure. These features attract not only local but also foreign tourists. However, a trend has emerged where some countries, including a developing country like South Africa with its democracy still in its infant stage, are listed and categorised overseas as a place where tourists are vulnerable to crime and criminal victimization (Ntuli and Potgieter, 2001: 61).

According to the Mpumalanga Tourism Authority (2005: 19), with a population of approximately 41 million and a land area of 1.27 million square kilometres (nearly five times the size of UK), South Africa's resource base for tourism is phenomenal. The attraction of the country lies in its diversity such as accessible wildlife, varied and impressive scenery, unspoiled wilderness areas, diverse cultures (in particular, traditional and township African cultures), a generally sunny and hot climate, no jet lag from Europe, a well-developed infrastructure

and virtually unlimited opportunities for special interest activities such as whale-watching, wild water rafting hiking, bird-watching, bush survival, deep-sea fishing hunting and diving.

In addition, unique archaeological sites, battlefields, the availability of excellent conference and exhibition facilities, a wide range of sporting facilities, good communication and medical services, internationally known attractions (Table Mountain, Cape of Good Hope, Sun City, Kruger National park, Garden Routes, Maputaland) and unrivalled opportunities to visit other regional internationally known attraction, e.g. Victoria Falls and the Okavango Swamps, make South Africa an almost complete tourist destination.

Tourism has become a fiercely competitive business. For tourism destinations the world over, as indeed for South Africa, competitive advantage is no longer natural, but increasingly man-made and driven by science, technology, information and innovation. As such, it is not simply the stock of natural resources of South Africa that will determine her competitiveness in tourism, but rather how these resources are managed and to what extent they are complemented to man-made innovation in this regard, South Africa scores well on three important fronts. Firstly, the already well-established network of national parks, covering some 6.3% of the surface area of the country, and private nature reserves are very much 'on trend' with the demands of the increasingly environmentally sensitive visitor. Secondly, some companies are already leaders in the global best practice in ecotourism, while others have created Disneyland-like attractions in South Africa, boosting the country's name internationally (Mpumalanga Tourism Authority, 2005: 22).

Thirdly, the recent successful political transformation in South Africa has virtually opened the country's tourism potential to the rest of the world and indeed to the previously neglected groups in society. According to the Mpumalanga Tourism Authority (2000:24), the Howarth 1995 Worldwide Hotel Industry Review

concluded that South Africa's tourism potential "is outstanding, providing peace and harmony remain". Notwithstanding all the abovementioned advantages, South Africa has not been able to realise its full potential in tourism. As such, the contribution of tourism to the employment, small business development and income and foreign earnings remains limited (The Tourism White Paper, 1996: 24).

### **2.2.2 The role of tourism in the economy**

Tourism currently plays a relatively small role in the economy of South Africa. The Economist Intelligence Unit estimates the value added by the tourism in South Africa to have been no more than 2% of the GDP in 1994. Kessel Feinstein and SATOUR estimated that, in 1995, tourism's contribution to GDP was in the vicinity of 4%, which is very low by any standard. The World Travel and Tourism Council estimated that, in 1995, tourism contributed 10.9% to the GDP of the world economy, 10.5% to the US economy, 13.4% to the European economy, 12.3% to the British economy and 31.5% to the Caribbean economy. SATOUR estimated that 480 000 jobs are directly and indirectly created by tourism. Tourism is the fourth largest earner of foreign exchange in South Africa (Government of South Africa, 1996: 26).

### **2.2.3 Recent tourism performance**

In 1995, South Africa received 4.48 million international visitors. Africa continues to generate the bulk of international arrivals to South Africa (73%), with Europe accounting for about 15%. North and South America, the Middle East, Australasia and the Indian Ocean Islands continue to be very marginal contributors, together accounting for not more than 12% of total international arrivals. In 1995, South Africa received just under 1.1 million overseas visitors originating from outside Africa. In addition, it is estimated that there are some 7.9 million domestic tourists who took a total of 17 million holidays in 1994(The Tourism white paper,1996:24).

Domestic tourism plays an important role in the South African tourism industry. This market will continue to grow as previously neglected people become tourists and travellers themselves. International tourism is also a vital element of the South African tourism industry- overseas and Africa air arrivals visitors spend an average of R14 000 each (including airfare). The Reserve Bank conservatively estimates that African land arrivals visitors spend, on average, R600 when they visit South Africa. Within the international tourism market, the business travel conferences and incentives and leisure segments are of critical importance to the South African tourism industry. Following the democratic elections of April 1994, extremely positive growth in visitor arrivals, from both the regional and overseas markets, was recorded (South African Tourism, 2000: 40).

Overseas visitors to South Africa doubled by the year 2000. While there is no doubt that growth will continue under the pressure of regional and overseas demand, there is no guarantee that growth will be sustainable or that the tourism industry will be fully able to act as an engine of growth for the economy, or achieve the sub-economic objectives set by the new government. Key actions, policies and strategies are necessary to ensure that South Africa realises its tourism potential and avoids the mistakes that other destinations have made (Mpumalanga Tourism Authority, 2005: 34).

The Tourism White Paper ( Republic of South Africa,1996: 30) states that tourism can be an engine of growth because:

*i. Tourism represents a significant opportunity for South Africa:*

Employing 212 million people world-wide, generating \$3.4 trillion in world gross output and contributing \$655 billion of government tax revenues, travel and tourism is the world's largest industry. In Britain, Germany, Japan and the USA, more adults have travelled than visited a library, attended a sporting event or been to see a play or concert. The tourism



industry was expected to grow by 50% to 2005 by which time the industry would be worth US\$ 7 trillion to the world economy.

*ii. Tourism is the world's largest generator of jobs:*

The World Travel and Tourism Council estimate that travel and tourism is now the world's largest generator of jobs. In 1995, the industry provided direct and indirect employment for 212 million people who accounted for 10.7% of the global work force and provided one in every nine jobs. Between 1995 and the year 2000, travel and tourism added new job every 2.5 seconds and created 125 million new direct and indirect jobs. Tourism has already created 480 000 jobs in South Africa.

*iii. Tourism can provide immediate employment:*

Properly organised and focused, the tourism sector can create many jobs within a short period. If one quarter of the 8 500 tourist accommodation establishments (not to mention restaurants and fast food outlets) in South Africa began to offer live entertainment to guests, at an average of three entertainers per group, thousands of entertainers could be employed within days. And if large resorts open their doors one day per week to encourage craft providers to market their products to the visitors, (on condition that every thing sold is actually made by the entrepreneur, with a working demonstration of the skills), many employment and business opportunities would be created for surrounding local communities. The provision of weekly market days at the resorts group at no rental charges, is already done by the Sandals Resort group in the Caribbean. Visitors view the market as a prime attraction.

*iv. Tourism is labour-intensive:*

The tourism industry has the lowest ratio investment of job creation. This means that more jobs can be created per unit of capital invested and many tourism activities are within the reach of the small operator.

*v. Tourism employs a multiplicity of skills:*

From accountants and hairdressers to tour guides and trackers, the tourism industry draws upon a multiplicity of skills. Moreover the potential for on-the-job training is enormous.

*vi. Tourism brings development to rural areas:*

Many of the prime attractions are not located in the city centres but in the rural areas. Tourism allows rural people to share in the benefits of tourism development, promoting more balanced and sustainable forms of development. Tourism provides an alternative to urbanisation, permitting people to continue a rural family existence, enfranchising both women and the youth.

### **2.3 The statistics for Mpumalanga**

Mpumalanga boasts attraction such as the Kruger National Park, Blyde River Canyon, Pilgrims Rest, Hazyview, Mpumalanga private game reserves, Graskop, flea/craft markets, and Dullstroom. Mpumalanga is one of the best tourist destinations in South Africa.

According to the Mpumalanga Tourism Authority (2005:6), the number of arrivals to the province decreased by 11.4% from 327 115 in the fourth quarter of 2003 to 289 923 in the fourth quarter of 2004. In the same period, the share of arrivals to Mpumalanga, as a percentage of total arrivals to South Africa, also fell by 3.2% from 18.4% to 15.2%. The number of bed nights spent in the province decreased by 9.7% (125 449) from 1 286 898 to 1 161 449. The total foreign exchange in

this province decreased by 5.3% (R94 772 596) from R1 776 294 00 to R1 681 521 405.

The fourth quarter of 2004 recorded the highest number of tourist arrivals for the last quarter of a year in the history of recording foreign tourism arrivals to South Africa. The 1 907 431 tourists, who arrived between October and December in 2004, was a 7.3% increase over the same period in 2003. The growth largely came from Africa and America. However, despite the growth in arrivals, revenue was down by R1.4 billion in nominal Rand terms as total spending per tourist in South Africa went down by R1 691 per person while tourist spending in South Africa per day went up by R551 per person (i.e. 41%). The loss in total foreign spending spread across the regions with Africa having the biggest losses (R1.3 billion), followed by Europe (R107 million). Asian (R27 million) and American (R22 million) losses were lower (South African Tourism, 2004: 44).

Most of the growth out of the Americans was from the United States, followed by Canada and Brazil. In Asia, there was growth out of all the key markets except China where there has been a decline over the past two months due to some negative publicity in the market after a compound average growth of 20% from 2001 to 2004. After more than a year of losses out of major European markets, there has been a recovery out of the UK, in particular, and the Netherlands. The European market declined by 1% over this period as 4 129 fewer tourists arrived.

#### **2.4 Tourism safety and security**

Safety and security has been identified as one of the five global forces that would drive the tourism in the new millennium. Many tourists at any destination might be vulnerable to robbery, assault, rape and larceny with a destination. Every destination has to ensure the safety of tourists at any time to improve its image (Ronald and Kenneth, 2003: 176). Tourism is a major source of income for any city; however, many cities with highly attractive features do not achieve the high tourism rates that they warrant. This failure is mainly due to the non-manipulation

of negative factors by the decision-making bodies. Safety and security is vital to providing quality in tourism. More than any other economic activity, the success or failure of any tourism destination depends on its being able to provide a safe and secure environment for its visitors (Leiper, 1990: 279).

According to Brunt, Mawby and Hambly (2000, 417), there are five broad areas of interest that can be identified:

- Tourist areas as areas of high crime;
- Tourists as victims;
- Tourists as offenders;
- Tourism generating high levels of deviant activity; and
- Terrorism and tourism.

There are many factors which influence where tourists choose to go on holiday. One of these factors is the safety or perceived safety of a destination. Tourists do not want to be concerned about the possibility of violence when on holiday. Consequently, tourists are more likely to choose a destination where risks to safety are perceived to be minimal (Allen, 2000: 7).

## **2.5 Destination safety**

According to Reisinger and Mavondo (2005: 213), to create a favourable environment for tourism development, it is important to understand how potential tourists experience their environment in terms of safety. Tourism cannot develop in places that are perceived as dangerous. Safety and physical security are the primary conditions for normal tourism development of a destination, region, or country. Today, safety and security for domestic and international travellers have become a global concern. Lack of personal safety is perceived as a major deterrent to the international traveller. For example, Australia issued a warning about lack of safety in high risk nations such as Malaysia, Singapore, and Thailand. The announcement of the international governments contributed to general concerns about personal safety and the atmosphere of risk and anxiety

in the international world. They also created much needed awareness of tourism security.

It is generally accepted that the tourism industry is growing at a phenomenal rate and that this trend is likely to continue well into this 21<sup>st</sup> century. In 16 out of 28 countries in the Greater Caribbean, the tourism industry is the greatest foreign exchange earner. It accounts for approximately one third of the region's GDP and provides direct or indirect employment for one in every four citizens. The tourism industry presents opportunities for income and employment, hard currency earning and economic growth. However, in developing countries, this sector faces many challenges. One of those obstacles is the issue of tourist safety and security, which is gaining increasing prominence on the national agendas of many host countries. There is evidence that suggests that few, if any, major tourist destinations are immune from the incidences of harassment and crime against tourists (Garraway, 2002: 1).

The perceived risk, and protection of safety greatly influence the intentions to travel. When the risk makes a destination to be perceived as less safe, the potential travellers can:

- Pursue their travel plans;
- Change their destination choice;
- Modify their travel behaviour; or
- Acquire additional information if they decide to continue their travel plans.

For example, the risk of experiencing a threat of terrorism makes a destination to be perceived as less safe, and the less risky destination is likely to be chosen (Reisingere and Mavondo, 2005: 214).

In the case of potential tourists, threats to personal safety, whether real or perceived, influence their travel decision. This perception or reality may impact negatively on the image of the destination, seriously endangering the viability and

sustainability of the industry, thereby contributing to the destruction of the tourism product. No one will visit a place if he/she believes that it is dangerous. Likewise, tourists are concerned for their personal safety and the security of their possessions. Safety is very important and it can influence a tourist's decision about whether or not to visit a town, city, region or country (Swarbrooke, 2002: 165).

According to Jones, Openshaw and Robinson (2000:4), political events, military actions, crime and terrorism always disrupt international travel. If violence of some kind flares up in a country where a tourist was planning to go, he or she will most likely go somewhere else. Due to the Gulf War, for instance, thousands of tourists, who were planning to visit Africa and the Middle East, cancelled their holidays and went to Europe instead. Similarly, the ethnic struggle in Yugoslavia caused that country to lose millions of Rands in foreign exchange when thousands of tourists diverted to other Mediterranean resorts to avoid the fighting.

South African tourism suffered in a similar way before 1994, as many foreigners felt that the country was in the throes of civil war. 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. Senseless acts of terrorism, like the bombing of Planet Hollywood at the V&A Waterfront in Cape Town in 1998, confirm the fears of international tourists that South Africa is not safe place to visit (George, 2003:580).

## **2.6 The image of a tourist destination**

Despite its various potential negative impacts, tourism has been identified as one of the few viable economic opportunities in large parts of the least developed world. Among the major impediments for increased tourist activity in such regions are the limited destination knowledge of visitors and the perceived negative

image provoked by political instability, poverty and recent tragic events and humanitarian conditions (Grosspietsch, 2006: 225).

A destination image is the expression of all objective knowledge, impressions, prejudice, imaginations, and emotional thoughts an individual or group might have of a particular place. Destination image influences a tourist's travel decision-making, cognition and behaviour at a destination as well as satisfaction levels and recollection of the experience. Tourist destination images are important because they influence both the decision-making behaviour of potential tourist and the level of satisfaction regarding the tourist's destination. However, whether an image is a true representation of what any given region has offer the tourist is less important than the existence of the image in the mind of the person (Jenkins, 1999: 2).

When considering various holiday destinations, tourists rely heavily upon the image of a particular destination. Given a much wider choice and the variety of destinations, tourists today are likely to favour holidays that offer fullest realisation of their personal needs and value for money. Having a good product alone is simply not enough in a competitive market. Therefore, the motive, expectations and needs of tourists must be taken into consideration. A holiday has become a major consumable as a prerequisite for modern living and is a critical factor when developing a destination. Whether or not the image is a true representation of what a destination has to offer the tourist or not, is of secondary importance. What is important is the image that exists in the mind of the consumer (Styrdom and Nel, 2006: 166).

According to Sonmez and Sirakaya (2002: 185), positive images of a destination help the decision-maker to construct awareness and can thus serve as the differentiating factor among competing destinations. Consequently, it is safe to assume that the success or failure of the tourism industry, at many destinations around the world, largely depends on the images held by potential travellers and

the effective management of those images by the destination. Nearly 20 years ago, the World Tourism Organisation highlighted the importance of positive image for tourist destinations.

Awaritefe (2004: 236) states that the role of the destination image in the holiday selection process is well articulated by Goodall (1988), arguing that unless a specific destination figures in the mental image of a potential tourist, it has no chance of being selected. Where a specific destination does figure in the potential tourist's image set, a very strong positive image of that destination must be held by the individual for it to be selected in the presence to alternative destinations.

Peace, safety and security are the primary conditions for the normal tourism development of a destination, region or country and thus are the basic determinants of its growth. Without these conditions, destinations cannot successfully compete in the global market even if they present via their marketing campaigns, the most attractive and the best quality natural and man-made attractions. Any threats to the safety of tourists cause a decrease in or total absence of activity, not only in a particular destination but also in neighbouring regions or countries as well (Cavlek, 2002: 478).

According to Strydom and Nel (2006: 169), safety is one important factor for successful tourism. The perception that exists in the marketplace that many countries of the developing world are unsafe tourism destinations is the most important threat facing the tourism industry. These perceptions are usually related to high incidences of crime in the society, generally, and against tourists, specifically. The perception of customers will determine the success of the product. It is critical that a positive image of the product is maintained, as it is very difficult to change or overcome a negative image.



Image is the important aspect of a tourist attraction. The role of a destination image in tourism has a greater significance in marketing, when viewed through the framework of the traveller's buying behaviour. Creating and managing an appropriate destination image is critical to an effective positioning and marketing strategy. A tourist's decision to stay home or choose safe destinations is translated into significant losses for the tourist industry of a country suffering from high crime rates. Crime can impede tourism by wielding a significant blow to the fragile nature of a destination's safe image. The ramifications can be long-term and extremely difficult and expensive (Mawby (a), 2000: 29).

The situation in Miami, where a foreign tourist was murdered, exemplifies the challenges faced by such a destination. Once a perception becomes attached to a city, it is almost impossible to shake it off, as the citizens of Miami can testify. The power of the media in forming image of an area must never be underestimated. Negative perceptions of personal safety is one of the current threats to most destinations. Personal experience and world-of-mouth communication are the most important factors influencing a tourist's decision to visit a destination. Therefore, a tourist should not be a victim of any crime while visiting the country (Ferreira and Harmse, 2000: 81).

If a case similar to that of Miami happens in Mpumalanga, it is likely to appear in the media and thus create a negative image. In addition, the person who experiences a threat of any kind will tell other people about the experience at that destination and this will negatively influence their decision to visit. This negativity might not affect Mpumalanga only, but the whole of South Africa.

According to Harper (2001: 1053), a tourist crisis can be defined as any occurrence which threatens the normal operation and conduct of tourism related businesses, damage a tourist destination's overall reputation for safety, attractiveness and comfort by negatively affecting visitors' perceptions of that destination, and, in turn, cause a downturn in the local travel and tourism

economy and interrupt the continuity of business operations for the local travel and tourism industry by the reduction in tourist arrivals. To increase arrivals and sell more trips, operators must positively influence perceptions of the safety and security of their companies.

The number one reason that tourists or tour operators will or not book trips depends on whether they feel that the region, country or operators are safe. Few tourists want to go on vacation to risk their lives. No matter how wonderful one's country trips, pricing or tourist attractions are, prospective travellers are going to assess the safety and security first (Crotts, 1994:6). Tourism destinations and companies must positively influence perceptions of their country's safety and security in order to increase arrivals or sell more trips. However, in the past few years there has also been increases in volume of international and domestic travels, corresponding increases in the number of destinations available for tourists. Realizing the significance of tourism to their economies, many destinations have intensified efforts to attract and sustain a large part of the tourist market by creating and marketing an image of the particular destination that is desirable to potential tourists. Though tourism generated about \$400 billion annually worldwide during the past few years, Africa, despite its numerous tourism resources, reaped only a meagre \$10 billion. The World Tourism Organisation attributes low tourism receipts for African countries to the continent's negative image, which is a major deterrent for tourists (Awaritefe, 2004: 235)

## **2.7 Tourists' perception of safety**

If a tourist feels unsafe or threatened at a holiday destination, he or she can develop a negative impression of the destination. This negative impression can be very damaging to the destination's industry and can result in the decline of tourism to the area. This decline can happen in the following ways:

- Prospective tourists may decide not to visit the destination because it has a reputation of having a high crime rate;

- If tourists feel unsafe at the destination, they are not likely to take part in activities outside their accommodation facility; and
- Tourists, who have felt threatened or unsafe, are not likely to return to the destination and are not likely to recommend the destination to others (George, 2003: 577).

In recent years, there has been a plethora of criminal incidents at international tourist destinations. Tourism of Egypt, Florida, Kenya, Spain, Lebanon and Yemen, for example, has been affected by reports that tourists have either been held hostage, or been accidental victims or targets of crime or terrorism resulting in injury, rape, torture, and, sometimes, even death. Ensuring media attention has raised tourists' concerns about safety and ultimately led to a tourist market, both national and international, that is skewed by public perception of safety (Dimanche and Lepetic, 1999: 22).

When safety concerns are introduced into travel decisions, they are likely to become the overriding factor, altering the context of conventional decision-making models and causing travellers to amend travel plans. A common finding is that safety and security of tourists is prerequisite for a prosperous tourist destination. If the destination choice is narrowed down to two alternatives which promise similar benefits, the destination that is less costly and the safe from threat, is likely to be chosen (Mawby (b), 2000: 110).

Ferreira and Harmse (2000: 81) conducted a study on tourist perception of crime and tourism in South Africa. They state, according to Santour's bi-annual survey of the foreign visitor market, that foreign visitors' perceptions of personal safety in South Africa have deteriorated from a rating of 6.2% in January to 5% and 8% in August 1988. Increasing numbers of foreign visitors (60%) fear for their personal safety and they rate personal safety as either fair (36%) or below average (24%). On a ten point scale, visitors from the far East, Asia and Africa continue to give

personal safety the lowest rating (3.9% and 4.8%, respectively) while visitors from Scandinavia also rate personal safety very low (4.7%).

Personal safety in Gauteng is perceived as being very unsatisfactory by residents. In KwaZulu-Natal and the Western Cape, perceptions have worsened, after improving somewhat in 1997. Provinces outside the main metropolitan areas, such as Mpumalanga and the Free State, are considered safer than Gauteng and the Western Cape. Fear of crime is still the main concern of tourism in South Africa. Crime continues to remain a threat to the development of tourism in South Africa. The situation in South Africa has given the country a negative image which has begun to impact negatively on its tourism industry. Creating and managing an appropriate destination image is critical to an effective positioning and marketing strategy. Unless corrected, South Africa's image as a tourist destination will deteriorate further and many tourists, who might have spent their vacation in South Africa, will choose other safer destinations (George, 2003: 588).

Tourism can be a key factor in overcoming the socio-economic challenges facing South Africa if the reality and perception of tourist's safety is addressed urgently and adequately. Although the vast majority of visitors complete their travels in South Africa without any incident, visitors should be aware that criminal activity, sometimes violent, occurs on a routine bases. Crime in South Africa is perceived to be significant to the welfare of its citizens. Criminal activity, such as assault and armed robbery, is particularly high in areas surrounding many hotels and public transport. Ferreira and Harmse conducted a research study focusing on tourism in South Africa. The survey analyses the poor perception of personal safety of international tourists, the role that tourism plays in the economy and development, the influence crime on the tourist destination image as well as the general crime pattern as a perceived risk indicator for tourists visiting South Africa (Ferreira and Harmse, 2000: 83).

On the 6<sup>th</sup> September 1997, Cape Town learnt that it had lost the bid to host the 2004 Olympic Games in favour of Athens. Politicians, development scientists, economists and sports enthusiasts in South Africa and the local authorities of the Western Cape had viewed the Olympic Games as a development opportunity of a lifetime. Unfortunately, the crime situation in South Africa, and particularly in the Cape Peninsula, played a role in the international Olympic Committee's decision not to give the 2004 Olympic Games to Cape Town. The opportunity for the restructuring and modernization of the Western Cape region, on a scale never before envisaged, was lost.

South Africa, which remains Africa's top tourist destination and attracts one in every four visitors to the continent, experienced its tenth successive year of increased foreign tourism, but the country is seen by foreign tourists as a high risk destination. Widely publicised crimes committed against foreign tourists have an immediate effect in terms of declining foreign visitor numbers and the international image as a tourist destination. In spite of the special tourism product that South Africa has to offer and the increasing interest and enthusiasm in the international market-place, there are critical factors such as political unrest, violence and crime with the resultant risk to personal safety, which could adversely affect the country's tourism potential and thus a major socio-economic lifeline for the years to come. Evidence gathered in many parts of the world demonstrated that safety, tranquillity and peace are necessary for the prosperity of the tourism industry (George, 2003: 588).

According to Ferreira and Harmse (2000: 84), statistics clearly demonstrate that risks alter the demand patterns of tourists. The potential of risk has a significant impact on tourist behaviour. Studies show that tourists modify their behaviour as a type of protective measure during travel. It is usually the unwieldy hordes that attract the thieves and murderers in the first place and provide them with cover. Visiting places or regions that have previously been identified as dangerous,

immediately increases the risk for tourists. Risk information can play an important role in the reduction of risk.

The obligation and responsibility of government is to make accurate tourist information available to the public. Tourists can use the information to take the necessary precautions before entering a high-risk area. The murder of one tourist results in 200 potential tourists deciding not to visit a destination. The financial implication is a loss of about R3.5million, if it is taken into account that an average tourist spent about R17 500 per visit.

## **2.8 Tourism and crime**

Crime against tourists is the most prominent aspect related to the tourists' safety, which is an issue of considerable concern to various destinations. Crime creates negative perceptions of the destination and may result in inhibited demand or even a reduction demand.

A growing body of literature has been documenting the relationship existing between tourism and events that affect visitors' safety or safety perceptions. An expected finding has been that safety, tranquillity and peace are a necessary condition for prosperous tourism. Most tourists will not spend their hard earned money to go to a destination where their safety and well-being may be in jeopardy. The travel and tourism industry is very sensitive to crisis events that affect the political, socio-economic or natural environments. Examples of documented crises that have affected tourism include the 1989 San Francisco earthquake, terrorism in Europe or political instability in China (De Albuquerque and McElroy, 1999: 970).

From a marketing perspective, it is important for destinations to realize that crime and, more importantly, media coverage and the resulting perceptions of safety will have an effect on their image. The image of the destination is a critical factor in the tourists' destination choice process. Perceptions or images of a particular

destination held by potential visitors are known to have significant influence on the success of tourism. Tourists' intentions to visit a destination such as New Orleans are influenced by their perceptions or their knowledge of that destination.

The risk that potential travellers associate with a destination can contribute to forming a lasting image of that destination. Changing such an image will require long and costly marketing efforts. In addition, the degree of safety that tourists feel during different travel situation determines the levels of interest in future travel. Risk perceptions and feelings of safety during travel appear to have stronger influences on avoidance of regions than the likelihood of travel to them. If a tourist feels unsafe and threatened during his or her stay, he or she is not likely to return to that destination (Barker, Page and Meyer, 2003: 765).

The tourism industry in the Caribbean has been beset with the problem of crime over the years. According to Harriott (2000: 93), the analysis of crime and tourism in the Caribbean suggests that there is a possible link between mass tourism and an increase in certain types of crime. Crime control has become a central developmental issue and an important public policy concern in most Caribbean territories. One of the main characteristics of the studies focusing on crime and tourism in Jamaica is that Jamaicans, to varying degrees, see these problems as a function of the opportunities within the tourism sector as a result of its growth.

According to Harriott (2004:137), Dunn and Dunn (2002) conducted research on crime and harassment of visitors. The researchers concluded that visitor crime and harassment are problems related to several social, economic, political, cultural and psychological factors. Further, these problems stem from economic need and the existence of few employment alternatives which offer good potential earnings. The research further argues that most street crimes in Jamaica are generally of a depersonalised nature since, usually, the assailant consciously suspends whatever personal or first hand knowledge, if any, he/she

may have of his or her victim. In Jamaica and most Caribbean countries, tourism has been a major source of foreign exchange earning and employment generation. Due to the importance of the tourism sector in Jamaica, there has been a great deal of concern about the major impacts of crime on tourist arrivals. This concern persists even though official statistics indicate that the incidence of crime declined over the past two decades. Crime affects the ability of society to generate income from tourism and creates a vicious cycle; one that creates the environment for crime, which, in turn, destroys the very activity that could change that environment in this regard (Harriott, 2004:138).

Mpumalanga's high unemployment rate means that the province will be faced with a high crime rate which will affect its image, economy and tourism because no one will want to visit a destination that has negative publicity. Tourists fear for their safety. Therefore, it is very important for a host country to ensure that the community and tourists are safe.

### **2.8.1 Holiday safety**

Tourists and holidaymakers consider a number of factors when deciding on a destination and one of those is safety. International tourists typically work with a perception of safety in a country as a whole, whereas South Africans planning a holiday within South Africa differentiate between one city or destination and another. These perceptions are not necessarily accurate nor do they provide a fair comparison regarding tourists' safety nationally or internationally. It is irresponsible to try to reduce fear of crime where crime clearly exists, there are a number of ways in which tourists can contribute to reducing their own vulnerability. The problem is that tourists are often unfamiliar with their destinations. They are less likely to know safe and unsafe areas or to be able to identify and avoid behaviour that is particularly dangerous in a new environment (CSIR, Crime Prevention Centre, Pretoria, 2004: 5).



Further, people tend to behave differently when they are on holiday. They are less focused, do not concentrate and are less alert. They are also more likely to engage in risky behaviour. For instance, tourists are more likely to display material wealth such as cameras and jewellery, are unaware of local custom and are easier to deceive and are unfamiliar with local currency (Garraway, 2002: 45).

### **2.8.2 Factors contributing to crimes against tourists**

According to Ronald and Kenneth (2003: 2), tourism is an interactive relationship among tourists, local businesses, governments and communities. It is the United States' second largest service industry and directly or indirectly supports 204 million jobs, producing more than \$100 billion in revenues and drawing 57.2 million visitors to the nation each year. Growth in tourism, however, has also led to increased opportunities for and incidences of crime. Indeed, a long establishment relationship exists between increases in crime and increases in tourism.

In some highly popular tourism venues, major economic crimes, for example, robbery and burglary, have for several reasons, a similar season to tourism. Firstly tourists are lucrative targets, since they typically carry large sums of money and other valuables. Secondly, tourists are vulnerable because they are more likely to be relaxed and off guard and sometimes careless while on vacation. Finally, tourists are often less likely to report crimes or to testify against suspects, wishing to avoid problems on the return trip. Tourist crimes generally involve one of several scenarios (Levantis and Gari, 2000:961).

- The tourist is an accidental victim, in the wrong place at the wrong time, targeted as an easy mark;
- The industry itself provides victims, as tourists are more prone to taking risks while on vacation, and less likely to observe safety precautions. Furthermore, as tourist numbers grow, so, too, can local hostility toward

- tourists, thereby increasing the chances that they will be cheated, robbed or assaulted; and
- Terrorists or other groups may specifically target tourists, singling them out for hostage taking or even murder.

According to Brunt, Mawby and Humbly (2000:400), crime against tourists can impede tourism by significantly damaging a location's image. Therefore, the most important prerequisite for a successful tourists' industry is the reputation for having crime under control and guaranteeing tourists' safety. Furthermore, media coverage of crimes against tourists often tends to be out of proportion to the equal risk, having a profound effect on public perception of safety at particular locations. Although theft is the most common crime against tourists, they are vulnerable to other crime as well, including physical and sexual assault, credit card fraud and scams. In areas with many adult entertainment venues, tourists tend to congregate and be disproportionately targeted by offenders. Crime against tourists tend to occur in areas with higher overall crime rates (Brunt and Humbly, 1999: 25).

Ronald and Kenneth (2003: 4) state that tourists may unwittingly contribute to the problem through excesses and dangerous practice in sports and leisure activities, driving, gaming, and drinking, some of which is routine to their victimization by:

- Carrying and flashing large sums of money;
- Visiting dangerous locations or walking in isolated areas or dark alleys, especially at night;
- Leaving valuable items in public view; and
- Looking like a tourist (e.g driving a rental car, carrying a backpack, carrying a camera, consulting a map, appearing lost.)

Officials, at destinations visited, should ensure the safety of visitors, as visitors have no idea of what place to avoid and when to avoid them. Officials should

guide them as to which items not to carry around in order to avoid being easy target of crime (Ronald and Kenneth, 2003:4). Since Mpumalanga is a big province and has many tourist attractions, it would be best if tourists were guided as to what not to carry when going out and about the safety or certain areas, especially at night.

## **2.9 Fear of crime**

The fear of crime has featured in criminology literature since the 1960. Coupled with the growth of victimization surveys, the concept has been used as an instrument of criminological research and criminal justice policy. Developed largely as a result of crime surveys, such as the 1982 British Crime Survey (BCS), the term “fear of crime” was based on the responses to questions which were designed to probe how respondents felt (safe or unsafe) while in public situations, such as using public transport or walking in their neighbourhood. In essence, the BCS report compared the chances of falling victim to crime with other incidents, such as being involved in a car accident or having an accident at home. Following the publication on the BCS, criminologist focused on the relationship between the fear of crime and the risk of victimization (Barker, Page and Meyer, 2002: 756).

Stanko (2000: 21) used the National Crime Survey data from the eight US cities to compare personal victimization rate with individuals’ response to the question as to whether they felt safe in their neighbourhood at night. The conclusion was that fear is not based merely on risk and experience of crime but also socialization, media presentations of crime and the extent to which respondents felt reassured by police presence. Such patterns are also pertinent in the context of tourism. For instance, tourists’ fear of crime may be discussion about crime with their friends and acquaintances, exposure to crime through mass media and perceptions of actual crime rates as well as their perceptions of police effectiveness at the destination.

Criminology study also showed that fear for personal was found to differ among specific subgroups. For instance, women and elderly people were more concerned about personal safety, and, therefore, restricted their activities to avoid potential encounters with violence. Fear of crime appears to mean different things depending on location. For example, some people may be afraid inside their home, but not outside. Put in other way, different people feel unsafe in different places. Feelings of insecurity may cause tourists to avoid particular destinations and taking part in certain activities at a destination (Cavlek, 2002: 486).

### **2.10 Tourists' concerns for crime**

Tourists can be easy prey for criminals. 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 readily identified as visitors and are usually not very well equipped to ward off an attack. Crimes against tourists result in bad publicity about the destination and create a negative image in the minds of the prospective visitor (Ryan, 1999: 185).

Barker, Page and Meyer (2003: 355) conducted a study on visitor perceptions of safety during a special event in Auckland, New Zealand. Visitors were asked to indicate how seriously they were concerned with being a victim whilst visiting compared with the concern they felt at their normal place of residence. A concern for personal property being stolen generated the highest concern among visitors and some 20.5% of tourists considered the risk of property crime greater in Auckland than when at home. Visitors' concern for physical crime against the person generated the second highest means value. The highest proportion of tourists who were slightly concerned or very concerned about being attacked or robbed included 46.5% of Japanese, 43% of visitors of other nations and 28% of other Asians. The risk of being a victim of crime was considered greater in New

Zealand than at home, by approximately one third of Asian and people of other regions, and by just 6.9% of visitors from Japan.

With reference to these statistics, it is clear that tourists are greatly concerned with their safety. If Mpumalanga experienced crime against tourists and the host population, visitors could feel unsafe when visiting this province. Barker et al's findings could assist the Mpumalanga Tourism Authority to become aware of what tourists are mostly targeted for and also to know which areas need to have more security in order for tourists to be more likely to visit them.

### **2.11 Victimization and the fear of crime**

The public's fear of crime has become the basis of social-political decisions and programmes in the United States. Unfortunately, while evidence of the fear of crime (e. g. from public opinion polls) is often cited as the justification for particular measures, assumptions about the sources of the fear of crime are left unstated. A major assumption appears to be that the fear of crime is strongly and directly related to the risk or experiences of criminal victimization. Yet this assumption remains virtually untested; in fact, very little research has been devoted to examining any of the sources of the fear of crime (Brunt, and Hambly, 2000: 423).

According to Ambinder (1999:8), crime affecting the tourist industry first emerged in Jamaica in the early 1980s. Although larceny, burglary, rape robbery, and the isolated murder against tourists were confined to the major resort areas, the international media created the impression that no part of the island and no resort was safe. To protect visitors from harassment by vendors, verbal abuse from assorted miscreants and from crime, Jamaica became the leader in the drive to establish enclave tourism epitomized by the Sandals, Couples and Hedonism chains, which are self contained resorts where the visitor never has to set foot outside the gates. Although the visitor is definitely safer surrounded by fences and security guards, enclave tourism has had the effect of diluting the

tourist and denying vendors, water sports operators boutiques, and local restaurants substantial revenues, thereby increasing the level of ambivalence towards visitors and exacerbating host-guest resentment.

Furthermore, tourists carry other forms of portable wealth such as cameras and jewellery which are among the more frequently stolen items. Rental cars parked at popular beaches with purses, wallets and cameras locked inside them are a typical target, as are the same materials left on the beach or near a beach chair at a hotel swimming pool. Theft of valuables from tourists' cars is one of the most common offences in other resort areas. Moreover, tourists also engage in other activities which facilitate their victimization. Vacations typically involve higher than normal amounts of risk taking behaviour, such as unfamiliar areas, or venturing unknowingly into parts of the community which residents consider dangerous (Cavlek, 2002: 489).

Tourists are also vulnerable because they are temporary visitors to communities with which they are not familiar. Consequently, they may not be able to differentiate between safe and unsafe areas or behaviours. Criminals count on this lack of awareness. The dangers of this situation are compounded by the fact that tourists are unknown in the resort community and isolated from forms of social support and protection that they would have at home. They cannot rely on networks of family and friends to protect them while on vacation. These networks serve as deterrents to crime and their absence increases the risk of victimization (Crotts, 1999: 8)

The high turnover of tourists in a given destination, and the anonymity associated with it results in tourists becoming easy targets for criminals as they can conceal themselves in this anonymous environment and commit crime of an opportunistic nature. The propensity of tourists to take risk and undertake activities that they would not consider in their home countries also has an effect upon their victimisation. Risk-taking behaviour is an important element of the holiday

experience in terms of fantasy and escape. Such potential risky activities might include visiting nightclubs, drug taking and engaging the service of prostitutes or being out at night in unfamiliar areas. The level of interaction and the stage in the irritation model between tourists and hosts may also have a role to play in the victimisation of the tourist. Conflict or resentment between the tourists and the host can impact upon the incidents of crimes against tourists due to the intrusive nature of mass tourism (Brunt and Sheperd, 2004: 319).

According to Mawby (2000(b):109), the fear of crime has long been a contentious issue within the tourism industry. Cousins and Brunt (2001: 24) have identified that the media can be a key determinant in tourists' perceptions of the relative safety of a destination. Florida, following several attacks on tourists in 1992/1993, suffered an 11% decline in international visitor numbers and a 22% decline in the numbers of British and German holiday-makers in 1994. Research conducted in 1998 found that the overwhelming impression provided by respondents was that holiday-makers saw neither crime nor incivilities as major issues when on holiday, despite crime against holiday-makers becoming relatively common and that fear of crime is uncommon among British holidaymakers.

According to Ntuli and Potgieter (2001: 60), criminal victimisation is not limited only to people residing within the boundaries of South Africa. Recent incidents of criminal victimisation in the form of cold-blooded murder, armed robbery and violent vehicle hijacking are only a few indications of the brutal way in which foreign tourists have been attacked in the province of KwaZulu-Natal and elsewhere in South Africa. The following incidents generally had a negative impact on the overseas image of South Africa as a tourist market;

- Lusikisiki incident, Eastern Cape during 1995, three British tourists and a New Zealander were robbed at gun-point and two of the women gang-raped.

- Umhlanga Rocks, KwaZulu-Natal during 1998, two Swedish tourists were brutally murdered.
- Umfolozi Game Reserve, KwaZulu-Natal during 1998, three Swiss tourists were armed robbed and two of the victims brutally gang-raped after leaving the Game Reserve.
- Kruger National Park, Mpumalanga during June 2000, a honeymoon couple from San Diego, California were brutally forced from their rented vehicle close to Numbi-gate after a hold up by five armed robbers. Their motor vehicle was hijacked and their valuables stolen. One of the victims commented “This country, (South Africa) will never see me again”.
- Phola Park, White river, Mpumalanga, during June 2000 an Irish family was overwhelmed by four armed robbers and their motor vehicle hijacked and their valuables stolen (Ntuli and Potgieter,2001:62).

According to Gaffar (August 25, 2006:7), the number of rapes is alarming. The call by the President that violence against women and children has to come to an end, seemed to fall on deaf ears. There are still a lot of cases of child molestation and of women being sexually abused being reported. During the weekend of August 18 to 20, 2006, nine minors were raped and a 40 year-old man was caught in the act of raping a six year old girl, and was arrested. In Mpumalanga, eleven cases of rape against elderly women were reported.

With these incidents in Mpumalanga, tourism will be affected as no tourist, either international or domestic, will visit the place because he/she will fear that the same things or worse could happen to him/her. This would mean that the reputation and image of this destination will be very negative, causing a decline in tourist arrivals. The escalation of crime in South Africa generally reduces tourism to the country, and causes fear of crime among the inhabitants, local and foreign tourists.



Ntuli and Potgieter (2001: 62) state that tourism development creates excellent venues where visitors gather for recreation, sightseeing or some other purpose and they are usually recognisable by their way of dress and the area and places they visit. In case of criminal victimisation, tourists are unable to place much pressure on law enforcement agencies, mainly as a result of their temporary visitor status. Tourists are victimised in various ways, namely, through murder, assault, rape, theft, robbery including armed robbery and car hijacking.

### **2.12 Tourism, special events and crime**

Barker, Page and Mayer, (2003: 357) state that fear of crime is related to an individual's personal fear of victimisation and some of the tourists indicated that they had felt unsafe at some time during their travel in Auckland, New Zealand, during a special event. Fear was statistically related to the domestic or overseas status of the tourist, and domestic tourists were more likely than overseas tourists to experience fear of crime. In response to safety concerns, 19% of visitors changed their behaviour in some way to reduce the risk of possible victimisation, including taking additional common sense safety precautions and being more aware of their environment. The visitors, who changed their behaviour, included a higher proportion of women, Japanese and other Asians, as well as tourists staying in backpacker accommodation or camper vans. However, only 1.7% of those who feared for their safety felt a need to restrict their intended behaviour because of a fear of potential victimisation.

Although hosting events has predominantly been considered from an economic perspective, there is a growing recognition that the social impacts can be substantial. According to Barker, Page and Meyer (2003: 362), the presence of large numbers of tourists at events may also establish an environment that epitomises the concentration of opportunities for crime. Such outcomes have become major planning and security considerations within the destinations that host events. Among the most serious impacts of hosting events is the threat to tourists' safety.

Concerns for crime and safety, whether real or perceived, can directly influence behaviour, destination choice and satisfaction with the experience. When concerns for one's well-being are perceived to be excessive, tourists will cancel, postpone or choose alternative destinations that involve less risk (Cavlek, 2002: 480).

### **2.13 Tourist harassment**

The short-term future outlook for global tourism is clouded by variety of factors. First is the sharp slowdown in economic activity emanating from the United States and spreading across major markets in Europe and Asia. A second factor is the volatile fuel and energy market, always a danger to transport-intensive tourism. Thirdly, the aftermath of the World Trade Centre attack in the New York and the expected intensification of political instability in Northern Ireland, the Balkans, Eastern Europe and the Middle East will likely dampen visitor demand because of its high sensitivity to issues of safety and security. In addition to these external vagaries, contemporary tourism must address an endemic problem that has received scant attention. This problem is the escalation of tourist harassment in popular destinations across the world (World Travel and Tourism Council, 2001: 16).

Harassment is defined as conduct aimed at or predictably affecting a visitor which is:

- Likely to annoy the visitor; and
- An unjustified interference with the visitor's privacy or freedom of movement or other action. It is any annoying behaviour which is carried to extreme (De Albuquerque and McElroy, 2001: 477).

Tourist harassment is used in two different senses. In the active meaning, harassment commonly refers to visitors aggressively pursuing hosts for drugs and/or sex. This mainstream view emphasises the one-way flow of power from

the tourist to the host society. In the case of affluent Western visitors to less developed destinations, harassment is one dimension of such power that allegedly produces negative consequences, such as materialistic consumerism, the commoditisation of culture, and the one-sided exploration of members of the visited society by the privileged class (Jardine, 2001: 1).

The tourist is portrayed as target of influence exercised by a variety of tourist brokers. These include travel, transport and customs agents, hotel employees and formal guides and vendors touting their wares and services. In this sense, visitors are considered vulnerable and insecure, operating on unfamiliar cultural and, sometimes, linguistic turf and often stripped of their cultural and familial ties and protective institutions. There is no consensus yet on the causes of harassment. The service bias of the tourist industry itself, which depends on close personal host-guest interaction, creates a climate conducive to potential misunderstanding and harassment.

Clearly a destination's poverty and dependence on tourism is factor. In addition, sharp visitor-resident, socio-economic and cultural discontinuities provide another major source of friction. For example, the relatively rich North American tourist may easily take offence at the boisterous and persistent hawking of the relatively poor West Indian vendor, practices considered socially acceptable by Caribbean norms. Whatever the source, tourist harassment has cropped up recently as an industry irritant across the globe (Cheong and Miller, 2000: 380).

According to Jardine (2001: 1), visitor harassment is ubiquitous in popular destinations across the international tourist economy and involves both official and popular types. In Indonesia, for example, British visitors and returning residents often have to bribe local immigration officials to avoid excessive transit detection, intrusive searches and other forms of harassment. In the process, they are sometimes subjected to verbal abuse, shouting and character denigration. In the recent past, tourists of Asian descent faced similar delays in Vancouver,

Canada, because they are often suspected of drug smuggling. However, even more intractable and universal than this type of official harassment is the badgering of tourists by persistent local souvenir hawkers, drug and sex peddlers, would be tour guides and other hustlers. In Morocco, for example, the relentless harassment of visitors forced the government to clamp down by deploying special plainclothes police to imprison unlicensed tour guides and hustlers.

Nowhere is tourism more important or harassment more visible than in the Caribbean. Conservatively, tourism accounts for 15- 20 % of regional exports, GDP, capital investment and employment. Over half of the world capacity of cruise berths ploughs these waters. In addition, the importance of tourism has grown markedly on the heels of a decade of unfavourable macro-economic shocks. These include: the wide-spread loss of manufacturing investment and labour-intensive employment to Mexico because of NAFTA; the decline in traditional export markets through the consolidation of the European Union; and the sharp drop in US aid with the fall of Communism and Development to blacklist many island offshore finance centres for allegedly encouraging European firms to escape taxation from their home jurisdictions (World Travel and Tourism Council, 2001: 65).

Compounding these external constraints, the Caribbean travel industry itself is plagued by long-standing internal difficulties. The early post-war infrastructure needs refurbishment but construction costs are 15-30% higher than US levels. The islands have never successfully mounted a sustained distinctive region-wide marketing campaign to challenge their competitors (Hokstam, 2001). As a consequence of those problems, the Caribbean's worldwide comparative advantage deteriorated in the 1990s. The area lost ground to most rival developing regions including the Middle East, Africa, East and South Asian and the Pacific (World Tourism Organisation, 1999). Rising crime and harassment also played a role in the region's competitive decline. In a survey of major US

tour operators, the two most significant factors deflecting visitors away from the Caribbean were fear of crime and harassment (King, 2001: 64).

Harassment has been more persistent and damaging in Jamaica, where tourism accounts for roughly 15% of the GDP and close to one in four jobs. Tourism badgering is an age-old problem. In the early 20<sup>th</sup> century, for example, Taylor (1993: 119) reports that police were sent to patrol the streets of Kingston to protect visitors from beggars, unofficial tour guides and vendors and the magistrate fined and imprisoned the harassing masses. Harassment has escalated in recent decades with expansion of the cruise trade alongside flat and volatile performance in the non-tourists sectors. The problem came to head in 1997 when four cruise lines threatened to leave. A survey at the time indicated that 56% of the visitors were harassed by vendors to purchase souvenirs and/or drugs, badgered for sex, or pushed into taxis. Eight percent said the experience spoiled their trip and said they would never visit again (Collins, 2001: 31).

According to Applied Marketing Consultants (1999: 69), harassment has long been a feature of the Barbados tourism landscape. What distinguishes this destination is official efforts to track its incidence and contours. The results of three visitor surveys are presented below: a study of visitor perceptions of harassment, an extensive four year analysis of patterns, and recent summary updates of the latter. In the first case, visitors rated harassment less seriously than local hotel workers and police. However, 58% of females and 39% of males complained primarily of persistent vendors. Most in the small sample of 200 were well-travelled visitors to the Caribbean and relatively young, two thirds under 50 years.

Although there were no discernible differences in the level of harassment for male and female visitors, the former were more likely to be pestered by drug peddlers while the latter were more likely to be harassed sexually. There is also some limited evidence that harassment is age sensitive since younger visitors

(20-29 years) were three times more likely to report complaints than those who were 60 years and over. This difference largely reflects distinct vacation style, for example, adventurous youth visiting several beaches and nightclubs versus older tourists either comfortable in their hotels or only venturing beyond their cocoon under the protection of guided tours. Repeated visitors to Barbados were much less likely to report harassment (50%) than the first-timer visitors (64%). This difference would suggest that experienced visitors had learned polite ways to deflect vendors. The survey also revealed much harassment of guests at South (61%) and West (64%) coast hotels, where most shopping, nightclubs and attractions are clustered than those staying on the East Coast (48%) where tourist infrastructure is limited (King, 2001: 76).

Since 1996, harassment levels have risen. For example, average figures based on combined data from 1999 and 2000 indicated the following: of those visitors harassed, 80% complained of overzealous vendors, 45% were pestered by drug peddlers and over 20% experienced verbal abuse. Public verbal abuse, particularly between young males, is tolerated in Caribbean society, although Barbadians are much less accepting of such bad manners than Jamaicans. However, verbal abuse is not just restricted to young males; middle-aged female vendors are just as adept at cursing for any perceived slight on the part of potential customers (King, 2001: 77).

According to De Albuquerque and McElroy (2001: 478), visitors to Barbados are also subjected to verbal abuse, a very unnerving experience when one is a guest in a foreign country. Some of the verbal abuse must derive from the frustration of vendors, beggars, and drug peddlers trying to communicate with non-English speakers. When the visitor does not respond or waves the vendor off because he or she does not understand, this is generally perceived as being rude, especially among middle-aged female vendors. Verbal abuse is not only directed at uncommunicative non-English speakers.

A visitor who responds politely and looks through a T-shirt or handicraft collection, and then does not buy anything even though pressed and offered a lower price, might sometimes experience the verbal ire of the vendor and roughly 16 percent complained of sexual harassment. In most cases, these numbers exceed earlier surveys' figures. In addition, the percentage of visitors reporting serious harassment defined as "harassed a lot" rose from at least five points between 1996 and 2000. On the other hand, less than four percent of visitors reported being victims of crime ranging from simple assault, like pushing, to more serious assaults involving weapons, usually in cases of robbery.

Unlike other forms of visitor harassment, physical abuse is almost always a crime, and, therefore, more likely to be reported by visitors. If visitors to Barbados are victimised by crime, they are much more likely to be victims of property related crimes (theft, larceny and robbery) than violent crimes (murder, rape and serious assault), and Barbados continues to be overwhelmingly viewed as a safe/very safe holiday destination. The beach has remained the most common venue for harassment activity followed by the streets and other shopping areas, and least of all hotel properties (Caribbean Tourism Organisation, 2001: 66).

#### **2.14 Political stability and safety**

A country has to be politically stable in order to attract more tourists to visit. If there is no stability, no one will be interested in a destination where their life appears to be under threat even before they leave for that place. It is vital for a country to be politically stable because that is the image it must portray in order to be considered a safe tourist destination.

According to (Coshall,2003:4), the extent of political stability of an area and the popular perception of political stability held by the potential tourists' markets, whether realistic or not, is a significant factor in attracting tourists. Several areas experienced greatly reduced tourist numbers during the 1970s and 1980s because political instability in certain regions made it difficult for tourists to reach

those destinations. The occurrence of terrorist actions in particular areas can also be a deterrent to tourists to travel in those places, or tourists may be reluctant to use particular types of transportation such as airlines or trains that have been targeted in terrorist activities. Therefore, the extent of political stability and likely future stability must be realistically assessed in a tourism area (Coshall, 2003: 4). It has been established that many travellers are concerned with safety and that political stability is an attribute valued by individuals when choosing a holiday destination (Kelly and Nankervis, 2001: 180).

### **2.15 Terrorism**

While tourists are free to avoid destinations associated with risk, the consequences of disastrous events on tourist destinations are inescapable and can be profound. Terrorism that targets tourism can be viewed as a disaster for a destination and ensuing events can create a serious tourism crisis (Sonmez, Apostolopoulos and Tarlow, 1999: 238).

Furthermore, while a natural disaster can impede the flow of tourism, terrorist risk tends to intimidate the travelling public more severely, as demonstrated by the realignment of travel flows and cancellations of vacations during periods of heightened terrorist activity. When tourism ceases to be pleasurable, due to actual or perceived risks, tourists exercise their freedom and power to avoid risky situations or destinations. Tourists can easily choose safer destinations or avoid travel altogether. However, these effects of negative occurrences on the local tourism industry and tourist destination can be profound. Random acts of terrorism curtail travel activity until the public's memories of the publicised incidents fade (Gartner and Shen, 1999: 47).

According to Sonmez, Apostolopoulos and Terlow (1999:239), the tourism industry, regardless of setbacks such as the collapse and subsequent instability of Eastern Europe, the Persian Gulf and Civil war in the former Yugoslavia; and the financial and socio-political turmoil in the Southeast Asia, has become the



world's prominent industry, contributing about \$3.6 trillion to the global GDP and employing 255 million people. As a key component of development in many countries and despite its notable economic power and apparent resiliency, tourism is highly vulnerable to internal and external shocks as diverse as economic downturns, natural disasters, epidemic disease and international conflicts. Even its demonstrated economic success does not shield international tourism from the sinister power of terrorism. While numerous natural and human caused disasters can significantly impact the flow of tourism, the threat of danger that accompanies terrorism or political turmoil tends to intimidate potential tourists more severely. Fear of random terrorist violence is not new, but the attention it has commanded from scholars can be traced back only a decade. As international terrorism peaked during the mid 1980's, its inevitable effects on tourism became the object of serious concern.

Persistent terrorism, however, can tarnish a destination's image of safety and attractiveness and jeopardise its entire tourism industry. Egypt, Israel, Northern Ireland and Peru illustrate how ongoing political violence can adversely affect tourist perceptions of destinations and travel behaviour. Although countries may experience terrorism differently, their tourism industry share similar challenges, some more drastic than others. These examples validate claims that terrorism absorbs each society's characteristics. Following a disastrous occurrence, the tourist destination and its related enterprises are put into the particularly difficult position of not only managing the crisis for themselves but also for the clients. A mismanaged disaster can easily destroy the destination's image of safety while evolving into a long-term economic liability (Gartner and Shen, 1999: 47).

The tourism industry is highly vulnerable to natural and caused disasters, whether social, or political. Regardless of their nature, disasters create difficult, often tragic, situations for the afflicted area and its residents. Over the years, media coverage of disasters has conveyed the resulting loss of life, human suffering, public and private property damage and economic and social

disruption. For a tourist destination, this period can present a tourist crisis, which can threaten the normal operation and conduct of tourism-related business and damage a 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. Although the repercussions of a tourism crisis are likely to damage all destinations, the period of recovery can vary from destination to destination (Sonmez, Apostolopoulos and Terlow, 1999:234).

Often, large numbers of people have a vested interest in the health of the local tourism industry. Stakeholders and the local economy depend on outsiders' perceptions of the community. For this reason, it is highly unfortunate that tourism crises receive wide publicity because tourism centres are, by definition, places with high visibility. Regardless of whether tourism crises are triggered by natural or human-caused disasters, travellers will shy away from afflicted areas. Consequently, the local tourism industry will suffer from the lag effect, in which a negative image caused by the disaster may well outlive physical damages, and the tourism community/industry will have to find ways to manage the disaster's after effects. This lag, in turn, may cause an economic downturn that is as harmful to a destination's tourism sustainability as the initial disaster (Bramwell and Rawding, 1999: 207).

For many countries in the developing world, tourism is a critical source of revenue generation and, therefore, a major component of the economic development, a relationship that rewards states when positive conditions such as a strong global economy exist. When negative conditions happen such as terrorism, the impact of terrorism on a state's economy may be enormous, leading to unemployment, homelessness, deflation, crime and other economic and social ills (Essner, 2003: 447).

## **2.16 Terrorism in South Africa and its influence on tourism**

High levels of crime pose a serious threat to South Africa's emergent democracy, the moral of the citizens and economic activity. Crime, in turn, prevents entrepreneurs and inventors from taking advantage of opportunities that the country offers. There is evidence that South Africa's reputation as a violent country is scaring away tourists. Well-publicised incidents, involving tourists as well as high levels of crime affecting the local population who invariably play host to significant numbers of foreign visitors, definitely constrain overseas tourism growth (Kathrada, Buger and Dohnal, 2000: 4).

According to Ferreira and Harmse (2000: 82), South Africa is a violent country. According to Interpol, the International Crime Police Organisation, South Africa has one of the highest murder rates in the world. The South African Police Service records some 25 000 murders a year, almost 70 during an average day. Between 1994 and 2000, over 400 criminal detonations and explosives occurred in South Africa. These were caused by improvised explosive devices, commercial explosives and pipe bombs. Most of the explosions occurred in the context of internecine gang warfare and vigilante action against criminal gangs in Cape Town.

After mid-1996, the motive for some acts of violence in the form of bombings, drive-by shootings and assassinations changed. It would appear that the violence was no longer solely committed by gangs battling for territory and markets or by vigilantes attempting to eliminate suspected drug dealers. This new violence sought to create a climate of fear and terror among the citizens of Cape Town. Moreover, after mid 1998, bomb attacks and assassinations occurred not only in the gang-ravaged areas of the Cape Flats but also in the city centre and tourist destinations of Cape Town itself. The violence increasingly began to target the state in the form of police stations, courts and personnel of the justice system, as well as popular tourist and entertainment areas, restaurants and the Cape Town International Airport (Weaver, 2001: 34).

Ferreira and Harmse (2000: 84) state that, compared to the criminally motivated crime and violence in South Africa, these acts of terrorism exacted mercifully few victims. The two dozen bomb blasts that occurred in Cape Town between mid-1998 and the end of 2000 caused five fatalities and about 120 injuries. The impact of this terrorism affected tourist arrivals in South Africa. Terrorism should, however, not be measured in terms of its actual victims. Terrorism seeks to achieve precisely what the term implies, terror. With the right publicity, one bomb brutally mutilating unlucky restaurants' patrons instils more fear and insecurity in the general public than the 70 murders recorded on an average day.

In South Africa, the majority of murders and assaults are committed by people who are known to their victims. By avoiding dangerous places and situations and choosing the right acquaintances, most people are able to minimise their risk of being victims of violent crime. However, this is not the case with victims of terrorist acts of violence. Terrorist violence is random and arbitrary. A female cleaner, a male security guard, a young shop assistant or a wealthy, elderly shopper are all equally likely to be killed by an explosion of a bomb inside a shopping mall. Moreover, as acts of terror receive high levels of publicity, the average person is more aware of a terrorist bomb explosion on the other side of the country than of a murder in the same suburb (Mawby(b), 2000: 117).

A sustained terrorist campaign can rapidly undermine public trust in the state's ability to protect its citizens. In liberal democratic states, terrorist acts have the effect of eroding public confidence in the rule of law, the courts and the police. This loss of confidence leads to public pressure on policy makers to deal harshly with suspected terrorists and their sympathisers. In an interconnected world, pictures of terrorist atrocities are flashed across television screens across the globe. This exposure detrimentally affects confidence in the victimised country, something a developing country such as South Africa can ill afford.

Terrorist acts can also have a significant impact on tourism, a lucrative industry for many developing countries. Cape Town is South Africa's premier tourist destination for hard-currency visitors from Western Europe and North America. The tourist market is sensitive, and indications of terrorist activities in the country quickly lead to cancellations. In Cape Town's case, such cancellations have serious repercussions for local economy and employment levels. It is estimated that one job is created for every eight foreign tourists who spend their money in the country (Ferreira and Harmse, 2000: 85).

According to Levantis and Gari (2000: 965), it is the consumer reaction to terrorist activity that fuels a tourism crisis. Examining related statistics is a sobering experience. In 1985, 28 million Americans went abroad and 162 were killed or injured in terrorist activities. Therefore, the US tourists had a probability of less than 0.00057% of being victimised by terrorism. Yet, despite this infrequency, nearly 2 million Americans changed their foreign travel plans in 1986 as a result of the previous year's events. More recently, during the 1991 Persian Gulf War, the fear of terrorism again influenced international travel flows when 275 terrorist incidents were recorded. Other countries around the world, including Egypt, Mexico, Turkey and Slovenia, have experienced significant drops in tourist arrivals and earnings as a result of political violence during the 1990s. The statistics representing consumer reactions to terrorism risk during the 1990s do not appear as dramatic as they did for the 1980s; however, there is no reason to believe that traveller reaction will not quickly and easily escalate parallel to terrorist activity in the years ahead.

Furthermore, Coshall (2003:4) states that the statistics clearly demonstrate that travel risk alter tourist demand patterns. On the other hand, tourism activity has been found to increase when terrorism risk is removed. One of the most manifest peace dividends was the massive increase in the level of tourism activity with Northern Ireland in the first year of the joint cease-fire. Due to the intangible nature of the travel experience, tourism depends heavily on positive images.

Destination image has been identified as a crucial factor in travel choice and tourism marketing. However, the link between mass media and destination image has received scant research attention. The impact of terrorism on destination image has been virtually ignored.

## **2.17 Conclusion**

Safety and security are vital factors that influence the success of the tourist industry. Officials at tourist destinations need to ensure the safety of tourists because tourists seem to choose a destination where risks to safety are minimal. If they do not feel safe, they will not visit that destination. Peace, safety and security are the primary conditions for normal tourism development of a destination. Without them, tourism destinations cannot successfully compete in the global market. Safety and security needs to be addressed and assured as a strategic priority by local communities, private and public sectors as well as tourist organisations. If tourists feel unsafe or threatened at a holiday, they can develop a negative impression of the destination and this can be very damaging to the destinations' tourism industry.

Finally, the perception that exists in the market place that many countries of the developing world are unsafe tourism destinations is the most important threat facing the tourism industry. The perception that customers have of a product, whether it is true or not, will determine the success of the product. It is critical that safety and security, and a positive image of the destination are maintained as it would be very difficult to change or overcome negative images.

The next chapter details with the research methodology that explains and justifies the selection of the appropriate research design and sample to explore the broad issues of the study.

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

This chapter deals with the methods used to collect and analyse the data for this study. The purpose is to give an explanation about how data was collected and which research instruments were used. This chapter also focuses on the data collection methods, interview procedures, sample selection, sample size, instrument design, data analysis and limitations and the justification of approaches that have been employed.

#### **3.2 Sampling elements**

An element is a person or object about which data and information are sought. Often in research, the element is a particular product or group of individuals. Elements must be unique, be countable, and when added together make up a whole of the target population (Hair, Bush and Ortinau, 2000: 334)

The sample of the study was made up of visitors to Mpumalanga and was surveyed at popular tourist locations in the province. These included the tour bus stations, Nelspruit Airport and the Tax Refund Kiosk in Mpumalanga. Key informants were also part of sampling elements and were from Nelspruit in Mpumalanga. respondents were extracted randomly from hotels, restaurants, travel agencies and car rental companies.

#### **3.3 Sampling size**

The sampling size is the total number of elements included in the research. The sample size must be big enough to ensure that reliable and valid conclusions can be made about the population. The sample size will increase for more important decisions and where more information needs to be collected from more

respondents. The nature of the research will also determine the sample size (Cant, 2003: 136).

The sample size for this study was 400 respondents. Bless and Higson-Smith (2004: 86) suggest the following guidelines when selecting a sample size:

- For a small population ( $N < 100$ ), there is little point in sampling, survey the entire population;
- If the population size is around 500, 50% of the population should be sampled; and
- Beyond a certain point (at approximately  $N = 500$ ), the population is almost irrelevant and a sample size of 400 was adequate for the study.

Since the study was undertaken in Mpumalanga, the population of the tourist numbers is above 5 000. The tourism industry is very large and its performance affects the province's economy. Therefore a large sample of 400 is recommended because the results of the survey and recommendations made will affect the industry.

### **3.4 Sampling methods**

The study used non-probability sampling in which male and female participants are selected in a purposeful way (Proctor, 2000: 90). In non-probability sampling, the researcher has no way of forecasting or guaranteeing that the elements of the population will be represented in the sample. Furthermore, some members of the population have little or no chance of being sampled (Leedy, 2001: 218). Convenience sampling was also used to select the sample because it gives a researcher the freedom to select sample items that are close at hand or otherwise easy to obtain (Blaikie, 2000: 203).



### **3.5 Questionnaire design**

The questionnaire for tourists was structured with close-ended questions. According to Proctor (2000: 164), in a close-ended question, the question is followed by a structured response. All possible answers are given with the question. Such questions are easy to use, reduce interviewer bias, reduce bias exhibited by the respondents in answering questions and facilitate coding and tabulations.

The questionnaire covered general questions about how safe Mpumalanga is, whether there were incidents where tourists were victimised and whether they affected tourism in that province. The questionnaire for key informants was unstructured and open-ended. Open-ended questions do not suggest an answer and allow people to write whatever they wish. The main purpose of this type of questions is to obtain the respondents' own verbalisation of, comprehension of and reaction to the stimuli (Shao, 1999: 244). The questionnaire was pre-tested by interviewing a pilot sample of 20 people in order to reveal errors. The data was analysed by the statistician to check if the coding was appropriate for the study being undertaken.

### **3.6 Data collection**

The questionnaire covers a vast number of respondents in less time and at a substantial reduction of cost, compared to the interview method. The physical distance between the researcher and the respondents has no impact on the instrument. In other words, through the questionnaire, one is able to reach people who are otherwise difficult to reach.

With the self-administered questionnaire, the individual is assured anonymity and is, therefore, more likely to respond honestly (Bless and Higson-Smith, 2004: 112). This instrument also ensures that the respondents have sufficient time to respond as some of the questions may require some reflection on the part of the respondents. Not only can a questionnaire be used at any time that is suitable to

the respondents, the respondent may also not be as constrained in answering the question as compared to the interview situation.

The questionnaire was distributed at the tour bus stations, Nelspruit Airport and Tax Refund Kiosk in Nelspruit. The data for key informants was collected using in-depth interviews because, according to Cant (2003: 82), in-depth interviews encourage respondents to share as much information as possible in an unconstrained environment. These key informants were extracted from hotels, travel agencies, restaurants and car rental companies.

### **3.7 Data analysis**

The data was analysed using the Statistical Package of Social Science (SPSS) computer programme. This software helps to organise quantitative data into tables, charts and graphs and also perform statistical calculations. According to Hair,(2003: 530), graphics should be used whenever practical. They help the information user quickly to grasp the essence of information developed in the research project. Charts can also be an effective visual to enhance the communication process and add clarity and impact to research reports. Chi Square tests of independence were carried out on the contingency tables.

When Chi-square analysis of independence is applied to a contingency table, it means that there is some relationship between the row subjects and the column subjects. The interesting thing is to find out what that relationship is. For example, one may have a table of gender against degrees of nervousness at walking in the streets. If it is significant, each cell is studied in the table to see which cells have contributed the most to the calculated test statistic. For those cells, one examines the expected and observed frequencies. If the observed frequency is larger than the expected frequency, it can be said that more than expected of the particular gender (Male/female) chose the particular degree of nervousness (very nervous/somewhat nervous/never nervous). If the observed

frequency is smaller than expected, it is said that fewer than expected of the gender chose the nervousness.

### **3.8 Reliability and validity**

Reliability is the extent to which a scale is free of random error and thus produces consistent results. If the same test is measured several times with the same scales, the same or similar results should be obtained. Validity is the degree to which a test measures what it is supposed to measure (Shao, 1999: 279).

To introduce the study to the respondents, an explanatory consent letter accompanied the questionnaire. This letter contained an introduction and background to the research.

The questionnaire was simply worded and instead of a straight 1-5 likert scale on many questions, the choices were actually worded example, “never nervous”, “somewhat nervous”, “nervous” and “very nervous”. The closed-ended questions left no doubt and many questions were open-ended with additional remarks allowed at the end of the question. The questionnaire was available in English only, which could have affected responses from people whose home language is not English; however, this did not seem to be the case.

The questionnaire was pre-tested in Mpumalanga. This pre-test was done at four bus stations in Nelspruit. Twenty people were randomly selected to take part in the pilot study. Based on the results of the pilot study, the researcher was able to correct errors before the main data was gathered. The process of pilot was set to ensure consistency of what was being measured (reliability) and to strengthen the conclusions, inferences and propositions (validity) that would be made from the data. The questionnaire was also taken to the statistician to check if it was appropriate for the SPSS.

### **3.9 Conclusion**

This chapter provides an understanding of the methodology adopted during the study. It also forms an important background to the interpretation of the results of the survey as represented in the next chapter. In this chapter, the rationale for selecting a quantitative methodology approach and selecting a questionnaire as the appropriate research method has been explained. The design of the research, including the sampling strategy, and how the subjects of the sample were selected in the purposive way have been explained. The real world activities of gathering and analysing the data concluded the description. The following chapter presents the findings of the empirical research.

## **CHAPTER 4**

### **DATA PRESENTATION AND ANALYSIS OF FINDINGS**

#### **4.1 Introduction**

In the previous chapter, the research methodology and techniques, that were selected to design a questionnaire for the investigation, were outlined. The presentation of the detailed analysis and the findings that were taken from questionnaires, which were administered to tourists in Mpumalanga, are discussed in this chapter.

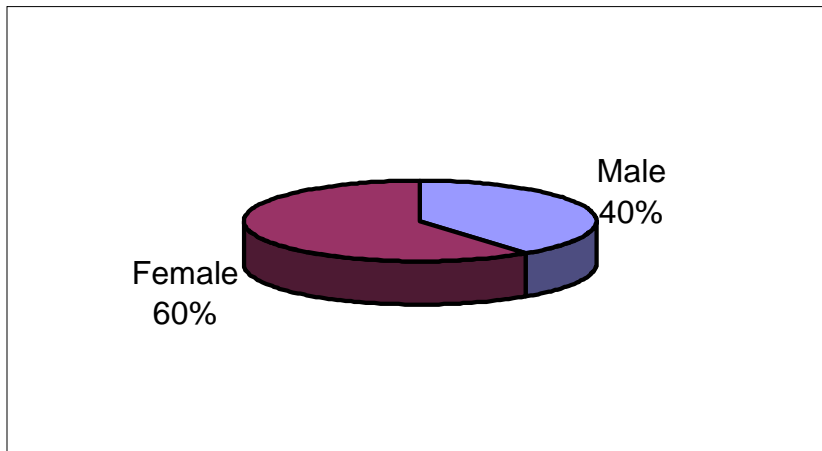
This chapter commences with a statistical presentation, followed by the significant findings which are accompanied by the numerical and graphical representations of the data. Data from questionnaires, that were completed by respondents, are further analysed using cross-tabulations tests, Chi-square tests and T-tests. By analysing and testing relevant sections of data and relating them to the literature review, the researcher was able to effectively interpret study results.

#### **4.2 Demographic profiles of respondents**

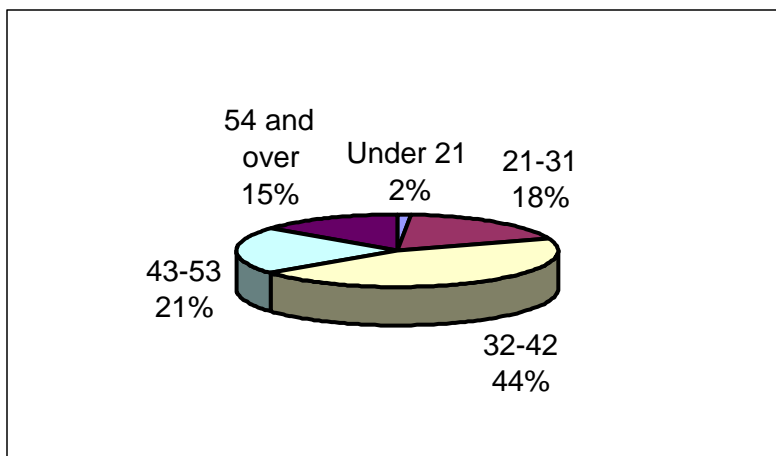
The sample of 400 was taken from visitors to Mpumalanga. The visitors were surveyed at popular tourist locations including tour bus stations, the Nelspruit Airport and the Tax Refund Kiosk. The responses of Questions 1 – 5 were analysed to give information on demographic profiles.

As reflected in Figure 4.1, more females (60%) than males (40%) visited Mpumalanga. There were more females who were touring Mpumalanga at the time of the study.

**Figure 4.1: Gender**



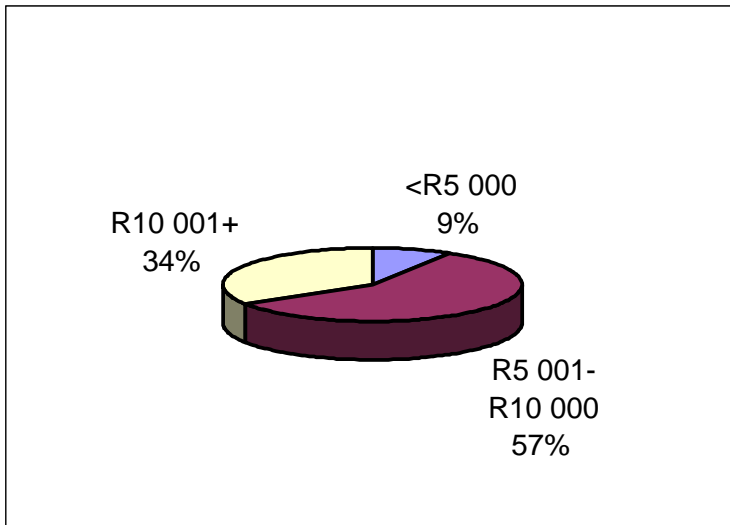
**Figure 4.2: Age category**



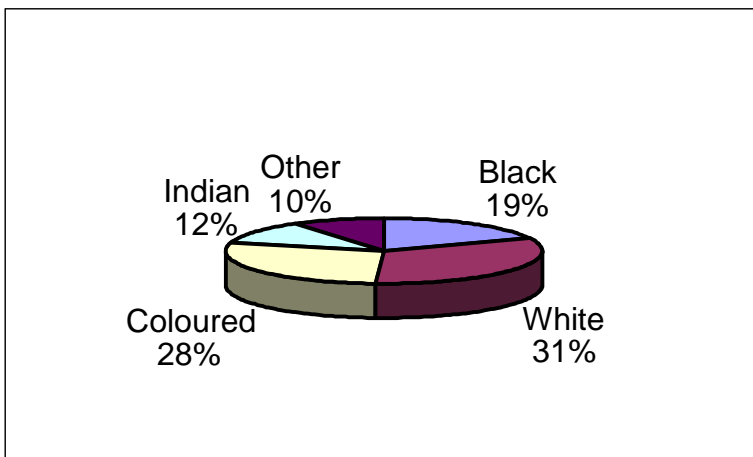
Data shows that 65% of respondents fall within the age categories of 32 – 53 years (Figure 4.2). Fifteen percent are within the category age of 54 years and older, whereas 18% fall within the ages of between 21 and 31 and the remaining 2% are under 21 years of age.

Data represented in Figure 4.3 shows the monthly income of the respondents and 57% of respondents received a monthly income of between R5 000 and R10 000, while 34% earned in excess of R10 000 and 9% earn below R5 000 per month.

**Figure 4.3: Monthly Income**



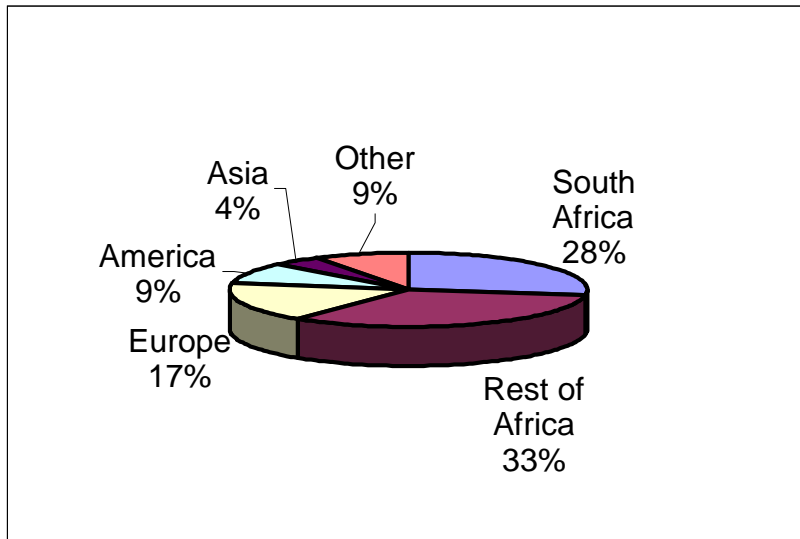
**Figure 4.4: Race**



The data indicates that the respondents were fairly spread across the different race groups with 31% White, 28% Coloured, 19% Black and 12% Indian (Figure 4.4). Ten percent were from other race groups.

From Figure 4.5, it can be seen that the majority (61%) of respondents are from Africa, 17% from Europe and the rest spread over the remaining continents.

**Figure 4.5: Origin of respondents**

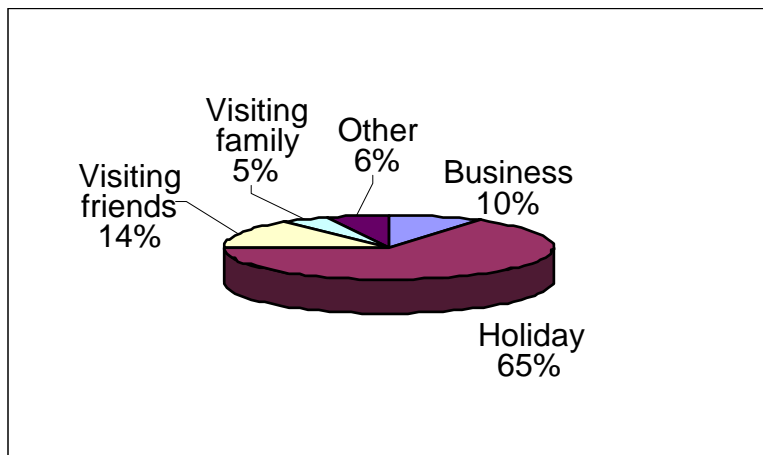


### 4.3 Visit details

Questions 6 to 9 were set to determine from respondents the details of their visits to Mpumalanga. Figures 4.6 to 4.9 present the data from those questions.

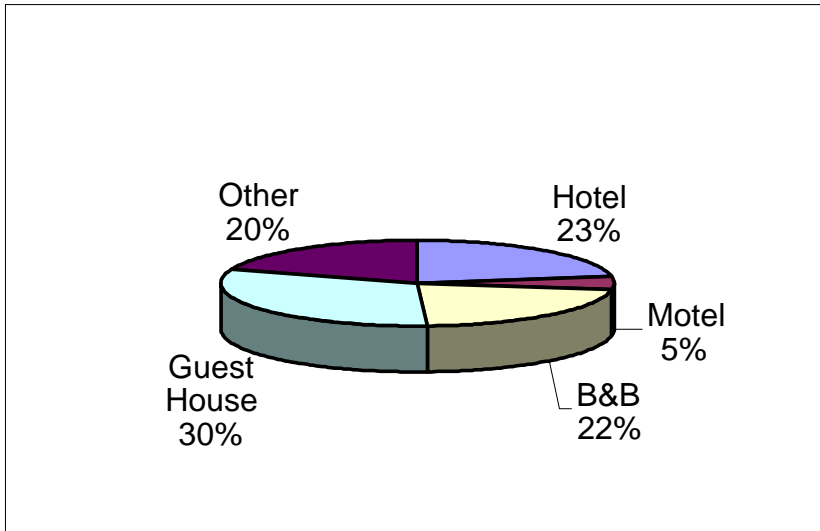
The data reveals that holidaying was the main reason (65%) for visiting Mpumalanga while 19% of respondents were there to visit family and friends (Figure 4.6). Ten percent of the visitors were in Mpumalanga on business and the remaining 6% came for other reasons. As shown by data represented in Figure 4.7, all types of accommodation were equally patronised with 30% in guesthouses, 23% in hotels and 22% in bed and breakfast accommodation. Five percent were in motels and, as seen from the purpose of visit, 19% were either visiting a family or friend and 20% used other types of accommodation.

**Figure 4.6: Purpose of visit**



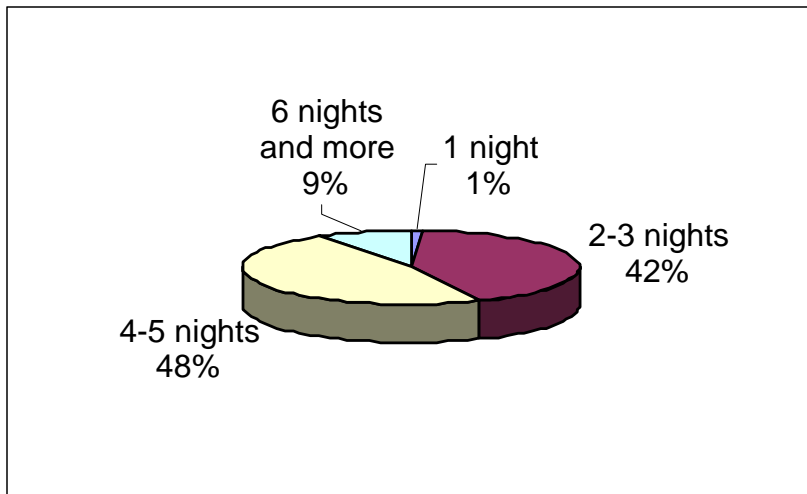


**Figure 4.7: The different types of accommodation**

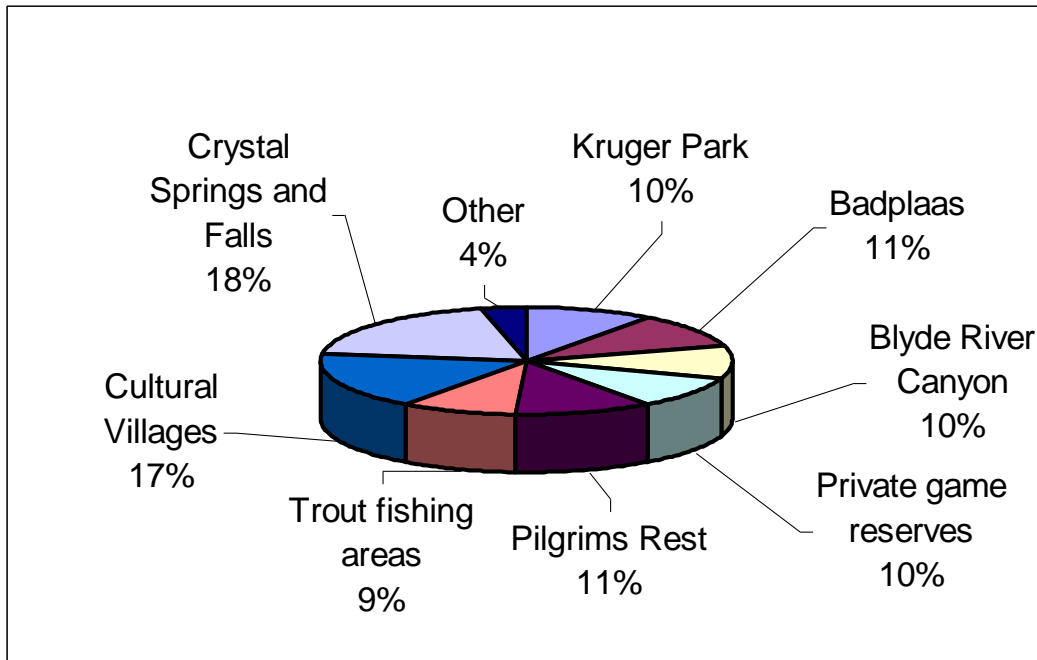


From the data, 42% of respondents stayed for two to three nights while 48% stayed for four to five nights, and 9% for longer than five nights (Figure 4.8).

**Figure 4.8: The length of stay**



**Figure 4.9: Places visited**



The popular tourist locations were visited with almost similar frequencies (Figure 4.9) - the most popular being Crystal Springs and Falls (18%) and the Cultural Village (17%).

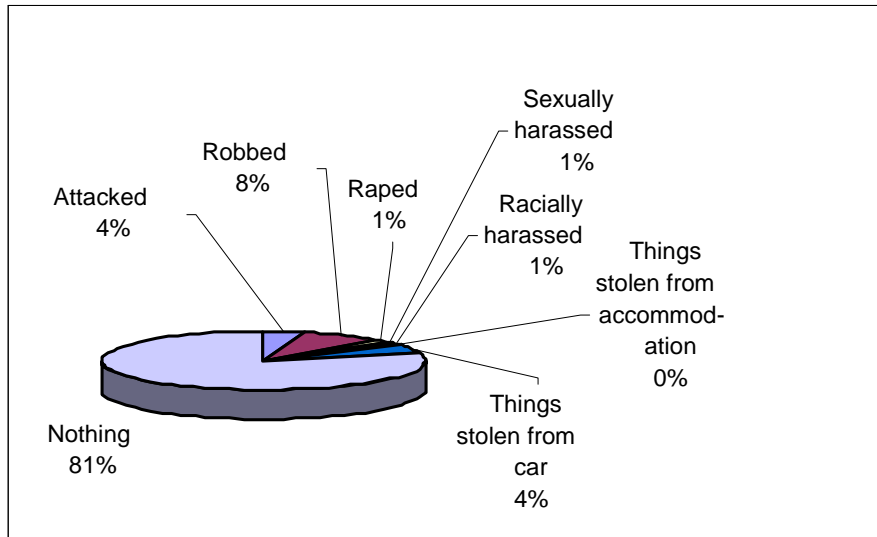
#### **4.4 Safety and security**

According to the responses of Question 14, there was no political unrest in Mpumalanga.

##### **4.4.1 Incidents affecting visitors to Mpumalanga**

From the sample, 81% of respondents were not affected by any incidents, while the frequently occurring incident, which affected only 8%, was robbery (Figure 4.10). About 4% of respondents were attacked and had items stolen from their cars, while 1% were sexually and racially harassed and raped.

**Figure 4.10: Incidents affecting visitors**



Individual Chi-square analyses of independence were carried out to determine whether there were any relationships between certain incidents and specific demographic profiles.

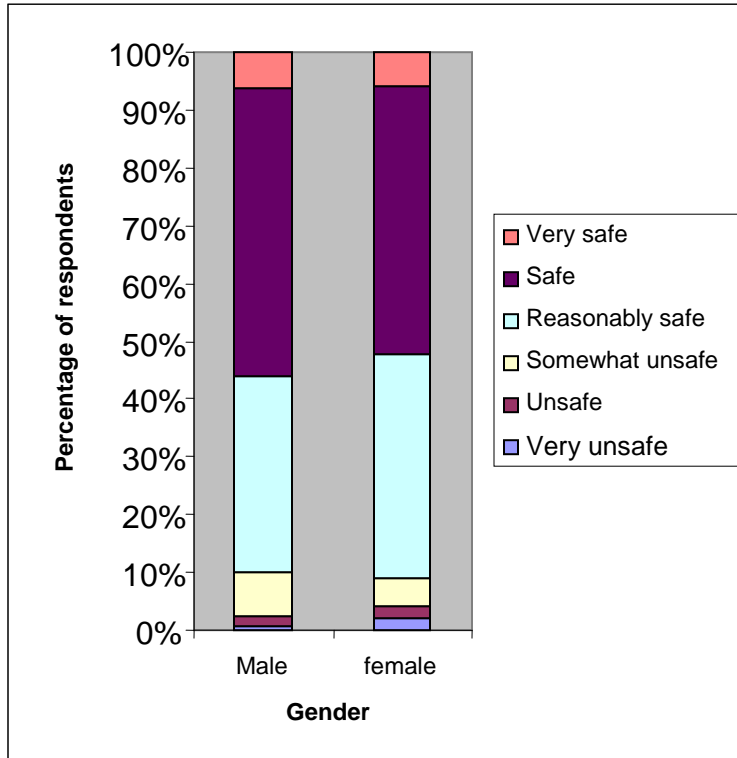
The analysis revealed that significantly more people from “less than R5 000” income group and fewer than expected from the “R10 001 and above” were attacked (Table 4.1). In addition, more males and fewer females than expected were attacked or had items stolen from their cars (Tables 4.2 and 4.3).

**Table 4.1: Fear of being attacked by income**

Observed frequency	Yes	No	Row sums
Under R5 000	4	30	34
R5 001-R10 000	11	219	230
R10 001+	2	134	136
Column sums	17	383	400
Test statistic T = 7.46		df = 2	
$\chi^2(\alpha=0.05) = 5.99$		Reject Ho: Independence	



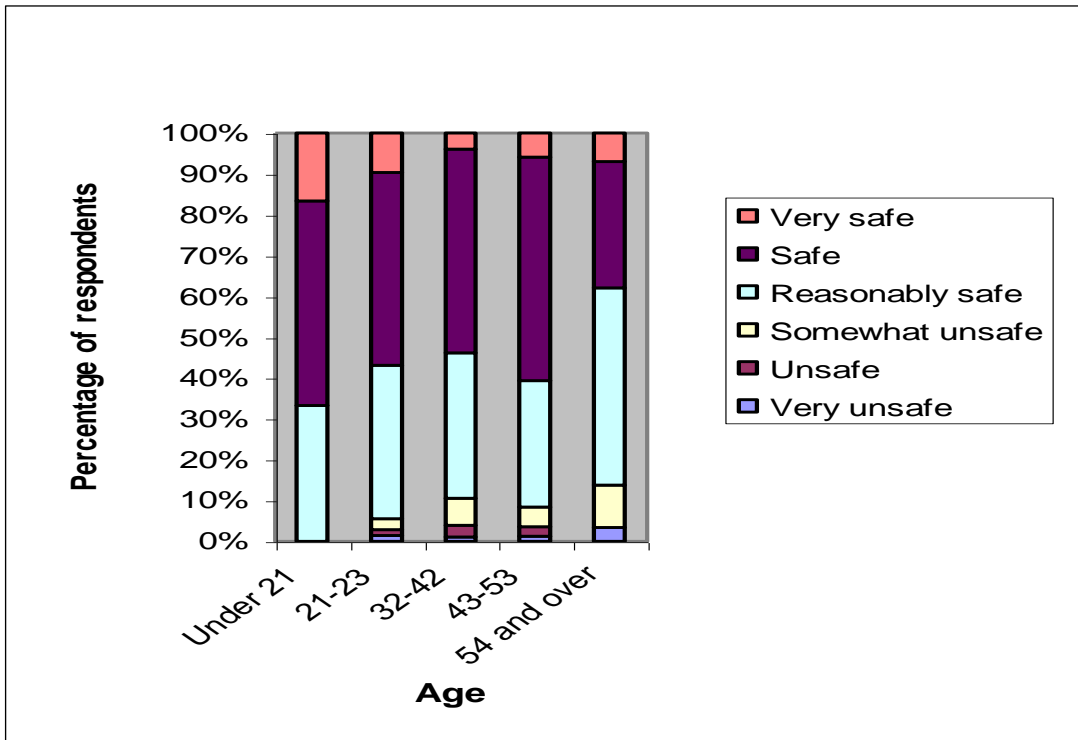
**Figure 4.12: Feeling of safety by gender**



Tourists' perceptions of safety were not influenced by their gender (Figure 4.12). Both males and females felt most reasonably safe and about 0.5% females felt very unsafe.

From the analysis of Question 16, for each of the demographic profiles, it is evident from Figure 4.12 and 4.14 that one's gender and income do not affect the overall perception of safety. From Figure 4.15, data shows that people of Asian origin generally feel safest with no respondents indicating any degree of "unsafe". The other origin categories display similar safety perceptions. The Black groups indicate a good feeling of safety with 70% feeling "safe" or "very safe" (Figure 4.16). Nearly 20% of Indians indicate that they did not feel safe.

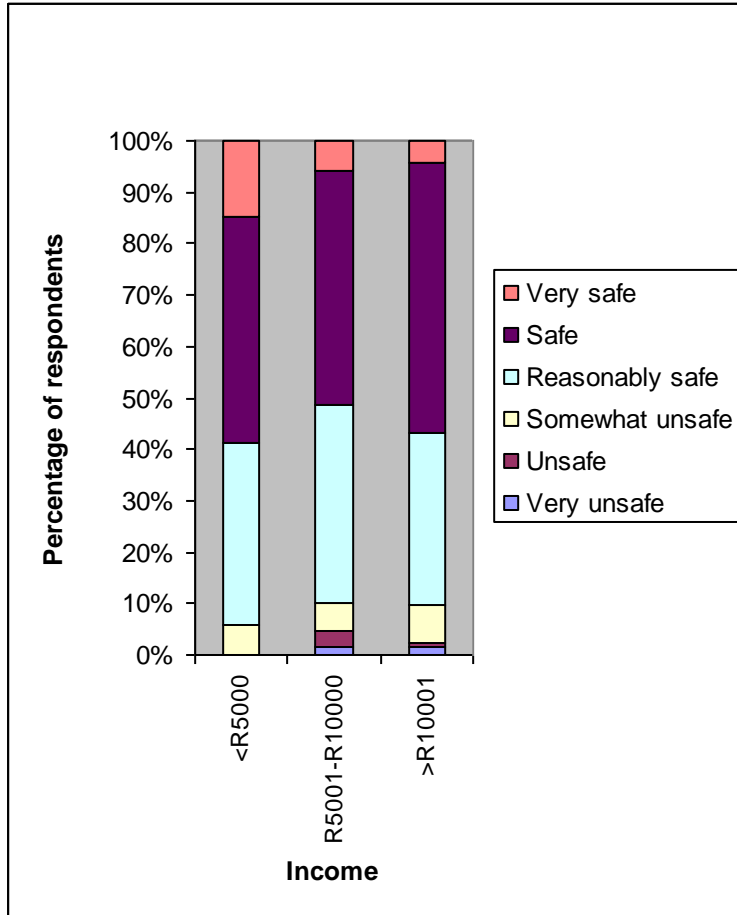
**Figure 4.13: Safety by age**



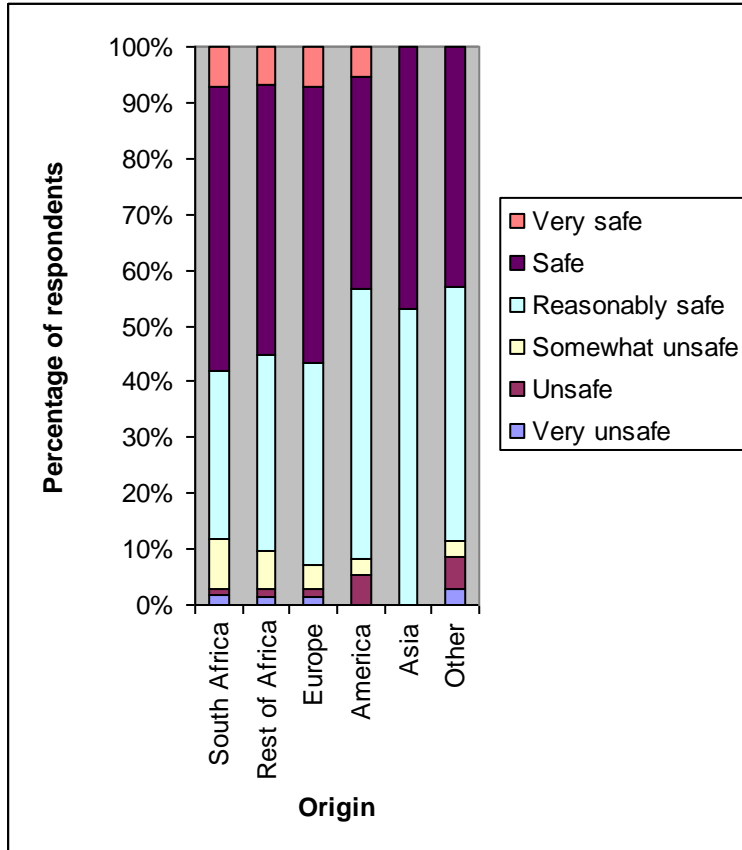
Data, as represented by Figure 4.13, reveals that the older the respondent, the more unsafe he/she feels. More than 60% of Under 21s feel safe or very safe, while less than 40% from the 54 and over category feel safe or very safe. Moreover, 80% of visitors aged between 21 and 23 felt reasonably safe, a further 10% felt very safe whereas 5% of this age group felt somewhat unsafe and the remaining 4% felt unsafe. In the ages between 32 and 42, 5% of tourists felt very safe. In the same age category, 50% felt safe and a further 40% felt reasonably safe and the remaining 5% felt somewhat safe.

Based on the findings presented in Figure 4.14, one's income does not affect the perception of safety. This figure shows that of the respondents who earn less than R5 000, 10% felt very safe, 55% felt safe and 30% felt reasonably safe and the remaining 5% felt somewhat unsafe. Moreover, respondents with income more than R10 001 felt very safe at 5%, 60% felt safe, 32% felt reasonably safe and only 3% felt somewhat unsafe.

**Figure 4.14: Safety and income**



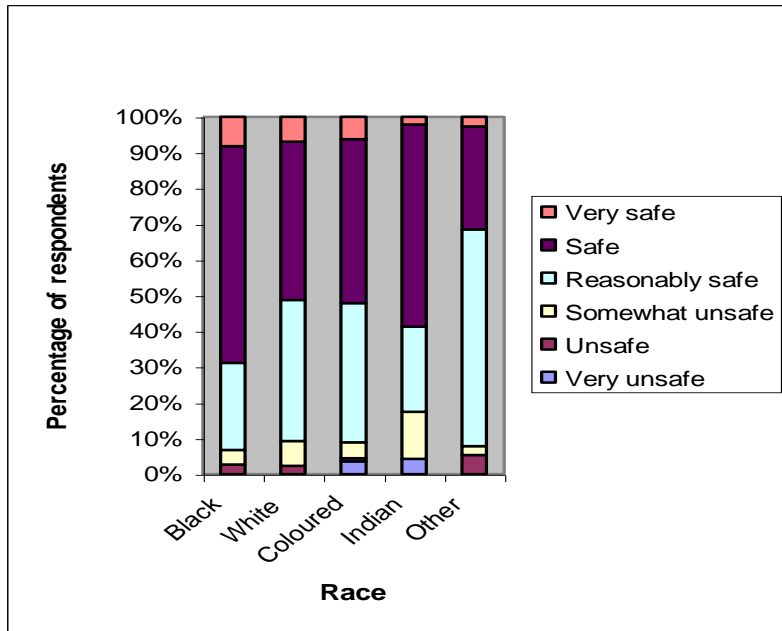
**Figure 4.15: Safety by origin**



From data present in Figure 4.15, it can be seen that people of Asian origin generally feel safest with no respondents indicating any degree of unsafe. The other categories of origin displayed similar safety perceptions. About 10% of South Africans felt very safe, 50% felt safe, a further 35% said that they felt reasonably safe and about 5% felt somewhat unsafe.



**Figure 4.16: Safety by race**



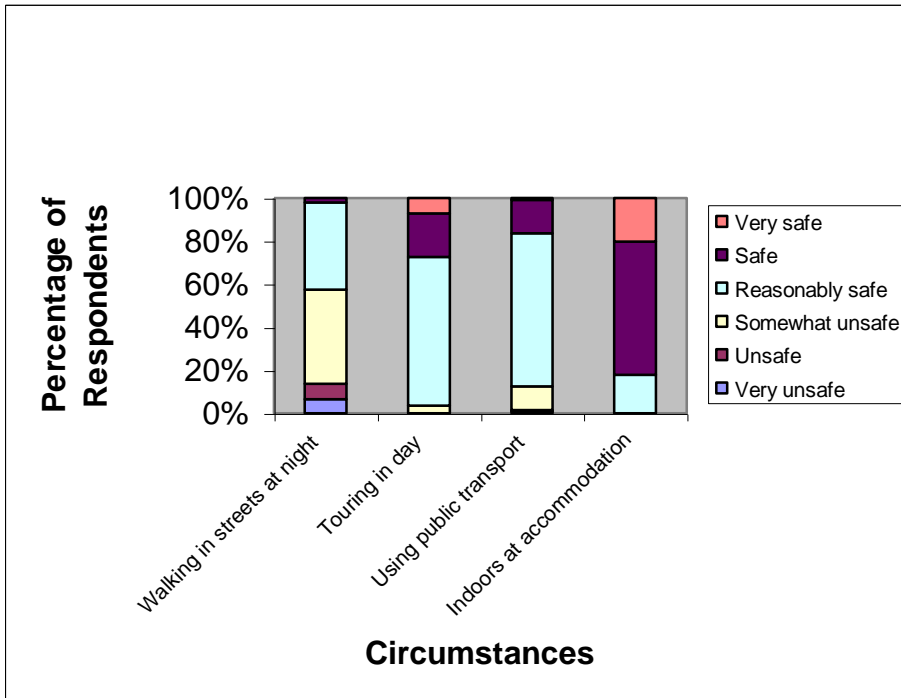
Data presented in Figure 4.16 shows that, 70% of the Black group are feeling safe or very safe. Nearly 20% of Indians indicate that they don't feel safe. About 40% of Whites felt safe, 35% reasonably safe and 15% said they were very safe.

Chi-square analyses were carried out for each demographic profile and it was found (Appendix One) that there was a significant relationship between race and general feelings of the overall safety. Blacks felt safe or very safe. More Indians felt unsafe to some degree and respondents from the other race category felt reasonably safe.

#### ***4.4.3 Perceptions of safety and security when participating in specific activities and how these perceptions relate to demographic profiles***

According to data collected, respondents generally felt that daytime touring, using public transport and indoors at accommodation were reasonably safe (Figure 4.17). However, nearly 60% of the respondents felt that it was unsafe to walk in the streets at night.

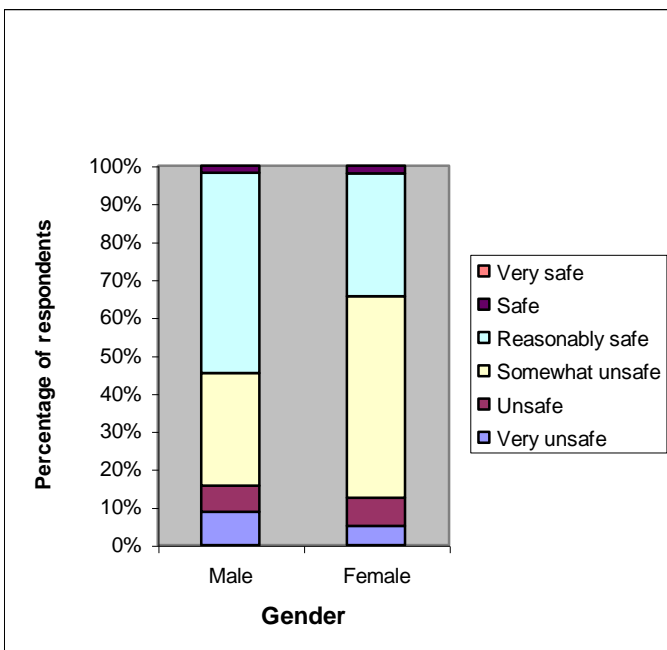
**Figure 4.17: Perception of safety in certain circumstances**



**4.4.4 Fear of walking in the streets at night**

About 30% of females felt safe walking in the streets at night while more than 50% males felt safe (Figure 4.18).

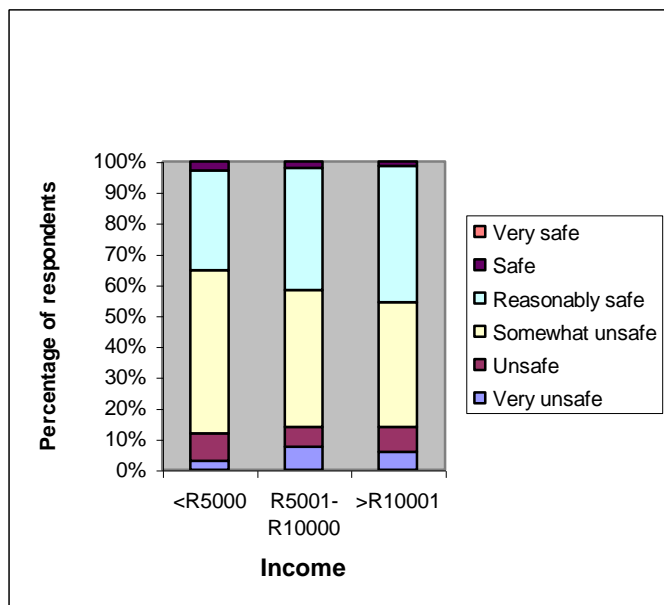
**Figure 4.18: Safety perceptions of walking on the street at night and gender**



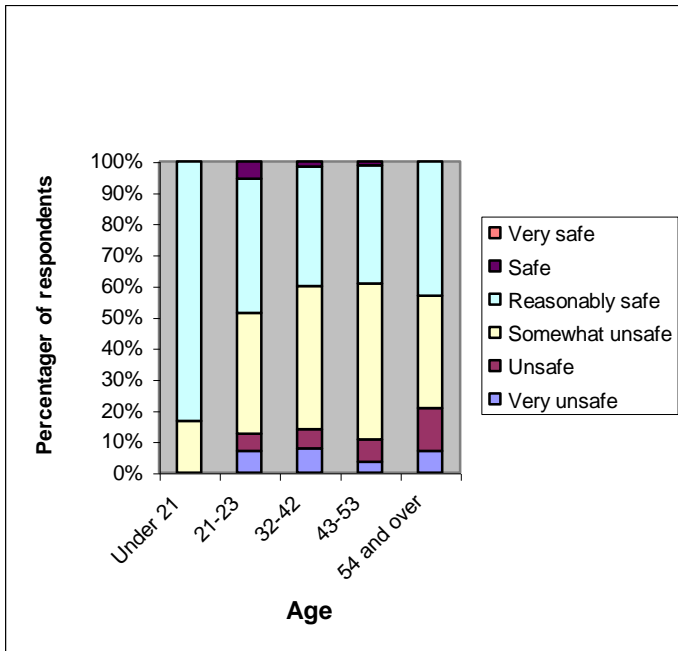
Based in the findings presented in Figure 4.19, about 6% of the respondents of income bracket less than R5 000 felt very safe, 50% felt reasonably safe. Respondents earning greater than R10 001 felt reasonably safe while walking in the streets at night.

Over 80% of the under 21 age group felt reasonably safe and visitors aged between 21 and 23 felt safe, while the majority of other respondents in the older age groups felt unsafe walking in the streets at night, as presented in Figure 4.20. About 45% of respondents aged between 43 and 53 years said that they felt somewhat unsafe while at least 35% felt reasonably safe walking in the streets at night. At least 10% of visitors aged 54 years and older felt unsafe.

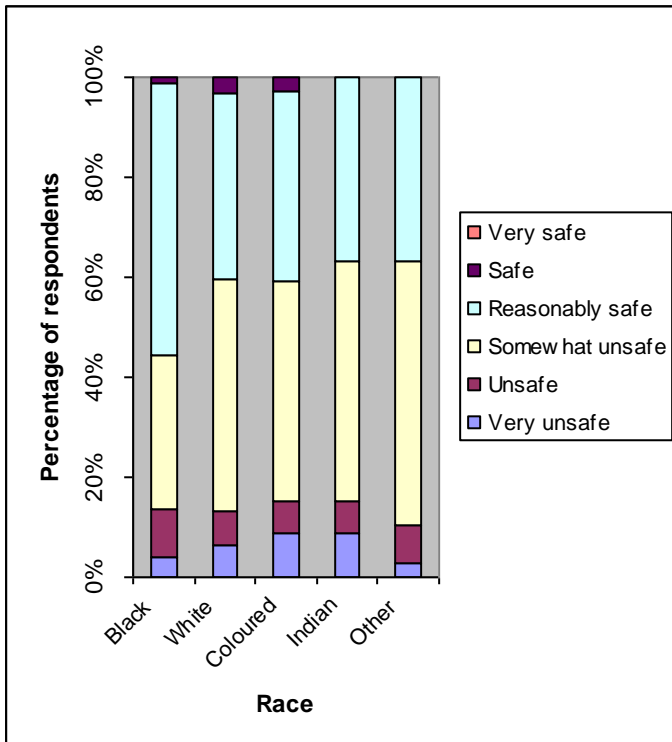
**Figure 4.19: Safety perceptions of walking on the street at night and income**



**Figure 4.20: Safety perceptions of walking on the street at night and age**



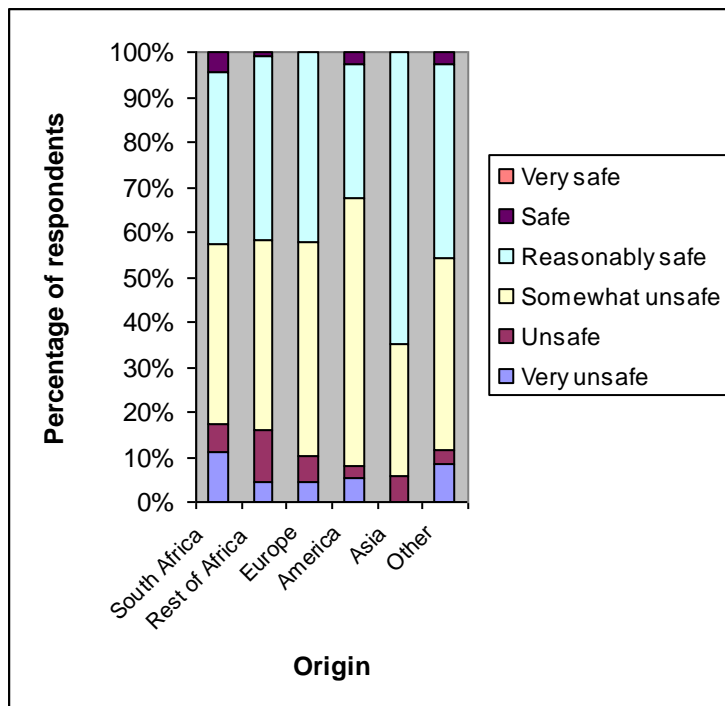
**Figure 4.21: Safety perception of walking on the street at night and race**



More than half of the Black respondents indicated feeling safe when walking in the streets at night, while Whites, Coloureds and Indians felt reasonably safe. About 5% of the other race groups said they felt very unsafe (Figure 4.21).

Data presented in Figure 4.22 indicates that of the different origin groupings, only the Asians had more than 50% of respondents feeling safe. The Americans felt most unsafe with nearly 70% indicated their unease at walking in the streets at night.

**Figure 4.22: Safety perceptions of walking on the street at night and origin**



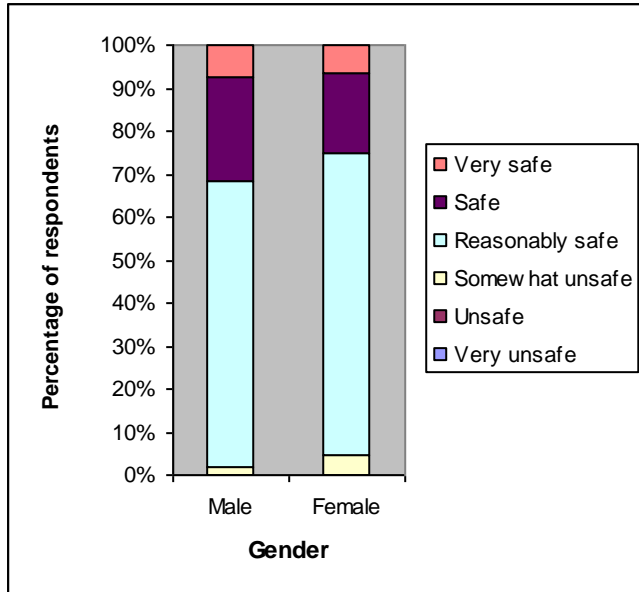
A Chi-square test for independence (Table 4.4) revealed that significantly more males than expected felt reasonably safe and significantly more females than expected felt somewhat unsafe. No significant relationships were found with age, income, origin or race.

The vast majority of respondents aged under 21 felt at least reasonably safe touring during the day (Figure 4.24). About 70% of the group of 21 to 23 felt reasonably safe and 80% of visitors aged between 32 and 42 also felt reasonably safe. About 20% felt safe while touring during daytime. Moreover, 60% of tourists aged 43 to 53 and 60% of those 54 and over felt reasonably safe.

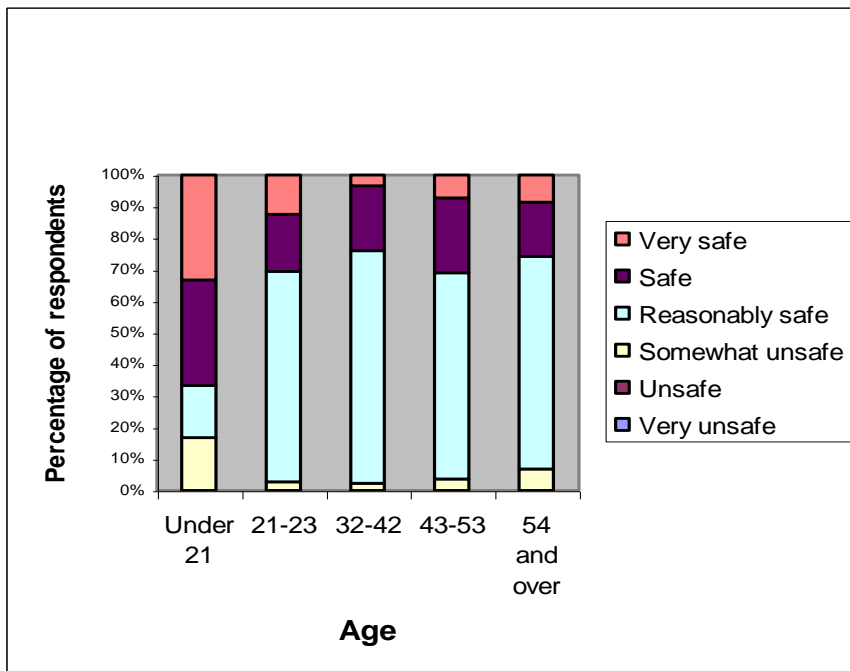
**Table 4.4: Fear of walking in the streets at night by gender**

Observed frequency <i>Expected frequency</i>	Very unsafe/Unsafe/ Somewhat unsafe	Reasonably safe	Safe/Very safe	Row sums
Black	5 <i>7.03</i>	18 <i>27.20</i>	51 <i>39.78</i>	74
White	12 <i>12.26</i>	51 <i>47.41</i>	66 <i>69.34</i>	129
Coloured	10 <i>10.74</i>	44 <i>41.53</i>	59 <i>60.74</i>	113
Indian	8 <i>4.37</i>	11 <i>16.91</i>	27 <i>24.73</i>	46
Other	3 <i>3.61</i>	23 <i>13.97</i>	12 <i>20.43</i>	38
Column sums	38	147	215	400
Test statistic T = 22.26		df = 8		
$\chi^2(\alpha=0.05) = 15.51$		Reject Ho: Independence		

**Figure 4.23: Safety perceptions of daytime touring and gender**



**Figure 4.24: Safety perceptions of daytime touring by age**



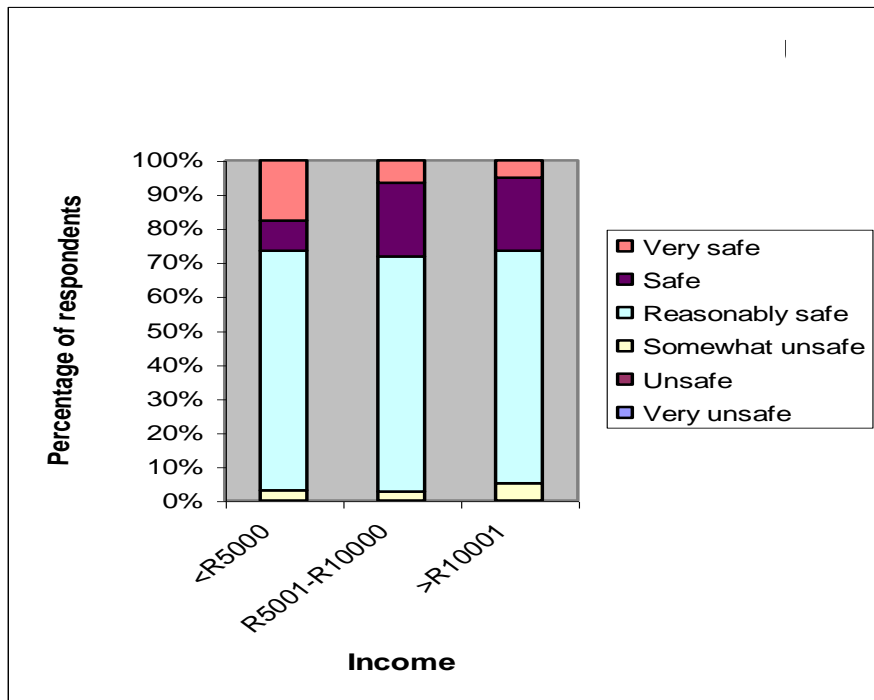
As presented in Figure 4.25, data shows that respondents aged under 21 with income less than R5 000 felt at least reasonably safe touring during the day.

Respondents of income group R5 000 – R10 000 and those earning more than R10 001 seem to have felt reasonably safe, with about 15% of respondents in this income groups feeling safe while touring during the day.

Data presented in Figure 4.26 shows that South Africans felt more safe touring during daytime than people from other countries of origin. About 70% of Americans felt reasonably safe, 40% of Asians felt safe and at least 5% felt somewhat unsafe. People from other countries of origin, felt reasonably safe while a smaller percentage felt somewhat unsafe.

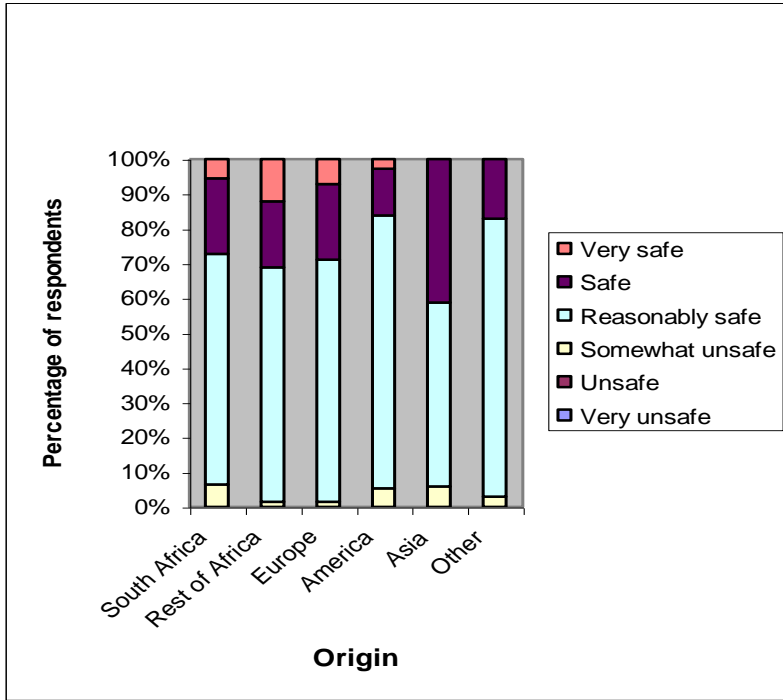
The rest of African and Blacks expressed the highest degree of safety with the largest percentage in the very same category (Figure 4.27). Indians seem to be the largest percentage who felt unsafe, but, overall, most respondents indicated feeling safe.

**Figure 4.25: Safety perceptions of daytime touring and income**

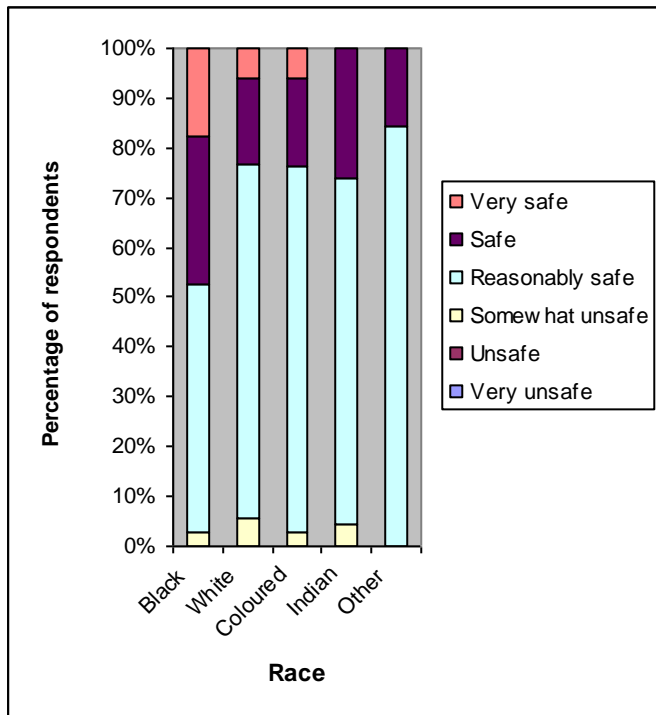




**Figure 4.26: Safety perceptions of daytime touring and origin**



**Figure 4.27: Safety perceptions of daytime touring and race**



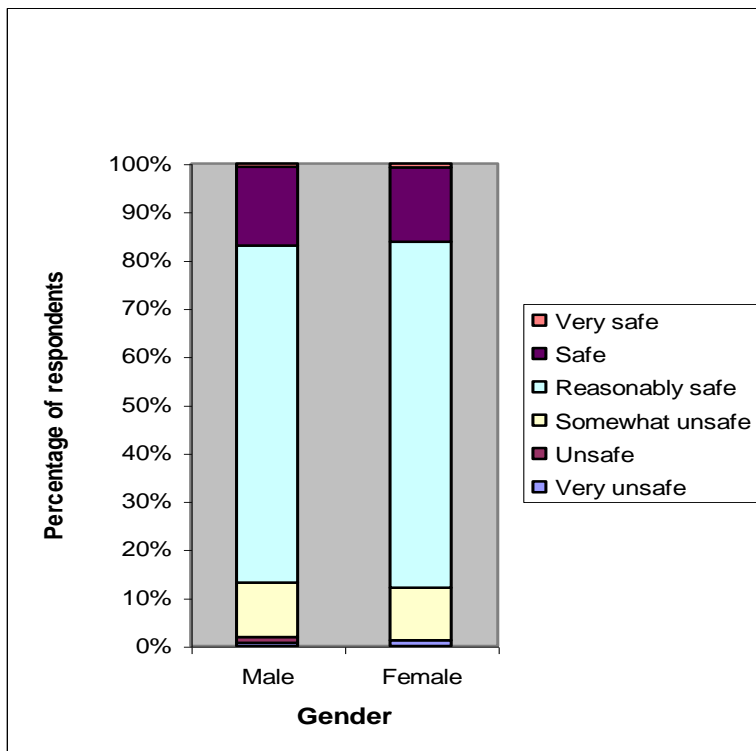
Chi-square tests for independence did not reveal any significant relationships between the demographic profile of respondents and their safety perception of touring in the daytime.

#### 4.4.5 Fear of using public transport

From Figure 4.28 to 4.30 it is evident that most people, irrespective of their demographic profiles, felt that using public transport was reasonably safe. Again, the under 21s, less than R5 000 income group, and Blacks appeared to feel safe. Of the country origin groups, the South Africans indicated the most concern for safety using public transport.

According to data presented in Figure 4.28, most people felt that using public transport was reasonably safe. Males indicated a high perception of safety using public transport than female respondents. About 6% of males felt somewhat unsafe.

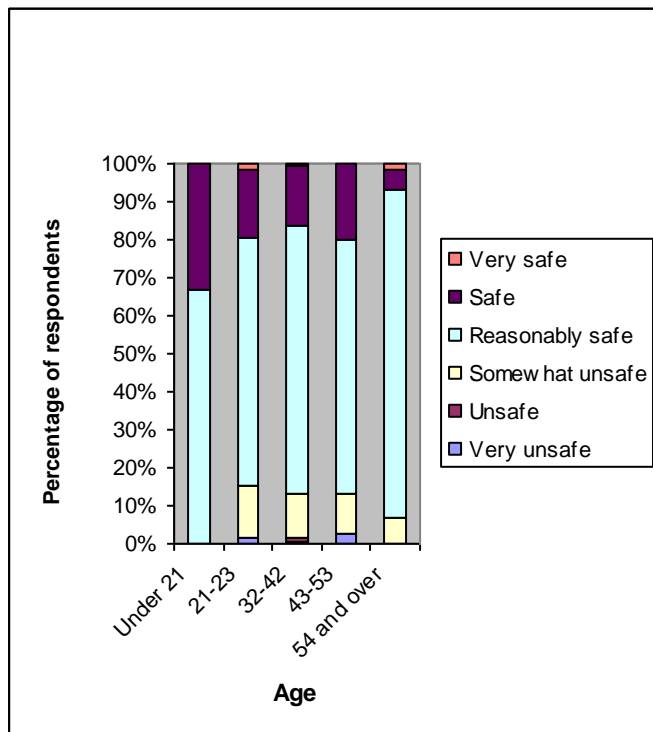
**Figure 4.28: Safety perceptions of using public transport and gender**



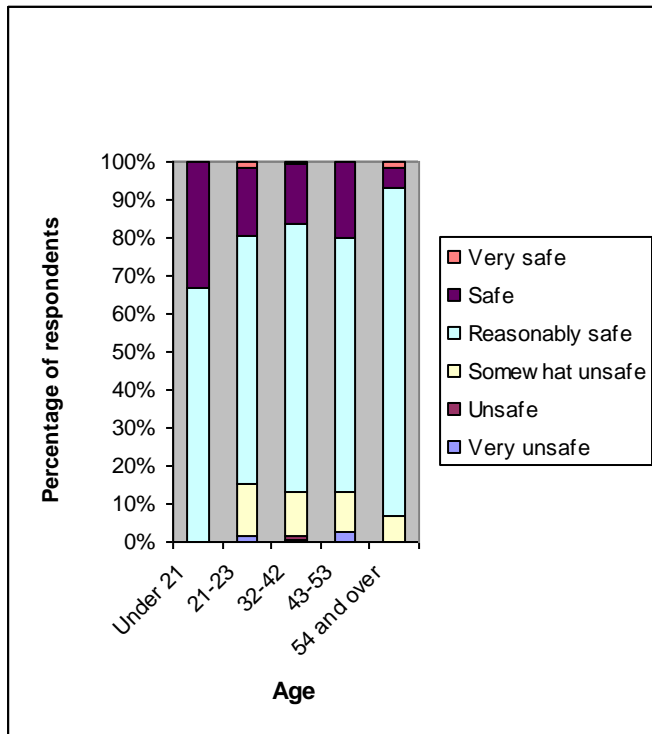
Tourists under age of 21 felt that using public transport is safe (Figure 4.29). Sixty percent of respondents, aged between 21 and 23, felt reasonably safe and the majority of tourists aged between 54 and over also felt reasonably safe while about 5% said they felt somewhat unsafe using public transport. However, most respondents felt reasonably safe for using public transport. This finding shows that age did not influence visitors' perceptions of using public transport.

Data presented in Figure 4.30 reveal that people earning less than R5 000 income appeared to feel most safe while tourists who earn between R5 001 - R10 000 and greater than R10 001 seemed to have felt reasonably safe while about 10% of these visitors in the same income category felt safe

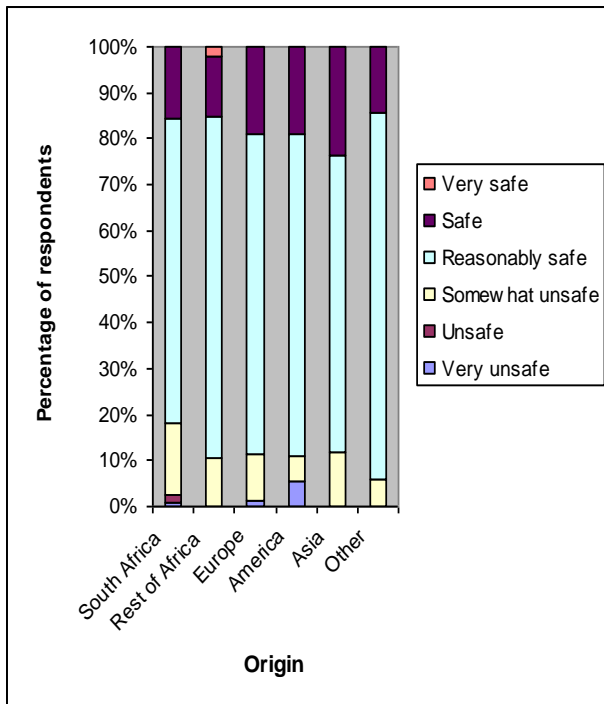
**Figure 4.29: Safety perceptions of using public transport and age**



**Figure 4.30: Safety perceptions of using public transport and income**



**Figure 4.31: Safety perceptions of using public transport and origin**

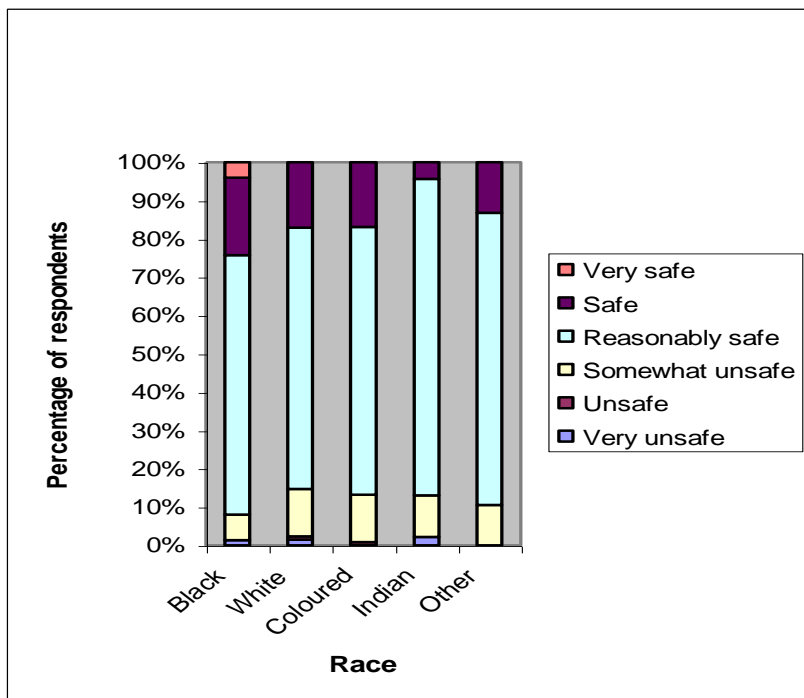


When examining the findings from the different origin groups, the South Africans indicated the most concern for safety using public transport (Figure 4.31). About 65% of the respondents from the rest of Africa seemed to have felt reasonably safe using public transport and 10% felt somewhat unsafe. About 15% of the Asians said they were safe, those who were from other countries of origin said they felt mostly reasonably safe, and about 10% of both Americans and Europeans felt safe using the public transport.

Data represented in Figure 4.32 shows that Blacks felt more safe using public transport. Whites and Coloureds felt reasonably safe at nearly 55% and Indians indicated that they mostly felt reasonably safe, while 3% felt safe and a further 10% from other races felt reasonably safe using public transport.

No significant relationships were found between the demographic profiles of respondents and their perceptions of safety using transport.

**Figure 4.32: Safety perceptions of using public transport and race**



#### **4.4.5 Safety indoors at accommodation**

Findings presented in Figures 4.33 to 4.35 indicate that all respondents felt safe to a certain extent indoors at accommodation with the safest being Black South African males under 21s in the less than R5 000 and less than R10 000 income groups, South Africans and blacks. Once again, no significant relationships were found between the feeling for safety indoors at accommodation and respondents' demographics.

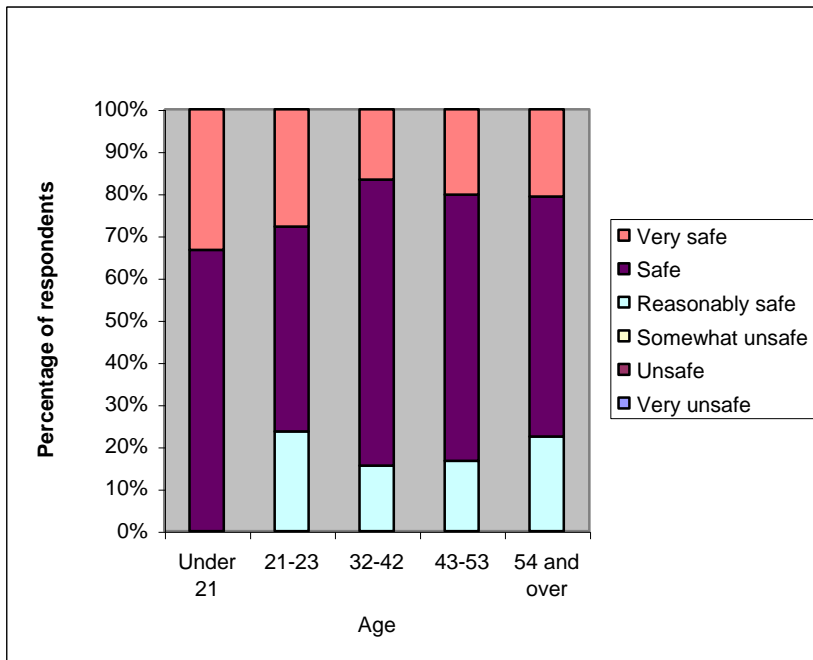
More females felt safe in their accommodation than males (Figure 4.33). Ten percent of females felt very safe and at least 15% felt somewhat unsafe at their accommodation.

As seen from Figure 4.34, respondents of under 21 felt very safe in their place of accommodation. Moreover, the majority of respondents aged 32 to 42 and 43 to 53 seemed to have felt safe at their accommodation. About 20% of visitors aged 54 and over felt somewhat unsafe. Furthermore, 15% of this age group felt safe, and 25% of tourists aged 21 to 23 indicated that they felt somewhat unsafe at their accommodation.

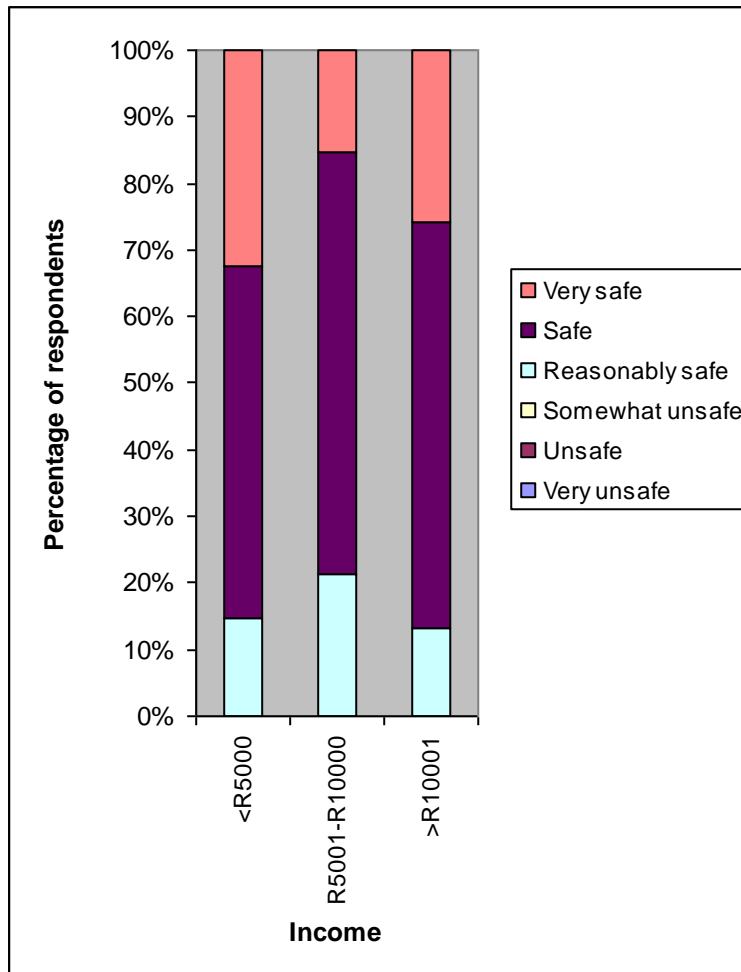
**Figure 4.33: Safety perceptions indoors at accommodation and gender**



**Figure 4.34: Safety perceptions indoors at accommodation and age**



**Figure 4.35: Safety perceptions indoors at accommodation and income**



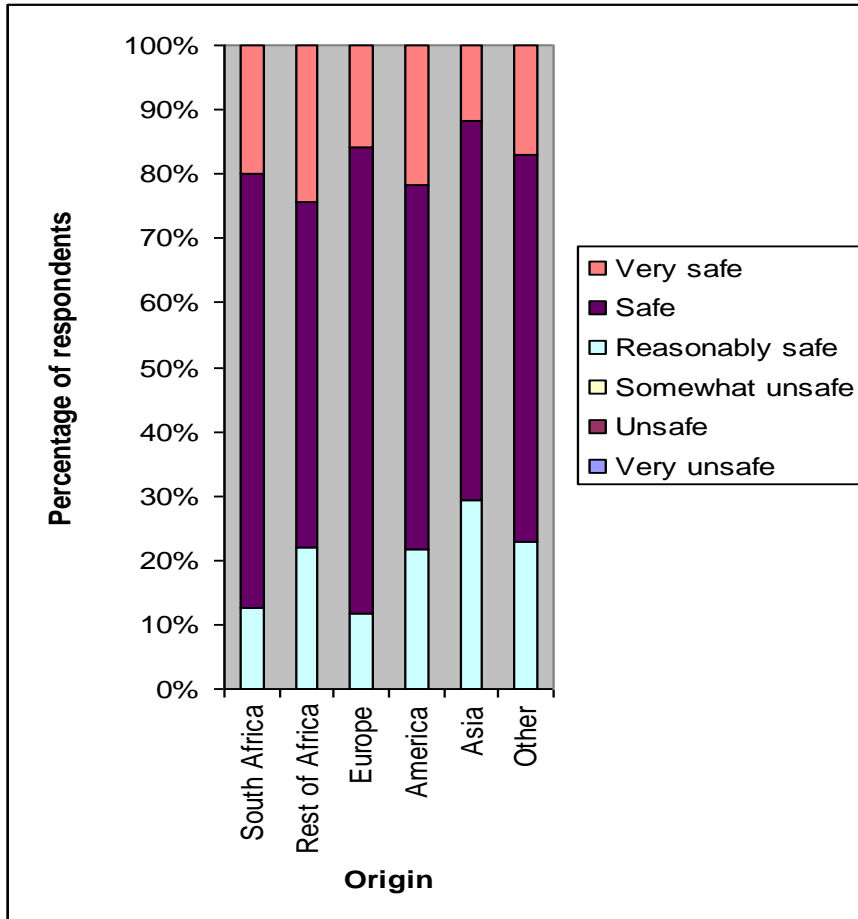
From the results, respondents with income of less than R5 000 and more than R10 000 felt very safe at their place of accommodation (Figure 4.35). Visitors with income of R5 001 – R10 000 felt somewhat unsafe at about 20% and almost 40% said they felt safe.

The findings presented in Figure 4.34 show that South Africans felt very safe at their accommodation. Among visitors from the rest of Africa, about 20% felt somewhat unsafe. Asians at 30% also felt somewhat unsafe at their accommodation. About 10% of South Africans felt somewhat unsafe and nearly 60% of Europeans felt safe at their accommodation.

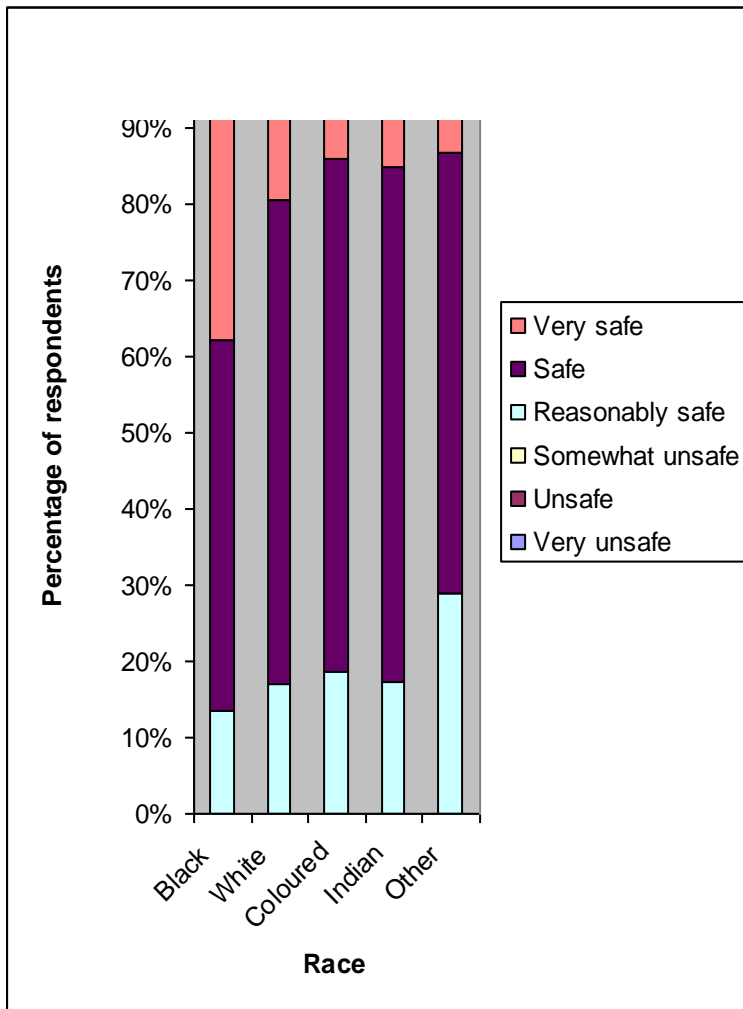


Data indicates that all the race groups, most Blacks seemed to be very safe at their accommodation (Figure 4.37). Whites at about 20% felt very safe and about 30% of tourists from other race groups felt somewhat unsafe at their accommodation.

**Figure 4.36: Safety perceptions indoors at accommodation and origin**



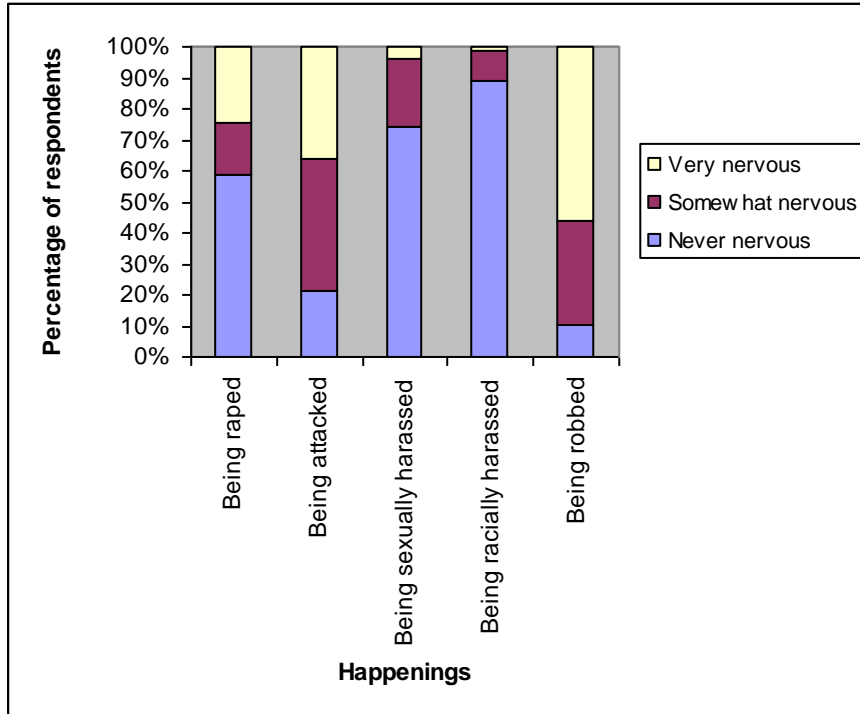
**Figure 4.37: Safety perceptions indoors at accommodation and race**



**4.5 The degree of nervousness at certain events happening and how they relate to demographic profiles**

Results presented in Figure 4.38 shows that most respondents were not nervous of being raped or being sexually or racially harassed. However, there was a degree of nervousness at being attacked or robbed. From all the respondents, 50% of visitors were very nervous of being robbed and nearly 40% were somewhat nervous. A further 10% of tourists were nervous of being robbed while almost 90% of visitors were never nervous of being racially harassed but about 3% were very nervous. Seventy percent of tourists were never nervous of being sexually harassed.

**Figure 4.38: Degree of nervousness of certain events happening**



**4.6 Factors affecting freedom of movement at night and how they are related to demographic profiles**

Based on the findings presented in Figure 4.39, nearly 60% of respondents indicated a fear of crime preventing them from going out at night. More than 40% indicated having no transport as a problem, while nearly 30% feared going out alone. Racism, age and fear of burglary do not appear to prevent activities at night with less than 5% of respondents choosing each of these categories.

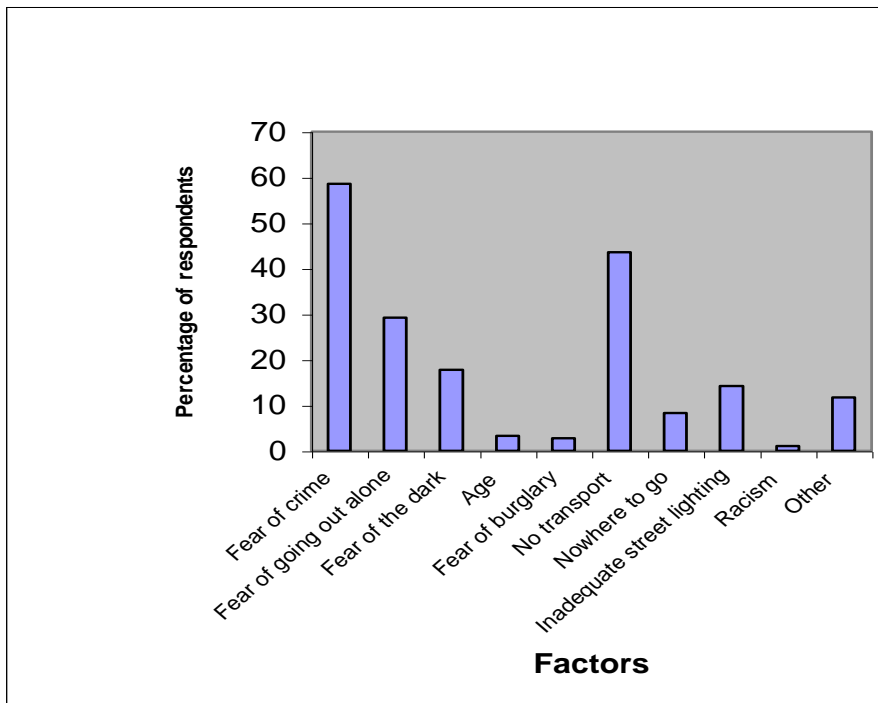
Chi-square analyses (Tables 17 – 20 in Appendix One) revealed a number of significant relationships between demographic profiles of respondents and reasons for their not going out at night. More than expected respondents from Africa (including South Africa) cited fear of crime as an issue; more than expected Americans and the Otherorigin category did not fear crime; more than expected females and fewer than expected males feared going out alone; more than expected respondents from the R10 000+ income bracket and fewer than expected from the less than R5 000 income bracket feared the dark; more than

expected females and fewer than expected males indicated that they did not go out because they had no transport; fewer than expected Whites and more than expected from the 'Other race group listed inadequate street lighting as a reason for not going out at night.

Of all the male respondents, 124 disagreed that the tourists feared to go out alone at night, and, 35 agreed with the statement. 159 female respondents disagreed that the tourists feared to go out alone at night and 82 of those female respondents agreed that tourists feared to out alone at night. This finding shows that the majority of female respondents agreed that it was not safe for the tourists to go out alone at night.

As presented in Table 18, data shows that 32 of the respondents, who earn under R5 000 disagreed that they were afraid of the dark and two of those respondents agreed to being afraid of the dark. 193 of the respondents, who earned between R5 001 and R10 000 disagreed of being afraid of the dark and 37 agreed of being afraid of the dark. This finding shows that the majority of the respondents who earn between R5 001 and R10 000 disagreed that they were afraid of the dark.

**Figure 4.39: Factors preventing going out at night**



**Table 4.5: Fear of going out alone by gender**

Observed frequency <i>Expected frequency</i>	Yes	No	Row sums
Male	35 46.51	124 112.49	159
Female	82 70.49	159 170.51	241
Column sums	117	283	400
Test statistic T =	6.68	df =	1
$\chi^2(\alpha = 0.05) =$	3.84	Reject Ho: Independence	

Table 4.7 shows that 103 of the male respondents disagreed that they did not go out at night because they did not have transport but 56 of those male respondents agreed with the statement. One hundred and twenty three of the female respondents also disagreed that they did not go out at night because they did not have transport and 118 of those females respondents agreed with the statement.

**Table 4.6: Fear of the dark by income**

Observed frequency <i>Expected frequency</i>	Yes	No	Row sums
Under R5 000	2 <i>6.04</i>	32 <i>27.97</i>	34
R5 001-R10 000	37 <i>40.83</i>	193 <i>189.18</i>	230
R10 001+	32 <i>24.14</i>	104 <i>111.86</i>	136
Column sums	71	329	400
Test statistic T =	6.83	df =	2
$\chi^2(\alpha=0.05) =$	5.99	Reject Ho: Independence	

**Table 4.7: No transport by gender**

Observed frequency <i>Expected frequency</i>	Yes	No	Row sums
Male	56 <i>69.17</i>	103 <i>89.84</i>	159
Female	118 <i>104.84</i>	123 <i>136.17</i>	241
Column sums	174	226	400
Test statistic T =	7.36	df =	1
$\chi^2(\alpha=0.05) =$	3.84	Reject Ho: Independence	

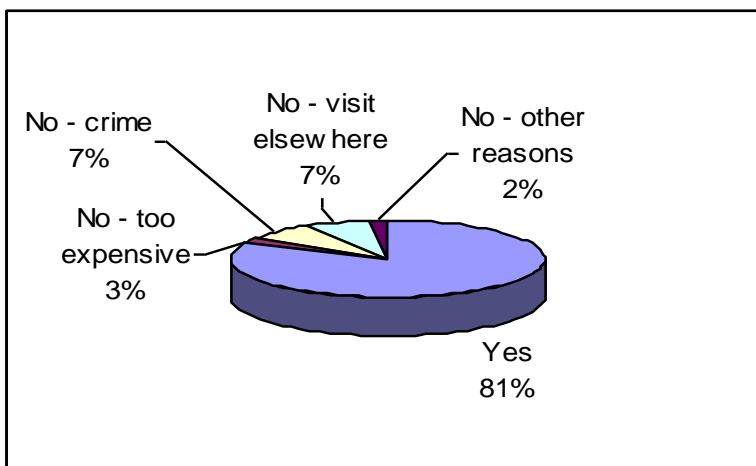
Respondents from Africa (including South Africa) cited fear of crime as an issue. Americans and the other origin category did not fear crime. More females and fewer males feared going out alone, a lot of respondents from R10 000 and above income bracket and few from the less than R5 000 income bracket feared dark, more females than males indicated that they did not go out because they had no transport. Whites and more respondents from other races listed inadequate street lighting as a reason for not going out at night.

**Table 4.8: Inadequate street lighting by race**

Observed frequency <i>Expected frequency</i>	Yes	No	Row sums
Black	11 <i>10.55</i>	63 <i>63.46</i>	74
White	11 <i>18.38</i>	118 <i>110.62</i>	129
Coloured	15 <i>16.10</i>	98 <i>96.90</i>	113
Indian	9 <i>6.56</i>	37 <i>39.45</i>	46
Other	11 <i>5.42</i>	27 <i>32.59</i>	38
Column sums	57	343	400
Test statistic T =	11.35	df =	4
$\chi^2(\alpha = 0.05) =$	9.49	Reject Ho: Independence	

#### 4.7 Resulting effects on tourism

**Figure 4.40: Revisit Mpumalanga and reason not to revisit**

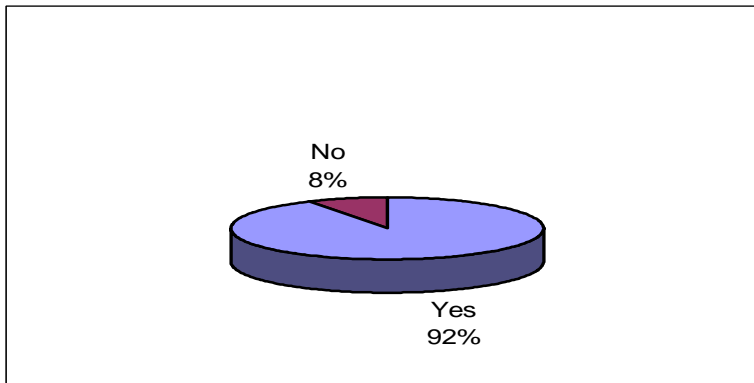


Based on findings presented in Figure 4.40, 81% of the respondents said they would return to Mpumalanga. Of the remaining 19%, 7% wished to visit other destinations, 7% cited crime as reason for not returning, 3% said it was too

expensive and 2% gave no specific reason as to why they would not return to Mpumalanga.

Figure 4.41 shows that 92% of the respondents would recommend Mpumalanga to friends and colleagues, whereas only 8% of the visitors said they would not recommend Mpumalanga to their friends and colleagues.

**Figure 4.41: Recommend Mpumalanga to others**



## **4.8 Key informants: Analysis of findings and presentation of results**

### **4.8.1 Introduction**

This section deals with the findings that were obtained from the in-depth interviews that were conducted with ten key informants. These were hotel managers, travel agents, restaurant managers and car rental managers. The objective was to gain insight in order to identify whether Mpumalanga province is safe or not and what their perceptions are about the safety of this province. The quoting of respondents is referred to as, for example, K1 meaning key information No.1 and so on.



**Table 4.21: Profiles of key informants**

RESPONDENTS NUMBER	OCCUPATION OF RESPONDENT
K1	Hotel assistant manager
K2	Car rental manager
K3	Travel agency administrator
K4	Restaurant manager
K5	Travel agency manager
K6	Hotel manager
K7	Car rental manager
K8	Hotel manager
K9	Travel agency manager
K10	Restaurant assistant manager

#### **4.8.2 Safety and security as important factor to successful tourism**

Respondents said that safety and security is important in every aspect of the life. Respondent K1 said “this factor is important because without security, crime rate would be high and people’s lives would be in danger”. All of these respondents said that safety is vital for every country. They indicate that being in their industry they need security for their vehicles and customers, meaning if no security exists, their vehicles could be stolen and their customers robbed or harassed.

#### **4.8.3 Incidents where a tourist has been victimised in Mpumalanga**

Some of the respondents knew of some incidents that have happened but respondent K5 said “I do not know the details because I am new in this province but so far I haven’t heard of anything bad”. Respondent K2 said that their car was hijacked and people were robbed of their belongings. Respondent K6 said that their customers were robbed outside the hotel entrance. Respondent K8 said “a couple from abroad was hijacked and robbed, the female was repeatedly raped, that shows how unsafe this province can be”. Some of the respondents said that

bad things like rape and robbery happen depending on the area in which a person is touring.

#### ***4.8.4 The extent to which the incidents affect the image of the province***

Most of the respondents seemed to be not sure if some of the incidents that happened affected the province and, if so, to what extent. Respondent K3 did say that the incidents such as people getting robbed, raped and killed caused a drastic decline in the bookings especially from the international visitors. Respondent K2 said “well with what happened to our customers, I am not sure how it affected the province but surely with such incidents, I believe this province’s image would be affected negatively especially because of publicity”. Respondent K8 said that a woman was raped and killed but she was not sure of how it affected the image of the province.

#### ***4.8.5 Measures taken to ensure the safety of tourists***

The respondents have different measures to ensure the safety of their customers. Some measures seem to be wonderfully efficient whereas others have not been of good use. Respondent K1 said they have reliable security guards and have installed surveillance cameras at the hotel reception, in the lifts and on all hotel floors to ensure that everything is going smoothly. Furthermore, respondent K3 said “we provide tourists with a list of safety measures before they come to Mpumalanga, so that they are able to know which place to go to and which to avoid and when”. Respondents K7 and K2 seem to be utilising the same strategy by installing a tracker in their vehicles and giving customers emergency numbers to call if they find themselves in any kind of danger. Most of the respondents said they have installed cameras on their premises for security purposes.

#### ***4.8.6 The extent to which the measures have been effective***

Some measures that have been used by the respondents seemed not to be effective. Respondent K2 said that their strategy did not work effectively because some customers had been hijacked and killed despite having installed the tracker and providing an emergency number to call. K2 said that they are working on the measures that could work to protect tourists. Respondent K4 said “fantastic”, while K10 said that it has been good. Respondent K6 said “there has been a very good change”. Overall, respondents’ measures of security have been fairly good.

#### ***4.8.7 Safety in Mpumalanga***

According to the respondents, Mpumalanga seems to be safe. Respondent K1 said “I would say it’s safe enough to be visited”. Respondents’ K2 and K3 said that the province is reasonably safe.

#### ***4.8.8 Recommendation to visit Mpumalanga***

All the respondents said that they would recommend Mpumalanga to their family and friends.

#### **4.9 Conclusion**

Mpumalanga seems to be fairly safe in terms of the tourists' concerns. More tourists were concerned about inadequate security, such as being hijacked, racism and being mugged during their visits to Mpumalanga. This finding shows that a greater number of respondents were not affected by any incident, with robbery being the most frequent occurring incident. The finding clearly indicates that tourists were reasonably safe while touring Mpumalanga.

Chi-square tests of Independence that were carried out for each demographic profile (race, age, income, origin and gender), revealed a number of significant relationships between the demographic profiles and the degree of nervousness at being victims of certain incidents. The results can be found in Tables 6 – 15 in Appendix One. In some cases, where the meanings could be retained, categories were joined to solve the problem of small expected frequencies. A close study of the expected and actual frequencies resulted in the following significant relationships between demographic profiles and nervousness of incidents.

Significantly more than expected Blacks and males never felt nervous at being raped; more than expected Whites and females felt very nervous and more than expected from the other race group felt somewhat nervous at being raped. More than expected from the 43 – 53 age group and fewer than expected from the under 31 age group were very nervous at being raped while fewer than expected of the 43 – 53 age group 'never felt nervous' at being raped. More than expected Americans and South Africans and fewer than expected from the rest of Africa felt 'somewhat nervous' at being raped.

Analysis also shows that fewer than expected Americans and people from the other origin category felt very nervous at being attacked; more than expected females and fewer than expected males are very nervous at being attacked;

more than expected males and people from the other origin group and fewer females and South Africans than expected never felt nervous at being attacked while more Americans than expected felt somewhat nervous at being attacked. Fewer Africans and Asians and more from the other origin category than expected never felt nervous at being robbed; more females and fewer males and Europeans than expected felt very nervous at being robbed; and more males and fewer females than expected felt somewhat nervous at being robbed.

Racial and sexual harassment affect females more than males. The analysis shows that significantly more females and fewer males than expected felt somewhat/very nervous at being racially or sexually harassed.

The key informants seemed to think that Mpumalanga is a safe province even though some of the tourists were hijacked and robbed. They indicate that they use the best security measures to protect the tourists but according to the responses, some of these measures have not been effective at all because people have been in danger and did not get any help. Some of the respondents said that since their strategy has not been good enough for the safety of tourists, they are thinking of other means of security.

## **CHAPTER 5**

### **CONCLUSIONS AND RECOMMENDATIONS**

#### **5.1 Introduction**

This chapter details the conclusions drawn from the findings of the study. Recommendations are made in order for the tourism destinations to consider improving their strategies and implementations.

#### **5.2 The objectives of the study**

The main objective of this research was to ascertain tourists' perceptions of safety and security after visiting Mpumalanga. The sub-objectives of this study were to find out whether visitors to Mpumalanga felt unsafe, and if so, to what extent. The research further aimed to ascertain whether visitors chose to limit their activities because they are afraid of crime, and to establish whether specific demographic factors of respondents related to their perceptions of crime and safety in Mpumalanga.

#### **5.3 Conclusions about findings of the study**

Safety and security are important factors for good tourism (Johnson, 2005). In the same way Cape Town Tourism (2007) also indicated safety and security as the largest main deterrent for tourists from coming to South Africa. Tourists are more likely to choose a destination where risks to safety are perceived to be minimal. If tourists coming to Mpumalanga are not or do not feel safe, they will not visit its destination again. In order for a destination to establish and maintain sustainable tourism, it needs to be able to ensure the safety and security of all visits because there is a high level of competition to attract visitors.

The findings show that few tourists were affected by inadequate security, results indicate that 1% of tourists were raped, 4% were attacked, 1% were sexually harassed. A small number were racially harassed with 8% robbed and 4% indicated that things were stolen from their car. These findings clearly show that the number of incidents that affected tourists to Mpumalanga is very low, which is good for Mpumalanga's image and its influence on tourist arrivals.

Johnson (2005) indicates that crime is a greater threat than any other negative factor of tourism industry. In this study, incidents that affected tourists to Mpumalanga were attacked, raped, robbed, racial harassment, sexual harassment and breaking into the cars. Data does not show any of the tourists' belongings were stolen from their place of accommodation. This finding demonstrates some degree of safety at the places of accommodation despite some tourists were observed still feeling unsafe there. Eighty one percent of the tourists said nothing actually happened to them.

With regard to tourists going out at night, they indicated that certain factors affected their freedom of movement at night. A greater number of tourists indicated that fear of crime prevented them from going out at night with some indicating that the non-availability of transport was one factor that prevented them from going out and nearly 30% feared going out alone.

It was generally felt that daytime touring, using public transport and indoors at accommodation were reasonably safe to safe. However, some respondents felt that it was unsafe to walk in the streets at night.

All the respondents said that there was no political unrest during their visit to Mpumalanga. This finding indicates that the province is politically stable. More tourists felt reasonably safe while touring, with Black tourists, in greater numbers indicating feeling safe and 20% of Indians indicating that they did not feel safe. Finally, majority of the respondents said that they would return to Mpumalanga

while others wish to visit other destinations and some cited crime as the reason for not coming back. However, 92% of the tourists said that they would recommend Mpumalanga to the others.

#### **5.4 Recommendations based on findings**

As Cape Town Tourism (2007) has recognised safety and security as the main challenges in order to put Cape Town as one of the world class tourist destination, Mpumalanga also has to adopt a similar idea. In this context the following recommendations are offered from the discussions of the results:

- In order for Mpumalanga to address tourists' concerns about safety, tourists should be informed about safety tips and what measures are taken to protect them. Information brochures should be distributed to various travel agencies, tour guides or operators, police offices, hotels and should also be available on the Mpumalanga tourism website. In this way, tourists would feel free and relaxed when visiting this destination because they would know what to do if they felt threatened.
- A tourist information centre should be established in Mpumalanga to inform tourists about safety and security issues when visiting prominent places of attraction. Pamphlets or brochures containing vital information pertaining to self-protection, high crime zones, and places where to obtain assistance in cases of criminal victimisation should be made freely available to the tourists. The establishment of a toll-free number will do much to create a sense of security among tourists.
- The availability of police centres at different tourist destinations could improve the tourists' perceptions of safety and security in this province. Police representatives should participate on tourism boards and work with hotels, conventions, and visitors' bureaus to understand tourism related problems and concerns and also to develop joint crime prevention programmes. Most importantly, the police should facilitate the crime



reporting process and also offer counselling to victims through their trained personnel.

- Government should be encouraged to work more closely with organisations to collect accurate data on the extent of unreported crimes committed against local communities and tourists, in order to see which crimes are the most committed and to enforce strategies to fight crimes. Therefore, accurate information regarding levels of crime should be published in order to reduce fear of crime within the community and among tourists.
- Recruitment from different ethnic groups must be established in order to involve them in fighting significant crimes with the aim of promoting greater cultural understanding and, thereby, reducing ethnic-based crime including organised crime, and the fear of crime within ethnic communities. This measure is important because, as more information is shared with other citizens, the quality of their shared input and suggestions will increase, thereby, increasing the commitment to fight crime. This cooperative sharing will decrease people's feelings of hopelessness and the fear of crime.
- The findings revealed that respondents had reasonably positive perceptions of safety and security, although they felt unsafe going out after dark and using public transport. A number of personal factors such as nationality, gender, were also found to affect respondents' perceptions of crime. Therefore, it is recommended that the tourism industry and law enforcements agencies should coordinate efforts to improve crime prevention in South Africa
- In terms of the lack of transport preventing tourists going out at night, tour guides, travel agencies and hotels should organise late secure transport

for tourists or tourists should be given a number to call when they need emergency transport. Improved and secure public transport should be provided as some of the tourists were feeling unsafe when using this type of transport.

- Furthermore, in terms of fear of safety at accommodation, it is recommended that hotels should install electronic monitoring systems at strategic points throughout the property, and also monitor hallways by electronic surveillance. Guests should be informed of security measures to ensure their safety in their hotel rooms, so that they do not fear of any crime happening to them at their accommodation.
- Tourists seemed to prefer guesthouses followed by hotels and bed and breakfast more than other accommodation types. Hence, there is a need to have more guesthouses and convert the motels, which were less preferred.

Ultimately, these efforts will contribute, in part, to improving Mpumalanga's image and simultaneously increase the economic competitiveness of its tourism industry.

## **5.5 Recommendations for marketers, in general**

The marketers, in general, are provided with the following recommendations:

- The most important prerequisite for a successful tourism industry in South Africa is a situation where crime is under control and the safety of tourists can be guaranteed. Although crime is an international problem, violent crime, as in the case in South Africa, is a big deterrent for tourists. The image which individuals have of a specific destination plays a crucial role in a destination's marketing success. The province of Mpumalanga has to set standards for the accreditation of tourism operation, mainly focusing on the safety and security standards.

- In order to improve Mpumalanga tour destinations, governments and stakeholders must incorporate coherent strategies, policies and operating measures for managing tourist security into the tourism planning and development process. Tourist information and security training centres should be established. The tourist information will inform prospective tourists about safety and security issues when visiting places of attraction while security training centres will provide individual security companies with personnel to ensure tourist security at all times.
- Marketers should also use their websites vigorously for advertising and informing or creating awareness to tourists. Marketers should be honest in all aspects. If a destination has a high level of crime, including rape, and murder, this information must be published in their websites. However, marketers should mention where these crimes normally happen so that tourists should know which places to go to and which to avoid. Marketers should also outline the security measures taken to protect tourists. Consequently, tourists will be familiar with the security measures of that destination and know what to do in case a particular crime happens. Such security measures will ensure that the destination will be promoting itself and its image amongst tourists.

## **5.6 Research recommendations for further research**

In terms of future research, it would be interesting to take this study further by utilising in-depth interviews in order to gain an insight into the effect of crime upon individual tourists. It would be relevant to undertake similar research in different areas to find out if similar findings were obtained. Lastly, there is a need to determine factors that attract tourists from all the different countries, in order to improve those factors to attract more tourists.

## **5.7 Restrictions of the study**

The research study was restricted to one province, out of the nine provinces in South Africa. The researcher's main focus was only in Nelspruit (Mpumalanga) at tour bus stations, Nelspruit airport and tax refund kiosks. Other places in Mpumalanga such Witbank, Ermelo, Secunda, Middleburg were excluded because of time and cost constraints. The results from this study cannot be generalised to other provinces.

## **5.8 Conclusion**

The study has highlighted tourists' perceptions of safety and security in Mpumalanga. It has been seen in the literature review that tourists do not want to visit destinations where their safety is threatened. The tourists' negative perceptions of a destination results in a high number of tourists not visiting that destination. It is, therefore, important for tourism destination to ensure the safety and security to tourists at all times in order for the destination to have a good image and reputation. The empirical data used during this study was based on questionnaires that were administered amongst tourists in Mpumalanga. Having seen that crime is a negative factor, it can be assumed that the crimes encountered by tourists must have had negative impacts on tourism in Mpumalanga. Tourism Business Council of South Africa (undated) have also recognised the need for research of this type to provide the industry with different recommendations. Local communities, tour operators, accommodation providers and police should be involved in crime prevention campaigns or initiatives in their tourist routes to ensure the safety and security of tourists.

The data from this study is in line with the literature which has shown that majority of the tourists in south Africa are from Africa. The data goes further to demonstrate that visitors had some degree of feeling unsafe, during the day, the night and in their accommodation despite the incidences of crime all occurring outside. The data further shows tourist restricting their movements due to fear.

Lastly the perception of safety and security varied widely with different demographic factors.

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## APPENDIX ONE

**Table 1**

<b>Attacked by income</b>			
Observed frequency			Row sums
<i>Expected frequency</i>	Yes	No	
Under R5000	4 1.45	30 32.56	34
R5001-R10000	11 9.78	219 220.23	230
R10001+	2 5.78	134 130.22	136
Column sums	17	383	400
Test statistic T = 7.46		df = 2	
$\chi^2(\alpha=0.05) = 5.99$		Reject Ho: Independence	

**Table 2**

<b>Attacked by gender</b>			
Observed frequency			Row sums
<i>Expected frequency</i>	Yes	No	
Male	11 6.76	148 152.24	159
Female	6 10.24	235 230.76	241
Column sums	17	383	400
Test statistic T = 4.62		df = 1	
$\chi^2(\alpha=0.05) = 3.84$		Reject Ho: Independence	



**Table 3**

**Stolen from car by gender**

Observed frequency <i>Expected frequency</i>	Yes	No	Row sums
Male	13 7.16	146 151.85	159
Female	10.845 10.85	230.155 230.16	241
Column sums	23.845	376.155	400
Test statistic T = 8.30		df = 1	
$\chi^2(\alpha=0.05) = 3.84$		Reject Ho: Independence	

**Safety in Mpumalanga by race**

**Table 4**

Observed frequency <i>Expected frequency</i>	Very unsafe/Unsafe/ Somewhat unsafe	Reasonably safe	Safe/Very safe	Row sums
Black	5 7.03	18 27.20	51 39.78	74
White	12 12.26	51 47.41	66 69.34	129
Coloured	10 10.74	44 41.53	59 60.74	113
Indian	8 4.37	11 16.91	27 24.73	46
Other	3 3.61	23 13.97	12 20.43	38
Column sums	38	147	215	400
Test statistic T = 22.26		df = 8		
$\chi^2(\alpha=0.05) = 15.51$		Reject Ho: Independence		

**Table 5****Walking in the streets at night by gender**

Observed frequency <i>Expected frequency</i>	Very unsafe	Unsafe	Somewhat unsafe	Reasonably safe	Safe/ Very Safe	Row sums
Male	14 <i>10.34</i>	11 <i>11.53</i>	47 <i>69.56</i>	84 <i>64.40</i>	3 <i>3.18</i>	159
Female	12 <i>15.665</i>	18 <i>17.4725</i>	128 <i>105.4375</i>	78 <i>97.605</i>	5 <i>4.82</i>	241
Column sums	26	29	175	162	8	400
Test statistic $T = 24.27$ <span style="float: right;">df = 4</span> $\chi^2(\alpha=0.05) = 9.49$ <span style="float: right;">Reject <math>H_0</math>: Independence</span>						

**Table 6****Being raped by gender**

Observed frequency <i>Expected frequency</i>	Never nervous	Somewhat nervous	Very nervous	Row sums
Male	156 <i>93.02</i>	1 <i>27.03</i>	2 <i>38.96</i>	159
Female	78 <i>140.99</i>	67 <i>40.97</i>	96 <i>59.05</i>	241
Column sums	234	68	98	400
Test statistic $T = 170.58$ <span style="float: right;">df = 2</span> $\chi^2(\alpha=0.05) = 5.99$ <span style="float: right;">Reject <math>H_0</math>: Independence</span>				

**Table 7**

**Being raped by race**

Observed frequency <i>Expected frequency</i>	Never nervous	Somewhat nervous	Very nervous	Row sums
Black	52 <i>43.29</i>	10 <i>12.58</i>	12 <i>18.13</i>	74
White	71 <i>75.47</i>	17 <i>21.93</i>	41 <i>31.61</i>	129
Coloured	62 <i>66.11</i>	19 <i>19.21</i>	32 <i>27.69</i>	113
Indian	25 <i>26.91</i>	10 <i>7.82</i>	11 <i>11.27</i>	46
Other	24 <i>22.23</i>	12 <i>6.46</i>	2 <i>9.31</i>	38
Column sums	234	68	98	400
Test statistic T = 20.83		df = 8		
$\chi^2(\alpha=0.05) = 15.51$		Reject Ho: Independence		

**Table 8**

**Being raped by age**

Observed frequency <i>Expected frequency</i>	Never nervous	Somewhat nervous	Very nervous	Row sums
Under 31	52 <i>45.63</i>	14 <i>13.26</i>	12 <i>19.11</i>	78
32-42	106 <i>105.30</i>	35 <i>30.60</i>	39 <i>44.10</i>	180
43-53	39 <i>49.14</i>	11 <i>14.28</i>	34 <i>20.58</i>	84
54 and over	37 <i>33.93</i>	8 <i>9.86</i>	13 <i>14.21</i>	58
Column sums	234	68	98	400
Test statistic T = 17.13		df = 6		
$\chi^2(\alpha=0.05) = 12.59$		Reject Ho: Independence		

**Table 9**

**Being raped by origin**

Observed frequency <i>Expected frequency</i>	Never nervous	Somewhat nervous	Very nervous	Row sums
South Africa	54 <i>64.35</i>	26 <i>18.70</i>	30 <i>26.95</i>	110
Rest of Africa	82 <i>77.22</i>	13 <i>22.44</i>	37 <i>32.34</i>	132
Europe	42 <i>40.37</i>	9 <i>11.73</i>	18 <i>16.91</i>	69
America	22 <i>21.65</i>	11 <i>6.29</i>	4 <i>9.07</i>	37
Asia	10 <i>9.95</i>	3 <i>2.89</i>	4 <i>4.17</i>	17
Other	24 <i>20.475</i>	6 <i>5.95</i>	5 <i>8.575</i>	35
Column sums	234	68	98	400
Test statistic T = 19.04 <span style="float: right;">df = 10</span> $\chi^2(\alpha=0.05) = 18.31$ <span style="float: right;">Reject Ho: Independence</span>				

**Table 10**

**Being attacked by gender**

Observed frequency <i>Expected frequency</i>	Never nervous	Somewhat nervous	Very nervous	Row sums
Male	43 <i>33.39</i>	71 <i>67.97</i>	45 <i>57.64</i>	159
Female	41 <i>50.61</i>	100 <i>103.03</i>	100 <i>87.36</i>	241
Column sums	84	171	145	400
Test statistic T = 9.41 <span style="float: right;">df = 2</span> $\chi^2(\alpha=0.05) = 5.99$ <span style="float: right;">Reject Ho: Independence</span>				

**Table 11**

**Being attacked by origin**

Observed frequency	Never nervous	Somewhat nervous	Very nervous	Row sums
<i>Expected frequency</i>				
South Africa	18 23.10	47 47.03	45 39.88	110
Rest of Africa	23 27.72	51 56.43	58 47.85	132
Europe	16 14.49	29 29.50	24 25.01	69
America	8 7.77	22 15.82	7 13.41	37
Asia	3 3.57	7 7.27	7 6.16	17
Other	16 7.35	15 14.96	4 12.69	35
Column sums	84	171	145	400
Test statistic T = 27.30		df = 10		
$\chi^2(\alpha=0.05) = 18.31$		Reject Ho: Independence		

**Table 12**

**Being sexually harassed by gender**

Observed frequency	Never nervous	Somewhat/Very nervous	Row sums
<i>Expected frequency</i>			
Male	154 118.06	5 40.94	159
Female	143 178.94	98 62.06	241
Column sums	297	103	400
Test statistic T = 70.53		df = 1	
$\chi^2(\alpha=0.05) = 3.84$		Reject Ho: Independence	

**Table 13**

**Being racially harassed by gender**

Observed frequency <i>Expected frequency</i>	Never nervous	Somewhat/Very nervous	Row sums
Male	149 <i>141.91</i>	10 <i>17.09</i>	159
Female	208 <i>215.09</i>	33 <i>25.91</i>	241
Column sums	357	43	400
Test statistic T = 5.47		df = 1	
$\chi^2(\alpha=0.05) = 3.84$		Reject Ho: Independence	

**Table 14**

**Being robbed by gender**

Observed frequency <i>Expected frequency</i>	Never nervous	Somewhat nervous	Very nervous	Row sums
Male	22 <i>16.30</i>	72 <i>53.66</i>	65 <i>89.04</i>	159
Female	19 <i>24.70</i>	63 <i>81.34</i>	159 <i>134.96</i>	241
Column sums	41	135	224	400
Test statistic T = 24.48		df = 2		
$\chi^2(\alpha=0.05) = 5.99$		Reject Ho: Independence		

**Table 15**

**Being robbed by origin**

Observed frequency	Never nervous	Somewhat nervous	Very nervous	Row sums
<i>Expected frequency</i>				
South Africa	11 <i>11.28</i>	34 <i>37.13</i>	65 <i>61.60</i>	110
Rest of Africa	9 <i>13.53</i>	40 <i>44.55</i>	83 <i>73.92</i>	132
Europe	10 <i>7.07</i>	29 <i>23.29</i>	30 <i>38.64</i>	69
America	3 <i>3.79</i>	15 <i>12.49</i>	19 <i>20.72</i>	37
Asia	0 <i>1.74</i>	4 <i>5.74</i>	13 <i>9.52</i>	17
Other	8 <i>3.59</i>	13 <i>11.81</i>	14 <i>19.60</i>	35
Column sums	41	135	224	400
Test statistic T = 19.60		df = 10		
$\chi^2(\alpha=0.05) = 18.31$		Reject Ho: Independence		

**Table 16**

**Fear of crime by origin**

Observed frequency	Yes	No	Row sums
<i>Expected frequency</i>			
South Africa	79 <i>64.35</i>	31 <i>45.65</i>	110
Rest of Africa	93 <i>77.22</i>	39 <i>54.78</i>	132
Europe	34 <i>40.37</i>	35 <i>28.64</i>	69
America	12 <i>21.65</i>	25 <i>15.36</i>	37
Asia	8 <i>9.95</i>	9 <i>7.06</i>	17
Other	8 <i>20.48</i>	27 <i>14.53</i>	35
Column sums	234	166	400
Test statistic T = 47.81		df = 5	
$\chi^2(\alpha=0.05) = 11.07$		Reject Ho: Independence	

**Table 17****Fear of going out alone by gender**

Observed frequency <i>Expected frequency</i>	Yes	No	Row sums
Male	35 <i>46.51</i>	124 <i>112.49</i>	159
Female	82 <i>70.49</i>	159 <i>170.51</i>	241
Column sums	117	283	400
Test statistic T = 6.68		df = 1	
$\chi^2(\alpha=0.05) = 3.84$		Reject Ho: Independence	

**Table 18****Fear of the dark by income**

Observed frequency <i>Expected frequency</i>	Yes	No	Row sums
Under R5000	2 <i>6.04</i>	32 <i>27.97</i>	34
R5001-R10000	37 <i>40.83</i>	193 <i>189.18</i>	230
R10001+	32 <i>24.14</i>	104 <i>111.86</i>	136
Column sums	71	329	400
Test statistic T = 6.83		df = 2	
$\chi^2(\alpha=0.05) = 5.99$		Reject Ho: Independence	

**Table 19****No transport by gender**

Observed frequency <i>Expected frequency</i>	Yes	No	Row sums
Male	56 <i>69.17</i>	103 <i>89.84</i>	159
Female	118 <i>104.84</i>	123 <i>136.17</i>	241
Column sums	174	226	400
Test statistic T = 7.36		df = 1	
$\chi^2(\alpha=0.05) = 3.84$		Reject Ho: Independence	



**Table 20**

**Inadequate street lighting by race**

Observed frequency <i>Expected frequency</i>	Yes	No	Row sums
Black	11 <i>10.55</i>	63 <i>63.46</i>	74
White	11 <i>18.38</i>	118 <i>110.62</i>	129
Coloured	15 <i>16.10</i>	98 <i>96.90</i>	113
Indian	9 <i>6.56</i>	37 <i>39.45</i>	46
Other	11 <i>5.42</i>	27 <i>32.59</i>	38
Column sums	57	343	400
Test statistic T = 11.35		df = 4	
$\chi^2(\alpha=0.05) = 9.49$		Reject Ho: Independence	

## **APPENDIX TWO**

### **LETTER OF CONSENT**

15 witpeer street  
Pullenshope  
1096

Dear respondents,

I am completing my Masters degree in Marketing at the Durban University of Technology. In terms of the programme, I am required to conduct research on a topic of my choice that will contribute positively to the body of knowledge and the industry as a whole.

I have chosen to research Tourists' perception of safety and security while visiting Mpumalanga. I believe it is of utmost importance for tourism destinations to be safe so that people can visit and not be threatened or concerned about their safety while touring. Once the research is complete, it will be submitted to the institution for approval and be available at the institution's Library for public use.

I hereby request your assistance in conducting this study. Please answer the questionnaire accurately and your responses will be highly confidential and treated as such.

Thank you,

---

Mantseo Juliet Mopeli

## APPENDIX THREE

### QUESTIONNAIRE

(Please mark the appropriate blocks for each question)

#### PERSONAL INFORMATION

1. Please indicate your gender

Male	Female
------	--------

2. Please indicate your race

Black	1
White	2
Coloured	3
Indian	4
.....	
Other (please specify)	
.....	

3. For classification purposes, what is your age category?

Under 21	1
21-31	2
32-42	3
43-53	4
54 and above	5

4. What is your monthly incoming South African currency (Rands)?

Under R5000	1
R5001-R10000	2
R10001 and more	3

5. From which one of the following regions do you originate?

South Africa	1
Rest of Africa	2
Europe	3
America	4
Asia	5
Other (please Specify) .....	6

**DETAILS OF VISIT TO MPUMALANGA**

6. What was the purpose of your visit?

Business	1
Holiday	2
Visiting friends	3
Visiting family	4
Other (please Specify) .....	5

7. Where did you stay during your visit?

Hotel	1
Motel	2
Bed and breakfast	3
Guest house	4
Other (please Specify) .....	5

8. From the list below, select the length your stay (in nights).

1 night	1
2-3 nights	2
4-5 nights	3
6 nights and more	4

9. Which of the following places did you visit?

Kruger National Park	1
Baadplaas	2
Blyde River Canyon	3
Private game Reserves	4
Pilgrims Rest	5
Trout Fishing areas	6
Cultural Villages	7
Cristal Springs and Falls	8
Other (specify) .....	9

**SAFETY AND SECURITY PROFILE**

10. During your stay, indicate how you felt about the possibility of the following happening to you:

	Never nervous	Somewhat nervous	Very nervous
Being raped	1	2	3
Being attacked	1	2	3
Being sexually harassed	1	2	3
Being racially harassed	1	2	3
Being robbed	1	2	3

11. While on your visit, indicate which of the following happened to you: (you can indicate more than one block)

Attacked	1
Robbed	2
Raped	3
Sexually harassed	4
Racially harassed	5
Anything stolen from your accommodation	6
Anything stolen from your car	7
Nothing happened	8

12. Which of the following prevented you from going out at night? (you can indicate more than one block):

Fear of crime	1
Fear of going out on my own	2
Fear of the dark	3
Age	4
Fear of burglary	5
No transport	6
Nowhere to go	7
Inadequate street lighting	8
Racism	9
Other (specify) .....	10

13. Please rate how safe you felt when:

	Very safe	Unsafe	Somewhat unsafe	Reasonably safe	Safe	Very safe
Walking in the streets at night	1	2	3	4	5	6
Touring during daytime	1	2	3	4	5	6
Using public transport	1	2	3	4	5	6
Your were indoors at your place of accommodation	1	2	3	4	5	6

14. Was there any political unrest during your visit?

Yes	1
No	2

15. If yes, were you affected?

Yes	1
No	2

16. Overall, how would you rate your safety during your stay in Mpumalanga?

Very safe	Unsafe	Somewhat unsafe	Reasonably safe	Safe	Very safe
1	2	3	4	5	6

17. Would you return to Mpumalanga?

Yes	1
No	2

18. If no, why not? Select from the listed reasons below. (more than one block could be selected).

Expenses are too high	1
Concerns about crime	2
Want to visit other destinations	3
Other (Specify) .....	4

19. Would you recommend Mpumalanga to your friend and colleagues?

Yes	1
No	2

---

**THANK YOU FOR YOUR PARTICIPATION**

\*\*\*\*\*



## APPENDIX FOUR

### QUESTIONNAIRE (Key informants)

1. What is your occupation?

.....

2. Do you think safety and security is an important contributing factor to successful tourism?

Yes	
No	

If yes, how? .....

.....

If not, why not? .....

.....

3. Has there been an incident where a tourist is victimised in anyway?

Yes	
No	

If yes, how? .....

.....

4. Did this incident affect tourist arrival or damage the image of the province?

Yes	
No	

If yes, how? .....

.....

5. What measures do you take to ensure the safety of tourists?

.....  
.....

6. Are these measures always effective?

Yes	
No	

If yes, how? .....

.....

If not, why not? .....

.....

7. Overall, how safe is Mpumalanga?

.....

8. Would you recommend Mpumalanga to your family and friend?

.....

---

**THANK YOU FOR YOUR PARTICIPATION**

\*\*\*\*\*

# APPENDIX FIVE

## The map of Republic of South Africa

([http://www.nationsonline.org/oneworld/map/za\\_provinces\\_map.htm](http://www.nationsonline.org/oneworld/map/za_provinces_map.htm))



## APPENDIX SIX

### The map of Mpumalanga province

(<http://www.sawubona.co.za/travel/Mpumalanga.php>)

