

THE IMPACT OF CRIME ON TOURISM

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**Dissertation submitted in fulfilment of the
requirements for the degree Magister Artium within
the School for Entrepreneurship, Marketing- and
Tourism Management at the Potchefstroom University
for Christian Higher Education**

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**November 2002
Potchefstroom**

**Statements and suggestions made in this dissertation
are those of the author and should not be regarded as
those of the Potchefstroom University for Christian
Higher Education**

RECOGNITIONS

I would like to use this opportunity to thank the following people and organisations:

- My Heavenly father who gave me the strength, willpower and wisdom to complete this dissertation.
- Professor Melville Saayman for his huge contribution, leadership and encouragement. Without his leadership this research would not have been possible.
- My family and friends for their support.
- Mr. Johan Blaauw for the language editing of this study.
- Elmarie Slabbert for the layout of this document.
- The Potchefstroom University for Christian Higher Education, which granted me the opportunity to complete this study.
- Lastly, I would like to dedicate this dissertation to my father.

CREDO FOR A PEACEFUL TRAVELLER

- ❖ **Journey with an open mind and gentle heart**
- ❖ **Accept with grace and gratitude the diversity that is encountered**
- ❖ **Revere and protect the natural environment which sustains all life**
- ❖ **Appreciate all cultures that is discovered**
- ❖ **Respect and thank the hosts for their welcome**
- ❖ **Offer your hand in friendship to everyone you meet**
- ❖ **Support travel services that share these views and act upon them and, by your spirit, words and actions,**
- ❖ **Encourage others to travel the world in peace.**
- ❖ **This will contribute to minimise crime in spite of the aspects that has already been given in the above chapter.**

SUMMARY

The purpose of this study was to determine the impact of crime on the development of the South African tourism industry. The research methodology used to obtain the results was twofold. Firstly, a literature study based on articles, books, brochures, master's and doctoral theses and an internet survey was done in order to develop a questionnaire, and secondly an empirical research survey of a hundred and fifty questionnaires was distributed among respondents in order to obtain the views of and information from tour operators. South African Tourism (SATOUR) was contacted in connection with certain statistics regarding crime.

As a result of the complexity of determining this impact, it was deemed necessary to follow an integrated system to determine where crime started to impact on tourism. This integrated system included the travel decision-making process, which involved all the different phases of the process of choosing a destination. It was also important to clarify the difference between terrorism and crime. Various safety strategies from different localities world-wide were discussed and compared to South Africa's safety strategy. These safety strategies clearly indicated that a well-formulated, flexible strategy is required for every country.

The research indicated that South Africa finds itself in a good position to be globally competitive, but crime and perceptions of crime can have a serious impact on competitiveness. Perceptions and crime both contribute to the disregarding of a destination and play an equally important role when it comes to travel decision-making. General crime occurs all over the world and is not aimed directly at the tourism industry. Terrorism on the other hand is aimed at a government or state, and there is no better way to hit at a government than to target a country's tourism industry, on which most countries are totally dependent and which meets precisely the requirements and resources of terrorism. The research indicated that when a destination is disregarded, it can have ramifications with regard to tourism development, economic growth and development, as well as employment opportunities.

During this research it was found that there are no tourist-related crime statistics, something which indicates a need for a system to monitor tourist-related crime. This lack of information once more emphasises that much more primary research is required as far as safety and security are concerned. This shortcoming contributed to the complexity of this research in determining the impact of crime on tourism.

Case studies clearly indicated that over-exploitation by the media, crime and acts of terrorism can create a very negative image and contribute to the disregarding of a tourist destination. It is therefore of decisive importance to inform tourists more effectively regarding safety and security and to focus on more positive marketing, especially by word-of-mouth.

A positive future vision for the tourism industry depends largely on the ability to change these weaknesses (safety and negative perceptions) into opportunities, in the striving to combat crime and to become one of the world's top tourism destinations.

OPSOMMING

Die doel van die studie was om die impak van misdaad op die ontwikkeling van die toerisme bedryf in Suid Afrika te bepaal. Die volgende navorsingsmetodologie is gebruik om die resultate te bekom: Ten eerste is 'n literatuurstudie gedoen wat verskeie artikels, boeke, brosjures en verhandelings ingesluit het, asook die Internet, in die poging om 'n vraelys te kon opstel. Tweedens is gebruik gemaak van empiriese navorsing wat die verspreiding van 'n honderd en vyftig vraelyste ingesluit het onder verskeie toeroperateurs om hul onderskeie menings in te vorder. Daar is met die Suid-Afrikaanse Toerisme Raad (SATOUR) geskakel in verband met 'n verskeidenheid statistiek rakende misdaad.

As gevolg van die kompleksiteit daarvan om die voorgenoemde impak te bepaal, is dit nodig geag om 'n geïntegreerde sisteem te volg om aan te toon waar misdaad begin om toerisme te beïnvloed. Hierdie geïntegreerde sisteem het die reisbesluitnemingsproses ingesluit, met al die onderskeie fases wat 'n rol speel tydens die besluitneming oor 'n bestemming. Daar is ook nodig geag om 'n onderskeid tussen terrorisme en misdaad te tref. Verskeie veiligheidstrategieë van verskillende lande is bespreek en met Suid-Afrika se veiligheidstrategie vergelyk. Hierdie strategieë het duidelik getoon dat 'n goed geformuleerde buigsame strategie vir elke land benodig word.

Die navorsing het getoon dat Suid Afrika in 'n gunstige posisie verkeer om wêreldwyd mededingend te wees maar dat misdaad en persepsies van misdaad 'n groot impak op mededingendheid kan hê. Persepsies en misdaad dra albei by tot die vermyding van 'n bestemming tydens die reisbesluitnemingsproses. Algemene misdaad kom regoor die wêreld voor en is nie spesifiek op die toerismebedryf gemik nie. Terrorisme andersyds is gemik teen 'n staat of regering, en daar is nie 'n beter manier om 'n regering te tref waar dit seermaak as om die toerismebedryf as teiken te kies nie, dié bedryf waarvan soveel lande totaal afhanklik is en wat presies by die behoeftes en hulpbronne van terrorisme pas. Die navorsing het getoon dat die vermyding van 'n bestemming ernstige nagevolge vir toerismeontwikkeling, ekonomiese groei en -ontwikkeling asook werksgeleenthede kan hê.

Gedurende die navorsing is gevind dat geen toerismeverwante misdaadstatistiek bestaan nie, wat dui op 'n behoefte aan 'n sisteem om toerismeverwante misdaad te monitor. Hierdie tekort aan inligting beklemtoon weer eens dat veel meer primêre navorsing nodig is vir sover dit veiligheid en sekuriteit betref. Hierdie tekortkoming het bygedra tot die kompleksiteit van die navorsing in die bepaling van hoe groot die impak van misdaad op toerisme werklik is.

Gevallestudies het duidelik aangetoon dat uitbuiting van die situasie deur die media, misdaad en dade van terreur 'n negatiewe beeld kan skep en kan bydra tot die besluitnemingsproses om 'n bestemming te vermy. Dit is dus van kritieke belang om toeriste meer effektief in te lig rakende veiligheid en sekuriteit en op meer positiewe bemerking te fokus, veral deur oordrag van persoon tot persoon.

'n Positiewe toekomsvisie vir die toerismebedryf hang grootliks af van die vermoë om die swakhede (veiligheid en negatiewe persepsies) te omskep in geleenthede, in die strewe om een van die wêreld se top-toeristebestemmings te word.

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CHAPTER 1 INTRODUCTION AND PROBLEM STATEMENT

Travel is the natural right of all people and is a crucial ingredient of world peace and understanding.

With that right come responsibilities.

ASATA, 1998

1.1 INTRODUCTION

International tourism has developed to the point of being considered the largest industry in the world economy today. The rewarding economic impacts of tourism have made it one of the most popular development strategies for both developed and developing countries. However, the tourism industry is one of the industries most vulnerable to crisis, safety and security problems (George, 2001). Many refer to South Africa as the crime capital of the world. This has been disputed by the previous minister of safety and security, Steve Tshwete, and the national police commissioner, Jackie Selebi (ISS, 2001). Many people are of the opinion that crime is the main reason for cancellations of reservations and that South Africa as a global destination has suffered a decline in growth in international tourists during the last few years (George, 2001).

However, South African Tourism statistics recently gave a clear indication that 90% of tourists visiting the country have a positive experience. The problem lies in the perceptions of people who are not visiting the country (SATOUR, 2000). A good example of perception playing a role is the act of terrorism on 11 September 2001 against America. Since then tourists have had a negative perception of New York, but they still have a positive perception of South Africa even though crime levels remain relatively high. Since 11 September South Africa has been regarded as one of the safer destinations in the world. Even though crime is mentioned as the number one threat to tourists, it is interesting to note that tourist arrivals to South Africa is still growing (Southern African Tourism Update, 2002).

South Africa has much to offer tourists, like a beautiful coastline as well as sandy beaches, mountains, golf and fishing, wildlife, historical monuments, cultural diversity and a wonderful

year-round climate. In addition, a favourable exchange rate, lower airfares and direct flights have contributed to South Africa as a long-haul destination.

However, negative perceptions and crime can lead to South Africa's being disregarded by many tourists during the decision-making process (for fear of their safety and well-being), which tourists then choose to go elsewhere (George, 2001).

This chapter will therefore give an overview of the problem statement, purpose of the study, objectives and method of study, and a description of terms used in the dissertation.

1.2 PROBLEM STATEMENT

As the biggest employer in the world and the fourth largest industry in South Africa, tourism plays a major role worldwide, and so hundreds of millions of rands are spent in order to promote South Africa (SATOUR, 1995 & WTTC, 1995 & O' Sullivan, 2000:1).

South Africa's tourism product on offer is undeniably one of the best-kept secrets in the world. South Africa as a tourism product is in many respects better than anything the world has to offer. For South Africa to be globally competitive means it has to design strategies and actions to foster tourism growth (Fellman, 1998).

However, tourism growth can be undermined by one fatal factor that needs to be addressed, namely crime (O'Sullivan, 2000).

Criminal activity, such as assault and armed robbery, is particularly high in many areas surrounding hotels and public transportation centres, especially in major cities, and undermines South Africa's economic growth in terms of tourism contribution (McIntoch, Goeldner & Ritchie, 1995). Unfortunately, this is the case worldwide, and holiday makers and overseas tourists present easy targets for criminals.

However, the problem is that crime occurs all over the world, and although crime may be on the increase, tourist arrivals still increase. This contributes to the complexity of determining how big the impact of crime really is (Southern African Tourism Update, 2002).

Based on the World Tourism Organisation figures (**WTO, 1998:35**) over the ten year period 1988-1997, global tourist arrivals grew at an average rate of between 5,4 and 9,8 percent per annum. But the growth rate of arrivals fell from an average of 15,1 percent per annum over the last three years of this period. South Africa's position as top tourism destination in Africa and 25th among the world's top destinations in 1998 (having risen from 55th place in 1990) is proof of the potential of the country to be globally competitive. During 2002 tourism grew by 16 percent. However, the question one can ask is what the growth rate would have been if there had been little or no crime.

It is unfortunate that safety is regarded as the greatest weakness of the country. Tourists who visited South Africa have indicated that South Africa is not seen by them as an unsafe destination (**SATOUR, 2000**). This implies that those who have not even travelled to South Africa have a perception that South Africa is unsafe.

Many people are of the opinion that perceptions of crime also contribute to cancellations. The previous chairman of the Tourism Safety Task Group, Hendrik Steyn, maintains that South Africa's economy lost out on the tourism industry's potential because of tourists' perceptions that it is not safe walking down the street (**Anon, 1998**).

According to **Smith (1995)** entertainment service industries complained that during the Rugby World Cup in South Africa in 1995 tourists stayed in hotel rooms instead of spending money, due to the perceived high crime rate in the country.

Savage (2000) is of the opinion that the problem lies with the exploitation of the media, sketching the crime situation in South Africa in the worst possible light. This is an indication that there is uncertainty as to whether crime or perceptions are the main cause of declining tourist arrivals, and what should be done in order to deal with this situation. A decline in tourist numbers will impact negatively on the contribution of tourism to the GDP, and therefore on growth. Tourism in South Africa is seen as a means of curbing unemployment (**Saayman, 2000**).

For growth to take place, a destination needs investment, a stable economy, foreign exchange, tourist value and a safe environment, to name but a few.

Given the above analysis it is evident that crime have a negative impact on tourism. Hence the problem of this study is to determine the extent of the impact of crime. This is however difficult

due to the fact that there is not currently a system implemented to monitor tourist related crime and can therefore only be determined through a survey conducted with tour operators. The latter are usually the first to experience the effect of crime through bookings and reservations. This study will therefore also have a strong focus on international travel to South Africa.

1.3 PURPOSE OF THE STUDY

1.3.1 Goal

To determine the impact of crime on tourism .

1.3.2 Objectives

- To get clarity on crime versus terrorism, and their roles in tourism.
- To analyse the effect of the crime situation and media exploitation on tourists in South Africa.
- To analyse national and international case studies and provide solutions and strategies to address the problem of crime as regards tourism.
- To do an impact analysis of crime from a tour operator's perspective by means of a survey.

1.4 RESEARCH METHODOLOGY

The research methodology was twofold. Firstly, a literature study was done in order to develop a questionnaire and secondly an empirical research survey was carried out to obtain the views and information of tour operators.

1.4.1 Literature study

The literature study was based on articles, books, brochures, master's and doctoral theses and an internet survey, as well as the following databases: Library databases, repertorium (SA magazines) and RSAT (SOUTH AFRICAN MAGAZINES).

The wide variety of the above-mentioned literature study and the use of the Internet proved that national and international sources were available. South African Tourism (SATOUR) was contacted in connection with certain statistics regarding crime.

1.4.2 Empirical research

The empirical research was conducted in September 2002 in South Africa. A hundred and fifty questionnaires were distributed to various tour operators through e-mail and fax. Some of the questionnaires were also distributed by hand at the Getaway Show (a tourism trade show) in Johannesburg. The Cohency method was used to obtain the results, due to the fact that the sample population was regarded as a test sample of availability. By using this method, results were obtained so that the practically significant differences could be indicated. The Cohency method is the standardised difference, i.e. the difference between two averages divided by the standard deviation (Cohen, 1977).

This was the best sampling method due to the fragmented nature of the tourism industry (consisting of countless travel agencies and tour operators). All the questions were “close-ended” (respondents had to select an answer).

The respondents were derived from the South African Tourism (SATOUR) database, to determine the impact of crime on the development of the tourism industry.

Statistics were processed by the Statistical Service of the Potchefstroom University for Christian Higher Education. The questionnaires consisted of the effect of crime on tour operators, and the effect on reservations. The reason for this is because tour operators are the first to experience the effects of crime. Graphs and tables were devised to support the findings following the conclusion of the empirical process.

1.4.3 Sample population

The sample population consisted of a group of 150 tour operators to whom questionnaires were sent by fax as well as e-mail. 103 questionnaires were received but only 101 were processed and therefore used.

1.5 DEFINITION OF TERMS

The following terms will be discussed in order to clarify the meaning of key terms, which will be used throughout the study:

1.5.1 Tourist

A tourist is a person who contributes an economic input with regard to any other area than that in which he/she generally lives and works (**Saayman, 1997:3-4**); or a tourist is a person who voluntarily visits a place away from his normal abode for a period of at least 24 hours.

Within these broad definitions a number of types of tourists can be distinguished, based among others on:

- Reasons for travelling
- Length of stay
- Place of origin
- Group size
- Method of travelling (**Saayman, 1997:3-4**).

According to the Tourism White Paper a tourist is a person who travels away from home, staying away for at least one night (**White Paper on Tourism, 1996**). A tourist can be a domestic tourist (for example a resident of Johannesburg staying one night in Durban), a regional tourist (a visitor from Zimbabwe spending one or more nights in the Free State) or an overseas tourist (a resident of Germany staying one or more nights in the North-West Province).

An international tourist is a person who travels to a country other than that in which he/she has his/her usual residence, but outside his/her usual environment, for at least one night but less than one year, and the main purpose of the person's visit is an activity other than an activity remunerated from within the country visited. Due to markedly different travel and expenditure patterns, a distinction is drawn between international tourists generally and those from the rest of Africa (**White Paper on Tourism, 1996**).

According to **O'Sullivan (2000:2)** a tourist can be described as a person who often carries large amounts of cash and other high-value goods; does not know the terrain or the crime pattern of the host country; and often speaks a foreign language and dresses differently, making him instantly recognisable as a tourist. Once a victim of crime, the tourist wants to get away from the trauma and either get on with the holiday or, in worse cases, flee the country completely.

1.5.2 Tourism industry

The tourism industry embraces the entire range of transportation, lodging, food services and other activities relating to serving the traveller (McIntosh et al., 1995:15).

Tourism is the sum of the phenomena and relationships arising from the interaction among tourists, business suppliers, host governments, host communities, country of origin governments, universities, community colleges and non-governmental organisations, in the process of attracting, transporting, hosting and managing these tourists and other visitors (Weaver & Oppermann, 2000:3).

1.5.3 Marketing

Marketing can be defined as ascertaining customer needs, tailoring the product as closely as possible to meet those needs, persuading the customer to satisfy the needs, and finally ensuring that the product is easily accessible when the customer wishes to purchase it (Lickorish & Jenkins, 1997).

According to Churchill & Peter (1998:6), marketing is the process of planning and execution of the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organisational goals. Du Brey (1991) summarises marketing as the presentation of that which the consumer wants.

Marketing thus includes the carrying out of business activities or functions that make the transfer of goods and services from the producer to the end consumer possible. If effective marketing is implemented, there is the potential of turning the tourism industry into the country's main source of income in South Africa (Saayman, 2001).

1.5.4 Safety strategy

A safety strategy consists of crime prevention measures. These measures refer to those activities that are intended to reduce or prevent the occurrence of specific types of crime (Shaw, 1998). This can be done either

- by altering the environment in which they occur, or
- by intervening more broadly to change the social or other conditions which are thought to have a causal significance with regard to crimes.

According to **Shaw (1998)** preventing crime demands a process of analysis, to determine the cause of specific types of criminal actions (and their costs for particular groups of victims), as well as the co-ordination of the resources and skills of a range of role-players to develop and implement appropriate interventions.

Crime prevention programmes are most likely to be effective if developed in the localities where the problems occur rather than at the national level. It requires a targeted approach that focuses various activities towards a single crime problem. **Shaw (1998)** is of the opinion that this crime prevention programme also suggests that local players – and in particular local government – have a key role to play.

1.5.5 Tourism development

Tourism development involves the utilisation of resources, and the development must be appropriate to the area, reflect local values and be a benefit to the tourism industry itself (**Godfrey & Clarke, 2000**).

1.5.6 The criminal

Not all criminals who commit crimes against tourists specifically target tourists. Some of them are opportunistic criminals whose target sometimes just happens to be tourists (**O'Sullivan, 2000**). According to **Black (1979)** a criminal can be regarded as a person who commits a crime, for example stealing, in violation of a law forbidding it.

1.5.7 Crime

Crime is an act committed or omitted in violation of a law forbidding or commanding it. In many cases acts of violence can be considered acts of crime (**Black, 1979**).

The most important basic distinction to be made within the range of criminal acts is between offences against the person and those against property. The former will include the homicide group (murder, manslaughter, infanticide), assaults and wounding, sexual offences and robbery.

Property offences comprise various kinds of theft, trust offences such as fraud and embezzlement, criminal damage and arson. A third category is less easily defined in strictly criminal terms – so-called social disorganisation offences including drunkenness, drug-taking

and prostitution **O'Sullivan (2000:2)**. Crime can cause the death of innocent people, and those innocent people are sometimes tourists. This can affect tourist arrivals as well as the image of the destination.

General crimes are often different types of crimes of opportunity. There are several categories, for example:

1.5.7.1 Robbery

O'Sullivan (2000:2) describes robbery as "a mugging, where violence or the threat of violence is used to relieve the tourist of his goods or cash, but can extend to the robbery of a motor vehicle, which normally results in loss of all that the tourist has with him on the holiday".

1.5.7.2 Theft

O'Sullivan (2000:2) describes theft as "theft of personal belongings like baggage, which have not been properly looked after. It can also extend to theft of a hire car, in which the tourist's belongings are stored. Occasionally the theft is preceded by confidence tricks".

1.5.7.3 Murder and rape

There have regrettably, been cases of murder, sometimes preceded by rape. **Davidson (1981)** describes murder as a crime committed that causes the death of sometimes innocent people, and those innocent people are sometimes tourists. Rape is when innocent persons are forced to have sexual intercourse against their will.

1.5.8 Tourist-related crime

Tourist-related crime refers to crime that is well planned and is aimed directly at the tourism industry, for example:

1.5.8.1 Terrorism

Terrorism can be described in some cases as creating fear through violence, where tourists are symbolic targets for major acts of political violence (**Daniell, 2000**).

Pizam & Mansfield (1996) see terrorism as a systematic and persistent strategy practised by a state or political group against another state, political or social group through a campaign of acts of violence, such as assassinations, hijacking, use of explosives, sabotage, murder and the like,

with the intent of creating a state of terror and public intimidation to achieve political, social or religious ends.

1.5.8.2 Crime versus terrorism

Terrorism and crime are often confused when tourism safety comes to mind or when a criminal act is committed, due to the fact that these two concepts are closely related. Terrorism is usually associated with achieving certain political objectives, namely:

- Organisational objectives
- Getting publicity and attention from the media
- Punishment
- Provocation
- Disruption
- An instrumental advantage

Black (1979) sees terrorism as acts of a struggle for freedom or liberation which are therefore considered by some as criminal acts, but by others as acts which are glorifying.

Pizam & Mansfield (1996) describes terrorism as an international contemporary phenomenon, which absorbs the characteristics of the society in which it appears. It is an unsigned message of violence without content and sent to a person with an unknown address.

Crime and terrorism are often confused because terrorism are very closely related to crime, and are basically considered just another type of crime or a sub-category of crime. Sociologically speaking there are two broad categories of crimes which affect the tourist:

Katz (1992) sees terrorism as one of the first broad categories of crimes which affect the tourist. According to **Katz (1992)** terrorism consists of planned crimes, illustrated by the hijacking of international airline flights and the bombing of tourism sites, such as the bombings in Cape Town at Planet Hollywood and Uffizi Gallery in Florence, Italy. Another example that springs immediately to mind is the 11 September attack when 19 hijackers took control of four United States commercial airplanes and crashed them into the Twin Towers of the World Trade Centre in New York City and into the Pentagon, with the fourth being crash-landed by the pilot into a field away from any large centre.

Therefore terrorism can be seen as a sub-category of crime and involves crimes that are very well planned, and are aimed more directly at the state for political, social or religious reasons. General crimes occur daily all over the world and anybody can be a victim at any time.

General crimes occur against unknown victims as a means by which the criminal gains some form of gratification. That gratification can be either psychological, sexual or economic (**Katz, 1992**). Crimes, which include violence, robbery and mugging, are identified by **Katz (1992)** as crimes of opportunity, and they occur against unknown victims.

General crimes are therefore different types of crimes of opportunity committed at places like airports, bus stations, amusement parks or museums, which can be fertile ground for crimes of opportunity against anybody.

These crimes of opportunity include different types of crime categories, for example (**SAPS, 2002**):

- Pick-pocketing (stealing a wallet or from anybody walking in the park or down the street)
- Muggings (attacking a person and stealing a wallet or a camera)
- Threatening at gunpoint
- Threatening with knives
- Robbery
- Hijackings (motor vehicles)
- Rape
- Arson and malicious damage to property.

Important to remember is that these different crime categories are general crimes that are committed daily all over the world and can be committed against any person from the local community when the opportunity presents itself. General crimes are therefore not aimed directly at the tourism industry. There are, however, some cases where tourists can be accidental victims of general crime.

1.5.8.3 Violence

Violence is an unjust or unwarranted exercise of force, usually accompanied by outrage or fury (Black, 1979). During the 21st century, violence of a similar collective and episodic order as before has continued to an extent that appears to be even more commonplace.

Individual violence has also become a concomitant of American life. Street crime, political assassinations, terrorism, police brutality and domestic feuds have been clearly evident since the urbanisation of America.

1.6 ORGANISATION OF CHAPTERS

Chapter 1 gave an overview of the problem statement, purpose of the study, objectives and method of study, as well as a description of terms used in the dissertation. Chapter 2 will focus on the implications of crime for the development of tourism in South Africa.

Chapter 3 will analyse national and international case studies and look at current solutions minimising the effect of crime on tourism, as well as at empirical research. Chapter 4 will consist of results of the survey and chapter 5 will consist of conclusions and final recommendations.

2

CHAPTER 2 A LITERATURE REVIEW ON THE IMPACT OF CRIME ON TOURISM

'South Africa has a highly complex social structure and one which is not easily understood. It is also a society which is currently undergoing far-reaching changes, the end result of which cannot be predicted with any degree of accuracy.'

J.G. GARBERS

2.1 INTRODUCTION

The importance of tourism in terms of development cannot be denied. According to the **White Paper on Tourism (1996)**, tourism is an important source of international and inter-regional cash flow and is the world industry that creates the most job opportunities.

Tourism development is the key to successful growth in the tourism industry (**Richter, 1994**). South Africa has been portrayed to be the world's fastest-growing tourist destination, with quite a visible role in the international community. According to the **White Paper on Tourism (1996)** the development of South Africa's tourism industry is a national priority. It is therefore the vision of the government that the tourism sector must be developed in a sustainable and acceptable manner, so that it will contribute significantly to the improvement of the quality of life of every South African.

Unfortunately, the South African tourism industry has to confront certain problems, with crime at the top of the list, having the potential to impact enormously on growth opportunities.

Xaba (2001:6) states that South Africa is known as one of the most violent countries in the world, and since 1996 the number of reported crimes has been on the increase, with a sharper upward trend since 1998. Since May 2000 it has been impossible to compare crime against previous months and years, because of the fact that the government had placed a moratorium on crime statistics.

The marketing director of the International Convention Centre in Durban noted that internationally, nationally and locally perceptions of crime were hurting South Africa quite badly

(Xaba, 2001). It is therefore not possible to be sure about casual relationships between crime levels and tourism, but it can be assumed that in some way it has a negative impact on the tourism industry. The aim of this chapter is therefore to determine the impact of crime on the tourism industry.

To determine the impact of crime it is important to look at where crime first starts to impact on tourism, and that is in the travel decision-making process. This is the phase where tourists have to make the most important decisions regarding their holiday or excursion. It is during this phase where crime or previous experience of crime and perceptions can play a decisive role. Several aspects of the tourism market are also involved and are integrated into the travel decision-making process. This integrated system represents different models, namely:

- The model consisting of the most important marketing activities (**Saayman, 2001:66**).
- The model consisting of components of the tourist market (**Murphy, 1989:10**).
- The model of how an individual formulates an image (**Saayman, 2001:170**).

Figure 2.1 presented below provides a framework of these marketing activities combined with components of the tourist market and the travel decision-making process. Therefore this chapter is not attempting to analyse marketing, but rather to indicate where crime can have an impact on tourism. From this it would also be possible to make strong recommendations on where South African Tourism can address issues related to crime and tourism development.

2.2 THE ROLE OF CRIME IN THE DECISION-MAKING PROCESS

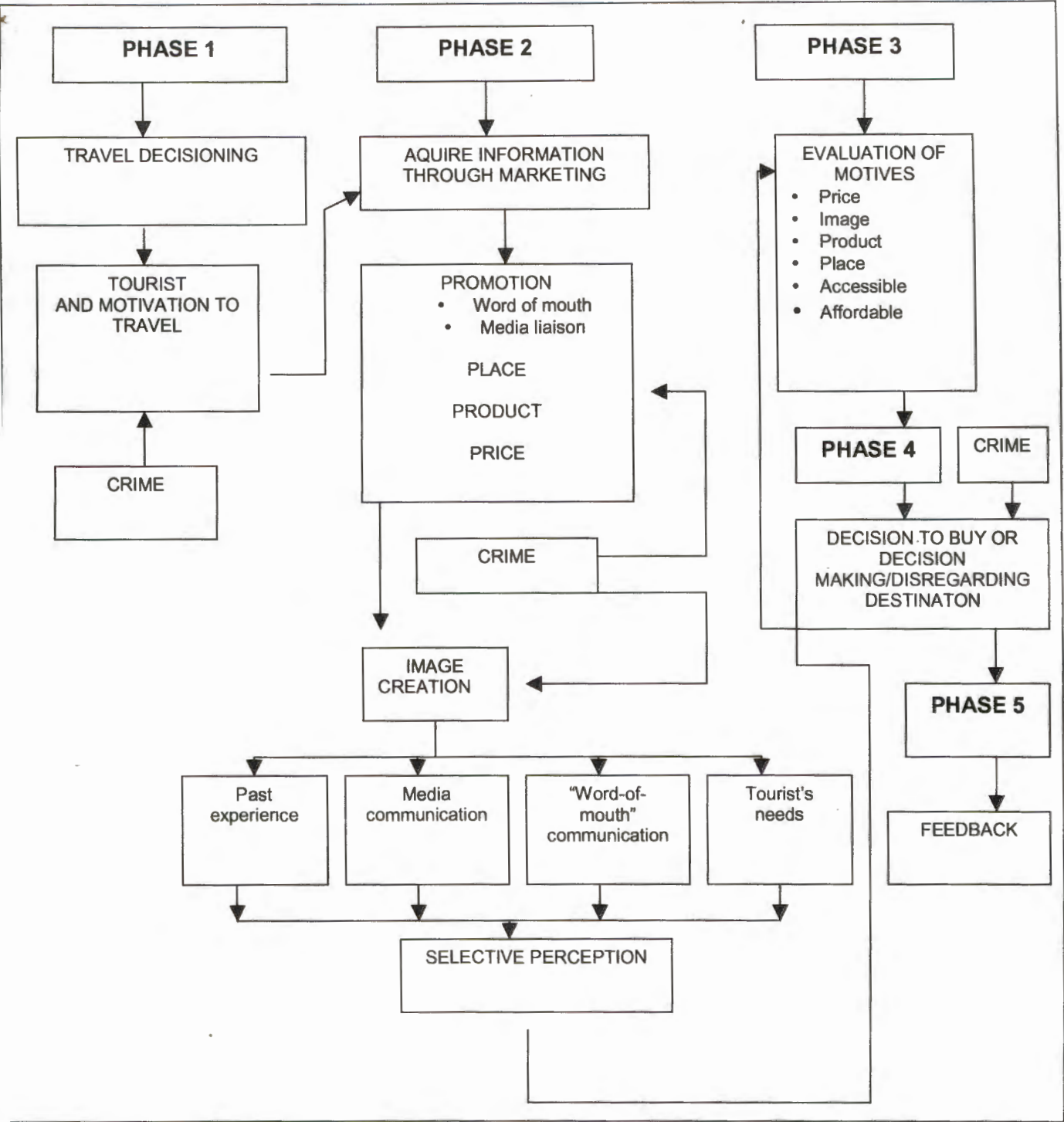


Figure 2.1: Travel decisions and aspects involved in determining the impact of crime (Saayman, 2001; Murphy, 1989)

Figure 2.1 above describes the aspects that are involved in order to determine the impact of crime during the travel decision-making process, which will firstly be discussed.

2.3 THE TRAVEL DECISION-MAKING PROCESS

Crompton (1979) has determined that the basic motivation for tourists to travel is to **break away from routine**. A tourist will buy a specific holiday package or excursion, if it is known that the purchase thereof will help satisfy an important need. The tourist weighs different alternatives against each other and determines which alternative is the most suitable to satisfy a specific need (Saayman, 2001:31). The results tend to have an influence on the buying decision. The influence can be positive or negative, depending on the compatibility of motives and alternatives. The level of satisfaction plays a very important role and is a function of a person's expectations and perception of reality.

During the decision-making process there are five different phases, namely (Saayman, 2001):

- Phase 1: Motivation to travel.
- Phase 2: Acquisition of information.
- Phase 3: Evaluation of motives.
- Phase 4: Decision-making.
- Phase 5: Feedback.

All these phases will be discussed below, as well as how crime and perception can play a role during these phases and in the travel decision-making process.

2.3.1 Phase 1: Motivation to travel

The first phase consists of the tourist's personal characteristics and motivation to travel or go on a holiday. Here the tourist is knowingly or unknowingly, implicitly or explicitly, influenced by a variety of stimuli. Problems usually originate when a need or a lack of a specific recreation activity occurs (Saayman, 2001).

Identification usually leads to the realisation of a need and is very strongly influenced by personal characteristics, social determinants and previous vacation or travel experiences.

Crompton (1979) proposes specific reasons that can lead/motivate tourists in the choice of a specific type of holiday or destination in preference to all the alternatives of which the tourist is aware. These reasons include:

- 1) Escape from an everyday environment.
- 2) Discovery and evaluation of oneself.
- 3) Relaxation/recreation.
- 4) Prestige.
- 5) Regression.
- 6) Strengthening of family ties.
- 7) Facilitation of social interaction.

These different reasons can also be seen as push factors or attributes of tourism motivation. **Goodall (1991)** indicates that both information and motivation play an important role in the decision-making process. It is noted that tourists travel for reasons such as “escape” or to “relieve tension”, in essence to satisfy a *basic physiological need*, which be for either physical or mental relaxation. These motivations are mostly influenced by the tourist’s personal characteristics. After the motivation has been established to travel, tourists usually acquire information.

2.3.2 Phase 2: Acquiring information about the product characteristics

During this phase there is a search for information about the destination that the tourist intends to visit. The information is gathered by means of advertisements and brochures and can be greatly influenced by previous vacation experiences as well as recommendations of friends or “word-of-mouth”. This is also better known as marketing. It is therefore clear that effective marketing plays a decisive role during the acquiring of information.

2.3.2.1 Marketing as motivational role-player in the travel decision-making process and image formulation

Marketing can be described as the presentation of the needs of the consumer (**Du Brey, 1991**). The purpose of marketing is not complex and consists of a process to attract more tourists and make a profit (**Saayman, 2001:63**).

Components that play a very important role in the contribution to effective marketing and the acquiring of information are the following (**Saayman, 2001**):

- Product (the holiday destination).
- Price.
- Place.
- Promotion.

These components are also critical to image formulation and motivate tourists to travel.

a. Product

Kotler (1984:463) defines a product as “anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or a need”.

The tourism product has no value if it is not placed in the hands of the consumer, namely the tourist. Important to remember is that the tourist must be brought to the product. This can only be achieved through promotion or marketing. The tourism product consists of physical or tangible components, for example vehicles, buildings and food. Secondly, there is a service component which is misunderstood in many instances. In general it is not the same as tourism because tourism is more than a service. Unlike most other services, tourism contributes to an everlasting experience (**Saayman, 2001:68**). Experience cannot come into its own without both the physical and the service component.

The product also refers to the total tourism facilities that the infrastructure and suprastructure offer to the destination, in other words, the accessibility of a destination, and facilities that will cater for the needs of the tourist.

Important to remember is that the tourism product differs from a manufactured product in the sense that it cannot be tasted or touched for the fact that it is produced while it is being consumed (**Saayman, 2000:233**). Therefore it has to be experienced and is primarily a service (**Andereck & Caldwell, 1994**).

Due to the intangibility of the product, the tourism manager has a difficult task to determine if the package or destination will meet the tourist's needs. To make the tourism product even more attractive it is also important to look at prices.

b. Price

In tourism, price can be seen as the value which a potential tourist places on the product (Saayman, 2001:72). Price is also influenced by the experience and the quality of service. From the viewpoint of the consumer or tourist, price is the financial sacrifice that must be made in order to acquire the product or holiday.

Price also refers to the total costs of participation related to a tourism activity and includes travel, purchase and accommodation costs, and all miscellaneous costs. The price can also contribute to the travel decision-making process, and is also evaluated when a decision is being made.

When determining prices it is also important that the tourist receive value for money. In other words, when the supply is more than the demand, prices should be lowered. When the demand is more than the supply, the prices should increase (Saayman, 2001:209). To receive value for money, quality of service also plays an important part. Quality is valued in terms of the value that a tourist experiences when making use of a product (Saayman, 2001:357, 358). Value for money leads to tourist satisfaction and loyalty, which will lead to growth and profit in the organisation. Comparable prices and quality relationships will therefore influence perceptions and choice of the destination. Poor service can thus lead to destination avoidance, and can therefore have an impact on the economy.

After the tourism product has been developed and priced, it is a matter of getting the tourist to the product. This is when distribution channels (place) and promotion become paramount (Saayman, 2001:223).

c. Place

The place refers to the end destination and marketing area where the tourist will experience the product. The experience that the tourist has will also indicate if the tourist will visit the place again.

Tourism products are limited because there is only a limited amount of resources, and carrying capacity cannot easily be expanded. During the distribution process, accessibility, transport

and safety during transport is also very important. Thus to make a place or destination more accessible it is important to:

- Determine the ability of the tourism product to satisfy the tourist's needs;
- Provide transport that is compatible with the tourism market; and
- Facilitate movement into a country through effective customs, good infrastructure (roads) that is safe, and clear directions and assistance to travellers. This can only be made possible by the central, local and provincial authorities (**Saayman, 2001:224**).
- Keep in mind that seasons as well as a lack of information offices (especially in terms of safety and security) may also have an impact on access to an area or facility.

In the distribution channels there are middle-men who link tourists to service providers, for example airlines, car rental companies and hotels with each other. These middle-men are the tour operators, travel agents and authorities. The middle-men also play a very important role in providing information to tourists.

d. Promotion

The main objectives of promotion are basically to inform, convince and remind. Potential consumers must be aware of the product. This is also known as promotion, and there are many ways in which tourism potential can be introduced to the tourist. Research that has been conducted into the subject of how would-be tourists choose destinations suggests that the following sources are mainly consulted (**Hanefors & Mossberg, 2000**):

- Leaflets, brochures and advertisements.
- Travel guidebooks.
- Travel articles/supplements in newspapers.
- Media liaison.
- TV travel shows
- The most important source, namely word of mouth.

Of these, the travel industry and destinations themselves have substantial control only over the first category. The rest are generally independently produced and therefore allow a wide range of opinion. Thus, first impressions are likely to be formed from sources likely to be highly

discerning and if necessary critical of certain destinations, particularly if authors consider that tourists would be at high risk from criminality (Xaba, 2001). Negative articles or publicity spreads easily through “**word of mouth**”.

Tourists form images on the basis of past experience, information obtained through the media, and by “word of mouth”. According to one of the chief executives of Tourvest, the challenge for the industry is to allay tourists’ fears that they will be shot for their cameras. Distributing glossy brochures is not enough. Television advertising in Europe or America is too expensive. Therefore the best way to market South Africa is by word of mouth.

Word of mouth can be defined as destination information that is passed along from one individual to another. There are many other forms of marketing material through which the image of South Africa is portrayed; for example, in general, most guidebooks portray the country very positively, with a stress on beaches, mountains, game, cultural diversity and military heritage.

In a case study done at the Lost City resort complex in South Africa, reported by **Botha & Saayman (1995:17)**, it was noted that word-of-mouth was the most effective means of delivering a message to tourists. This was also indicated by reports of the South African Tourism Board (SATOUR). Word-of-mouth communication is extremely important, because potential tourists tend to attach more credibility to what they hear from others than to what is learned from commercial sources.

If the point is frequently made that tourists can be targets of crime, and if tourists are victims of crime and the news is spread through “word-of-mouth” to another tourist, the impact can be very big. It can lead to destination avoidance, which has an enormous impact on the economy and on potential tourists.

It is during this process that the tourist then starts to create a certain image, and a perception. This is based either on what other tourists say about the destination, what is read about the destination or on own past experiences. If for instance, the incapability of spreading good news about South Africa through “word-of-mouth” constantly occurs, it can create a very bad image and can lead to destination avoidance. If an image of a destination as well as past experiences are however positive, the travel decision process will be easier. But if South Africa is constantly marketed by the spreading of bad news, tourists will be discouraged from visiting South Africa

as a destination. Some cases present situations where a tourist might be an “accidental victim of crime” (ISS, 2001). If that personal experience was horrific, it can also contribute to destination avoidance, not only by the tourist who became a victim but also by other tourists, because the “victim” is spreading this bad experience amongst others through “word-of-mouth”.

When marketing a destination, it is therefore important rather to concentrate on positive aspects than focus on the negative (Ministry of Environmental Affairs and Tourism, 2002). Tourists can only create positive images through positive marketing and by giving positive news through “word-of-mouth”.

2.3.2.2 Media liaison as contributor to marketing and image formulation

Crime is perhaps the social issue par excellence in which distortion is prevalent, as in the news editor’s slogan, ‘if it bleeds, it leads’. In a paper in 1999 for the Bureau of Crime and Statistics Research, Government of New South Wales, Australia, Jacqui Allen notes that crime directed at tourists is particularly liable to be accentuated in the press.

The marketing director of the International Convention Centre in Durban noted that crime and negative perceptions internationally, nationally and locally, are hurting the country quite badly (Xaba, 2001).

It was noted that the risk of serious crimes happening to any individual tourist is very low, but intense media coverage of such incidents can have a major impact on the number of tourists visiting affected locations (Allen, 1999).

Furthermore, the issue of crime reportage has a complex relationship with the actual occurrence of crime. Research has shown that even if media reports suggest crime is on the decrease, people still believe it to be otherwise (Anon, (a) 2000).

An example of the inverse relationship between perception and reality in South Africa is the perception of the business community that crime and violence were reducing investor confidence; while in the same period total foreign investment was actually increasing.

The key points about crime reportage in the media which affect the issue of tourism-related crime are (O'Sullivan, 2000):

- Negative reportage possibly has an effect on tourism arrivals, but there is little research to prove or disprove the link.
- Perceptions about the occurrence of crime follow a logic and pattern that is different from the reported incidence of crime.

A few examples of negative media reporting the last two years that scared tourists were for example bus accidents, a spate of bombings, scores of incidents of rape (including of international tourists) and bus and taxi wars that were publicised in the national and international media. This contributed to creating negative publicity for South Africa in general, and the city of Cape Town in particular (Anon, (a) 2000).

According to O'Sullivan (2000), there are many stories to be told about over-exploitation by the media. A good example is the cricket players who were allegedly mugged in Sandton. The world media carried the story, but did not regard as newsworthy the follow-up story refuting the whole incident, and consequently did not cover it. The players had actually got into a fight in a sleazy nightclub. But as far as the world is concerned, the cricketers had been mugged.

The following two "true" stories were carried extensively on television channels in the United Kingdom a while ago:

A new car had been invented and was now being driven by South Africans in the latest attempt at dealing with the crime problem. A would-be hijacker is shown approaching the car with a firearm in order to hijack the driver. The driver of the car presses a button and the hijacker is engulfed by a built-in flame thrower. This is shown at the end of a popular news bulletin, following which the newscaster says: "I'm glad we don't need those types of cars here".

From the above it is clear that some stories are really overexploited and not based on the truth. Yet even if they are not true, they create false perceptions among tourists who have never been to South Africa before and can thus cause enormous harm during the travel decision-making process and marketing of South Africa as a destination. Tourists base decisions on these false perceptions.

There are some cases where tourists are involved, for example several incidents of international tourists being subjected to rape. The international media's attention was captured when three Swiss tourists were raped at a KwaZulu-Natal game park in 1998 and when a backpacker tourist was raped in a suburb of Johannesburg in 2000 (**Anon, (a) 2000**). Although these incidents do have an effect on the country's image, it must still be remembered that incidents like these can happen all over the world. As the local and international media disseminate stories of crime and violence in South Africa, people and also tourists who have never been to South Africa before increasingly perceive the major cities of the country to be dangerous places to visit and fear for their safety.

An article in the American edition of Conde Nast Traveller examined ten major capitals. According to research South Africa is statistically regarded as the world's most criminal country outside a war zone. According to this article an average of 52 people are murdered in South Africa daily, a rate nearly ten times that of the United States of America.

Negative media reportage can therefore have a very negative effect on a destination, for example Cape Town, which is seen as a major draw card for international tourists. (**George, 2001**). Cape Town's crime situation has also been published in other international printed media articles, such as in *The Economist* ('A Lacker Place for a Holiday: SA Seeks Tourists. Please'), *Time* ("Cops and Bombers: Cape Town Struggles to Cope With Crime"), *The Daily Mail* ("SA: Where Britons Find Fear and Fun in the Sun"), *Newsweek* ("South Africa: A Crime Wave Scares Off Foreigners..." and nationally the following (**Anon, (b) 2000**):

- Bomb Latest in Long Line of Cape Town Blasts (The Cape Times)
- Visitor "Robbed" on Blue Train (The Cape Times)
- Crime Shoots own Tourism (Finance Week)
- Swiss Tourists Gang Raped (The Cape Argus)
- Crime Scares off Tourists (The Cape Argus)
- Terrorism: City Under Siege (The Sunday Times)
- Tourist Spots Terrorised (The Cape Argus).

It is therefore clear that the following problems can be identified regarding media reporting:

- Perceptions of the character, incidence and location of serious crime seem to be seriously skewed. This is partly a consequence of privileged access to the criminal justice system

and the media. While the white middle classes may be targets for burglaries and car jacking, crime stemming from poverty, underdevelopment, and social disintegration in marginalised areas is very significant indeed.

- According to media representatives, crime is seriously under-reported rather than over-reported. Under-reporting is a particular problem in poor and marginalised areas. Crime on beachfronts is also probably seriously under-reported.
- Positive reporting must be based on real success stories. Has crime decreased? Have arrests increased? As a result of which interventions?
- There are enough positive developments (in terms of big projects) in the local environment to justify positive reporting. However, tangible things are needed to change negative local perceptions.

Although it is not clear if crime or the media's creation of negative perceptions has the bigger impact on the travel decision-making process and declining tourist arrivals, but both doubtlessly do have an impact. However, if this is the case, both crime and these negative perceptions can lead to the fact that both tourists and potential tourists to South Africa can form negative perceptions.

2.3.2.3 Image as a contributor to marketing and the travel decision-making process

Through marketing, a potential visitor develops organic images of a relatively large set of potential destinations which have been passively acquired. The term "organic image" is passively formed through the process of exposure to newspaper reports, magazine articles, TV reports and other non-tourist-specific information sources. An organic image evolves into an induced image (whose development is influenced by tourist organisations' directed information gained through, for example, travel agents, brochures and travel posters).

An active search for information is then guided by the motives and desires of the tourist. Different destinations are evaluated against personal organic images, information from personal contacts (word-of-mouth), and benefits as portrayed through marketing communication. This process leads to the development of induced images of alternative destinations. The final choice of a destination is likely to be based on the key benefits of attractions, which emerge from the induced images (Saayman, 2001:169-170).

A more complex image will develop through actual contact after the selected destination has

been visited. Finally, **Fakeye & Crompton (1991)** state that, "Experience with a destination will feed back and influence evaluation of alternative destinations on the next occasion a selection is made".

Lawson (1990) states that since tourists will hold a given perception of a particular destination and they are likely to recommend it to others through word-of-mouth, it is critical to work at establishing a high level of visitor satisfaction and a lasting positive image. It is pointed out that, in order to develop a positive image, particular attention should be paid to "departing" tourists.

If visitors are dissatisfied at the end of a holiday, it can have an influence on the whole holiday experience, and people are more likely to remember those unpleasant experiences (for example if the tourist had been an accidental victim of crime during the visit), than to recall the satisfactory features.

Saayman (2001:110) identifies eight components that contribute to the development of a positive image:

- **The efficiency of a destination:** this refers to its impact, integrity and reputation. Feedback from potential visitors can be obtained through questionnaires and interviews.
- **A client orientation:** it is essential for a good destination to be responsive to the visitor and "user friendly". People are more likely to select a destination if it closely meets their needs - therefore, market segmentation is essential.
- **The "magic" of the destination:** people are more likely to have a positive image of a destination if it has unique features that distinctively differentiate it.
- **Branding:** people are more likely to identify with a familiar destination, franchise or chain and to stay loyal to it if it is positively perceived.
- **The sensory effect of the destination:** a synonym for sensory is "feeling" or "pleasing". Thus, if the destination has a pleasing effect on visitors, they will have a positive feeling towards it, which will contribute to formulation of a positive image.
- **The history of the destination:** in this context, past experience plays an essential role. If a previous encounter with a destination was positive, a person will most probably visit that destination again or recommend it to others.
- **The virtue of the destination:** this includes the aura of goodness associated with the destination, which is essential in formulating a positive image.

- **The atmosphere generated by the destination:** does the destination generate a positive or a negative atmosphere?

Decisions are made on the basis of image because the latter represents the totality of what is known about a destination. According to **Kotler & Dubois (1974:194)** people will avoid a destination with a negative perception and those perceiving a positive image will be attracted to the destination. Image also plays a very important role in positioning a product or a destination. A positive image can contribute positively to the competitiveness of South Africa as a tourism destination.

Figure 2.1 also gives an indication of how an individual formulates an image. The process of image formulation is based on the following:

a. Past experience

According to **Asworth & Goodall (1990:45)**, holiday makers have a number of goals and expectations which need to be satisfied. These goals are formed on a basis of past experiences and by “word-of-mouth” communication, already mentioned earlier in this chapter in regard to the experience of others. A tourist stores bad information and will remember a bad image for future reference. Another important contributor to image formulation is the media.

b. Media communication

The media play an integral role in creating a destination's image, and selection of the right media to reach a specific target market is therefore essential (**Saayman, 2001:172**). The aim of the media is to get the advertiser's message to potential visitors (**Belch & Belch, 1993:390**). As already mentioned earlier in this chapter, there are many ways the media go about promoting holiday destinations to tourists, but the most effective method seems to be “word-of-mouth”.

c. “Word-of-mouth” communication

As already mentioned the role of “word-of-mouth” in this chapter is the most effective way of spreading news very fast. Through “word-of-mouth” the tourist will decide whether the information is worth listening to, or if some of the information can be disregarded. This will depend on the tourist. This process is known as selective perception.

d. Selective perception

Selective exposure occurs during the process in which the potential visitor decides to make him/herself available for receiving information. The potential visitor will only perceive information that will be relevant to the visitor's needs. If the need of the visitor is for example to visit South Africa, and a programme on television shows tourists that are victims of crime or terrorism, for example hostage situations like that of South Africans Callie and Monique Strydom, who were held hostage by rebels in the Far East, the visitor will exclude the programme as well as the destination (Saayman, 2001:174).

A positive image therefore plays an important part in the travel decision-making process and can only be created through positive marketing. The above gives a clear indication of different promotional methods and the impact that crime and negative perceptions can have on promotion. After informing a tourist, it is important to convince the tourist to buy the specific holiday package or product. This is definitely not easy when crime and the negative perceptions discussed in the above section are taken into consideration. This will make it even more difficult to convince the tourist. Another important objective to follow when the client or tourist is being convinced is to remind the tourist. This will be easier if the tourist is already positively disposed towards the product. When reminding takes place, it is important to focus on positive and happy memories. Tourists do not want to be reminded of bad experiences, for example an incidence of crime. After an image has been formulated through promotion and marketing, the next phase in the travel decision-making process can take place.

2.3.3 Phase 3 – evaluation of motives

During this phase all the motives and alternatives are weighed up against each other. These include aspects like affordability, travel time, transportation, product accessibility, exchange rate and place, to name a few. During this evaluation process positive information and negative information are also conceptually weighed up against each other. If the destination has a positive image or is regarded for example as unsafe or politically unstable, the tourist will disregard the destination and go to another destination that satisfies the needs of that particular tourist. This approach therefore means that the final selected destination is likely to be the one that scores the highest ranking.

2.3.4 Phase 4 – Decision-making

Types of decisions include comprehensive habit forming and impulsive decisions that imply a cognitive information process. If the image is positive and the product fulfils the needs of the

visitor, the decision to buy will be stronger. If the image is negative and the product does not fulfil the needs of the tourist, the destination or product will be disregarded.

An individual will buy a specific holiday package or excursion if it is known that such purchase will help satisfy an important need. The tourist weighs up different alternatives against each other and determines which alternative is the most suitable to satisfy a specific need. The results tend to have an influence on the buying decision. The influence can be positive or negative, depending on the compatibility of motives and alternatives. Travellers have a low observation limit when looking at the number of destinations that can be visited during a specific period of time. The majority of travellers have seven or fewer destinations that can be named as alternatives. The number of alternatives will vary according to the personal tastes of the travellers **(Reid, 1990)**.

Tourists who have previously visited foreign destinations have a greater choice than those that have not yet undertaken a foreign visit. Whether a destination is going to be included as an alternative depends largely on whether that destination previously satisfied the individual, or whether the experience has not been good.

The level of satisfaction is a function of a person's expectations and the perception of reality. If the level of expectation is higher than the actual experience, the individual will be dissatisfied. If an individual is satisfied with a product, service or situation, the level of actual experience and the level of expectation are equal. The criteria used for decision-making between alternatives serves as a bridge between the motives and the observed alternatives of an individual. The choice that the individual makes is the one that is believed to satisfy a need or needs maximally. The above criteria are based on previous experiences and information derived from the commercial or social environment **(Saayman, 2001:37-38)**.

Therefore it is important that the product presented to tourists must portray the positive side, for example beaches and culture, rather than negative aspects and crime. This can contribute to an enormous change in tourists' travel decisions. The last phase of the travel decision-making process consists of the feedback.

2.3.5 Phase 5 – Feedback

This phase represents the consideration of previous decisions as well as the actual experience. Future decisions are not only determined by the value of the previous experience, because personal, situational and contextual variables are other factors that must be taken into consideration. It is always important to get feedback from tourists. This will indicate all the problems still remaining that may have led to dissatisfaction (**Saayman, 2001:35**).

The complex integrated decision-making process indicates how tourists go about making decisions when there is a need to travel. Even if tourist-related crime does not occur as regularly as for instance general crime, a relatively little incident as well as bad news heard from other people can have an enormous effect on the whole decision-making process. When previous experiences were bad, or if there had perhaps been incidents of crime and negative perceptions have been created, they can contribute a great deal to disregarding a destination. The impact of disregarding a destination might not seem big but it can have enormous ramifications, not only for the destination that is disregarded, but also for the economy.

2.4 THE RAMIFICATIONS OF DISREGARDING A DESTINATION

Fear of crime has become an important issue, largely because of its perceived effects, sometimes overexploited by the media and negative marketing, on people's social behaviour. Anxiety about becoming a victim of crime, as well as the impact that crime may have, no matter how small the chances of falling victim to it, encourages feelings like:

- Insecurity.
- An erosion of people's well-being.
- A restriction of freedom of movement. People no longer wish to travel to a destination where there are feelings of insecurity.
- Encouragement of a defensive and wary behaviour.

Research done by the Institute of Safety and Security Studies has determined that fear of crime – or more accurately, anxiety and worry about crime – has become a familiar part of South African life (**Schönteich & Louw, 2001**). The main disappointments that were recently identified by national and international visitors to South Africa were (**Southern African Tourism Update, 2002:29**):

1. Crime.
2. Health issues.
3. Political instability.
4. Affordability.
5. Flight availability.

Other disappointments were:

1. Lack of awareness.
2. Negative media coverage.
3. Visas.

According to statistics, South Africa had the highest murder rate in the world in 1997. This is a cause of fear and led to the fact that tourists disregarded South Africa and went elsewhere for fear of safety and well-being. In essence, this reputation is scaring tourists away (**ISS, 2001**).

During the period from 1988 to 1993 the South African Tourism Board undertook surveys about the perception of personal safety among foreign tourists. The results indicated that during 1989 70 percent of tourists rated safety to be good, as opposed to 25 percent in 1992 and 23 percent in 1993.

In contrast to this, a survey was conducted in one of the main industrial and commercial centres of South Africa, and the survey revealed the seriousness of the problem of crime and violence. The research gave a clear indication that the crimes most often perpetrated against foreign and domestic tourists are muggings and robberies. During this research it was mentioned that Johannesburg presented the worst-case scenario and that the other centres like Cape Town and Durban possibly did not experience problems of the same magnitude (**Pizam & Mansfield, 1996:94**).

With tourists being bombarded with constant reports of crime, additional exposure can scare tourists away during the travel decision-making process. Figure 2.2 illustrates the impact of crime and negative perceptions on marketing, travel decision-making and image creation more clearly.

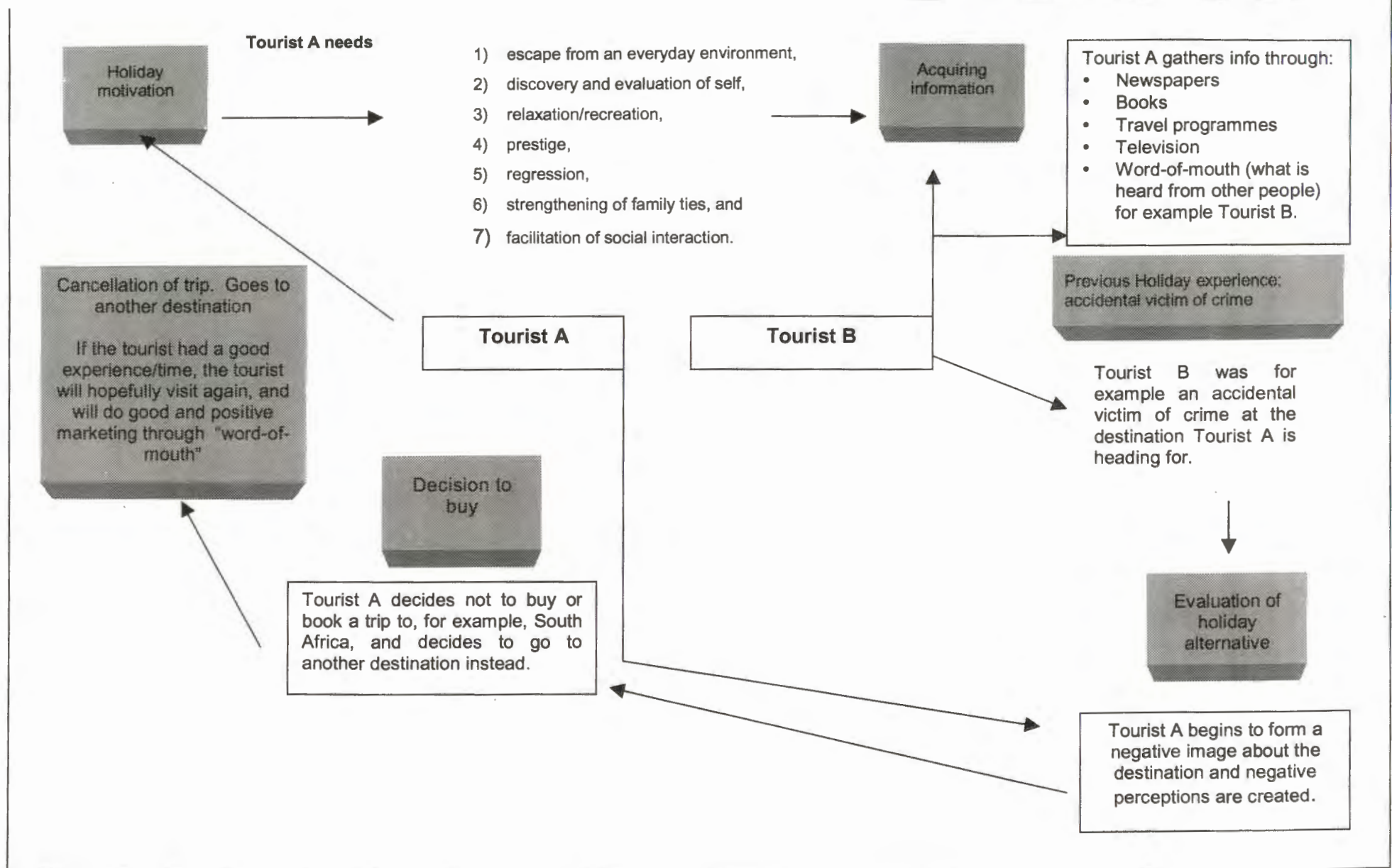


Figure 2.2: The impact of crime on the travel decision-making process

There are three integrated processes presented in the Figure (2.2) above which can be discussed. The first concerns the case where the tourist is unfamiliar with the destination.

- Tourist A is motivated to travel, as already mentioned, for one of the following reasons:
 - ❖ Escape from an everyday environment.
 - ❖ Discovery and evaluation of yourself.
 - ❖ Relaxation/recreation.
 - ❖ Prestige.
 - ❖ Regression.
 - ❖ Strengthening of family ties.
 - ❖ Facilitation of social interaction.
- If it is a new destination, for example South Africa, that tourist A has never visited before, information about that destination will be acquired. This process will proceed through newspapers, books, travel programmes and, most importantly, “word of mouth”. If this exposure to information is constantly negative, the destination of choice can be disregarded.
- Tourist A reads about incidents, overexploited by the media, or hears about these incidents through word of mouth, for example from tourist B, who has already been to the destination and has experienced for example a robbery or mugging.
- Tourist A immediately develops a negative image of the destination.
- Due to the negative image, tourists A and B start to evaluate other destinations or holiday alternatives to avoid South Africa, and visit another destination of choice. This has other implications, for example:

- ❖ A loss of income and foreign investment.
- ❖ Without income, sustainable development and utilization of resources cannot take place, for example development of more tourism products to create employment opportunities.
- ❖ Obviously, without employment people within the community will be more prone to commit crimes to stay alive, with a consequential increase in crime.
- ❖ These increased crimes may again involve more tourists.
- ❖ Again negative perceptions are created, and as the process starts all over again, more tourists disregard the destination, for example South Africa, as a tourism destination.

In the case where tourist A is familiar with the destination and bad incidents in the previous experience occurred to tourist A, the motivation to visit the destination again will decrease, or there might be no interest at all. The destination will therefore immediately be disregarded.

If the tourist had a good experience and a pleasant time, the tourist will hopefully visit again, and will do good and positive marketing through “word-of-mouth”.

If general crime levels are constantly on the increase, it is quite difficult to sell a country as a tourism destination, even though tourism-related crime may be low. However, it is very important to remember that crimes like hijacking, robberies and muggings, as well as many of the other general crime categories, occur daily all over the world, and do not necessarily always have an impact on the tourism industry. It is therefore very difficult to just accept that crime is the main cause of cancellations. The need exists for a system to monitor tourist-related crime.

Statistics regarding tourist-related crime are currently very difficult to obtain in South Africa, for the government does not keep records on tourist safety in South Africa. Therefore it is difficult to determine how big the impact of crime on tourism really is. It might be rather contributing to the perception of the country as a whole, although crime remains a problem all over the world. If it happens that a tourist is involved, the situation is usually described as a tourist being an ‘accidental victim’: the tourist happens to be in the wrong place at the wrong time, as most crime is directed at the local population (Ryan, 1993).

A previous spokesman on tourism, Joan Semple of the Democratic Alliance, asked former Minister of Safety and Security Steve Tshwete (the position is currently held by Charles Kgudla) and the current Environmental Affairs and Tourism Minister Vali Moosa for details on tourist attacks, and received similar replies: neither could say how many international tourists were victims of crime, or what the natures of these crimes were (**Stuart, 2002**).

Semple (**Stuart, 2002**) said that if tourism were going to be promoted, it was important to let tourists and people in general know that everybody is safe in the country. Semple also said that if ordinary citizens were hijacked, robbed and mugged, it impacted on the country's tourism image. Nobody was going to travel from Spain to the beaches of France if the perceptions usually portrayed by the media were that the latter country is not safe.

The Minister was also asked whether statistics were kept on tourism crimes and if any system was in place to monitor the degree and vulnerability of tourism, but Minister Moosa replied that currently no system had been implemented as yet and that the Department was still negotiating with the South African Police Service and working closely with the National Crisis Control Centre, the private sector and community organisations to supply such information regarding regular tourists (**Stuart, 2002**).

Most tourism safety and security experts have correctly identified and analysed the negative effects of criminal or violent acts committed against tourists at tourist destinations. According to **Pizam & Mansfield (1996)** there is enough evidence indicating that serious acts of violence (i.e. murder, rape and terrorist attacks) committed against tourists can cause significant declines in tourist demand. Declines in tourist demands can also put a strain on tourism development.

2.4.1 Crime and development

Tourism development involves the utilisation of resources, for example accommodation, power and water supplies, carrying capacity and transport facilities like roads, to name a few. The development must be appropriate to the area, reflect local values, and must be a benefit to the tourism industry itself (**Godfrey & Clarke, 2000**). Tourism development does not occur in isolation, and the decision to increase tourism should be based on an evaluation of its potential costs and benefits (**WTTC, 1992**).

Tourism development is mostly undertaken by different organisations for various reasons (**Swarbrooke, 1995:100-112**):

- To conserve the heritage of the country or area.
- To provide leisure facilities for the community.
- To improve the image of the country abroad or of an area within their own country.
- As a tool of economic development and growth or urban regeneration.

Tourism development starts with an idea or concept that may be designed either to exploit an opportunity or tackle a threat. This may be done either through a feasibility study or by an informal and non-systematic process. Financial viability during development is also important and consists of two important elements, namely capital and revenue. In other words, the tourism attraction or destination has to repay its capital cost and produce a profit or surplus on annual running costs (**Swarbrooke, 1995:108**). Tourism resources can be divided into a number of broad categories, namely (**Pearce, 1991:151-169**):

- Climate, which has an impact on attraction, seasonality, and construction.
- Physical conditions, which involve the building site, access, recreational resources, attractions, access through highways and railways and airports and already existing facilities.
- Land use.
- Government policies other than those relating to land use.
- Carrying capacity.

As indicated above, it is clear that tourism development can generate a variety of impacts:

- Economic.
- Social/cultural.
- Environmental.

The economic benefits which tourism development may bring about also provides the main reason for advocating tourism as a path for economic development (**Pearce, 1991:194-195**). The major aim of both developed and developing countries in promoting tourism is commonly to:

- Increase foreign exchange earnings, and
- Improve or redress the balance of payments, in other words, revenue generated by international visitors versus expenditure by nationals abroad.

It is therefore clear that revenue generated through tourists plays a very important role. This is also why it is important for tourist arrivals constantly to increase. Through increasing tourist arrivals, economic growth and development can take place (Pearce, 1991:194-195). Unfortunately, this is the phase where crime can have a deleterious effect on tourism development, and especially on the economy.

Figure 2.3 below gives an example of the effect that crime can have on development, including aspects like economic growth and development and employment opportunities.

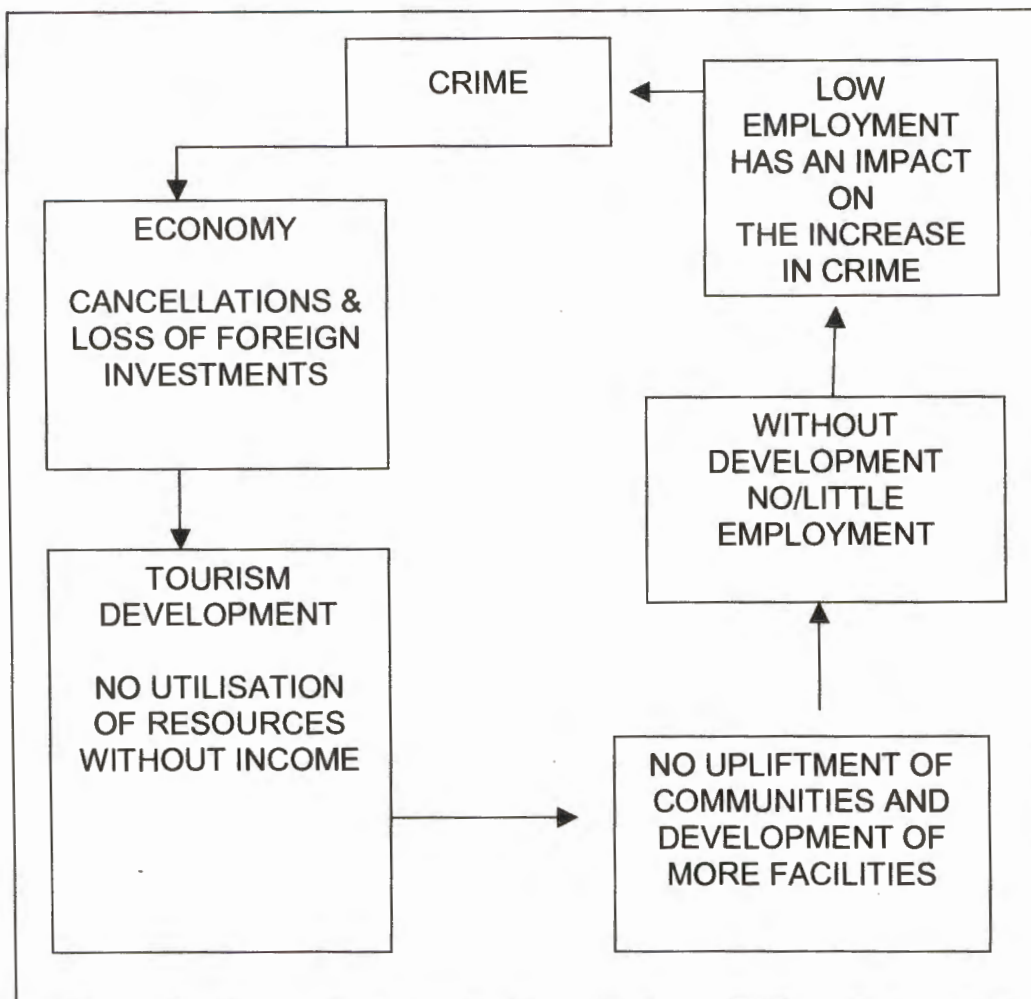


Figure 2.3: Implications of crime for the economy and tourism development

From Figure 2.3 it is clear that when crime occurs, tourists disregard a destination. By disregarding a particular destination, no revenue generated from tourists occurs at the destination. No revenue means no or little economic growth and development, which requires funds for the utilisation of resources, for example for infrastructure like roads and more attractions for tourists, as well as the development of more facilities, which in turn can create more employment. If there is no development of facilities, it can affect employment opportunities and eventually even lead to increased unemployment through job losses.

Tourism development can therefore not take place without an increase in tourist arrivals, and an increase in tourist arrivals as well as development and growth contribute to the competitiveness of South Africa as a tourism destination.

2.4.1.1 Economic impact

According to **Nevin (1996)**, South Africa's economic growth has been undermined over the past decade by its worsening crime rates. Crime and negative perceptions are at this point the most significant factors standing in the way of South Africa's economic expansion and foreign investment, which are crucial not only to the existence of South Africa, but also to other countries depending on it.

Tourism promotes external economies by providing and improving, among other things, local and regional infrastructure (**Paton, 1985; Niedermeier & Smith, 1995; WTTC, 1998; Saayman, Saayman & Naude, 2000**).

Domestic tourism contributes to foreign exchange earnings in two ways. Firstly, when international investment is involved in creating tourism projects designed to cater for both domestic and international tourism, it causes an inflow of foreign exchange (**Mill & Morrison, 1985:224; Inskeep, 1991:385; Bennett, 1997:326**). Secondly, by promoting domestic tourism, foreign exchange outflows are reduced as fewer locals travel to foreign countries. In order to maximise foreign exchange earnings from tourism, countries try to promote domestic tourism or place restrictions on the amount of money taken out of the country within a certain period of time (**Mill & Morrison, 1985:239–40; Graham, 1999:11**).

The tourism industry creates a multiplier effect that has an impact on the economy of the host country, and can also help with the upliftment of communities. Tourism has the following impact on the economy of the host community (**Swart, 1997:39, 40**):

- Expenditures by foreign visitors in effect become exports.
- If one's citizens spend money in foreign countries, these expenditures in effect become imports of the tourist's country of origin.
- Tourism developments require large capital investments, which stimulate local economies and also create more facilities.
- Tourists directly and indirectly pay various kinds of taxes while visiting an area, thus tax revenues are increased at all government levels.
- Tourism expenditure injected into the economy produce an income multiplier for local people.
- Finally, tourism is the largest generator of jobs world-wide.

The South African tourism industry contributed R25 billion to the economy in 2000 (about 4,9% of gross domestic product (GDP)). The number of foreign tourists is growing by around 12% a year. More than 2,8 million foreigners visited South Africa between January and June 2000, during which time expenditure by foreign tourists in South Africa grew by R1,1 billion (Saayman et al., 2000).

Tourism contributes a great deal to the gross domestic product, but unfortunately several factors, which include crime, are hampering the optimal growth of the tourism industry (South African Yearbook, 1998).

During 1999 and 2002, one of the main disappointments while visiting South Africa mentioned by local and international visitors was crime, as Tables 2.1 and 2.2 indicate.

Table 2.1: Synopsis by purpose of visit

January 1999	All foreign visitors	Main purpose of visit – holiday	Purpose of visit – business	Purpose of visit – VFR	Comment
Disappointments	Crime Service Infrastructure	Crime Service Infrastructure	Crime Service Infrastructure	Crime Infrastructure Service	Crime threatens tourism
Visit very enjoyable	63%	72%	44%	65%	Holidaymakers and VFR especially enjoyed their stay
Will definitely recommend SA	73%	79%	63%	74%	
Will definitely visit SA again	67%	59%	68%	77%	

Table 2.2: Main disappointments by purpose of visit during 2002

THE MAIN DISSAPOINTMENTS THAT WERE RECENTLY IDENTIFIED DURING 2002 BY INTERNATIONAL AND NATIONAL TOURISTS VISITING SOUTH AFRICA	OTHER DISSAPOINTMENTS
1. Crime	6. Lack of awareness,

2. Health issues	7. Negative media coverage, and
3. Political instability	8. Visas
4. Affordability	
5. Flight availability	

(Southern African Tourism Update, 2002:29).

It is interesting to note that Tables 2.1 and 2.2 above indicate that even though the main disappointments for business visitors, holiday visitors, all foreign visitors and VFR were crime, many will visit South Africa again as well as recommend South Africa as a holiday destination **(SATOUR, 1999)**. This indicates that crime does not always have a direct impact on the tourism industry, which shows that perceptions, and sometimes acts of terrorism, may have a bigger impact.

If the pre- and post-11 September attacks on the US is taken into consideration, for example, it is interesting to note that travel to South Africa had increased as a consequence. Since then South Africa has been regarded as one of the safer destinations. This is mainly because tourists now have a certain perception of South Africa as being safe and America as being unsafe. This act of terrorism had an enormous effect on the economy, and on tourism world-wide. According to the President of the WTTC (World Travel and Tourism Council), US travel was reduced by 8,5% because of the attacks, jobs were reduced by 10 billion and a total reduction of US\$19 billion occurred in the industry **(President of the World Travel and Tourism Council, 2002)**. This underscores that if tourism arrivals decline, investment in the economy in effect decreases.

However, if crime is hampering the optimal growth of tourism, the annual income contributed by the industry will be reduced due to related expenditure. The related expenditure on safety and security for example is about R230 000 000 **(Safety and Security Workshop, 2001)**. This is just the expenditure incurred by the Tourism Safety Task Group. It does not even include the expenditure by the Department of Environmental Affairs and Tourism. Other expenditure includes the implementation of safety strategies, promoting a better understanding of tourism within safety and security systems, instituting dedicated mechanisms for dealing with criminal attacks against tourists, and marketing South Africa. This is just an indication of a few examples which require an enormous amount of money. Unfortunately, the loss of foreign exchange and income have another implication, namely with regard to employment opportunities **(McIntosh et al., 1995)**.

a. Employment

It is generally argued that tourism as a service industry is labour-intensive and that one of the major impacts of tourism development, particularly at a regional and local level, is job creation (Pearce, 1991:199).

Tourism employs an estimated 7% of South Africa's workforce, and is regarded as potentially the largest provider of jobs and the largest earner of foreign exchange. It is projected that in 2010 the South African tourism economy will employ more than 1,2 million people (directly and indirectly). Tourism is able to create jobs where little other potential exists, but an increase in crime can affect employment opportunities and contribute to unemployment not only within the tourism industry but also in other sectors.

b. Unemployment

With unemployment increasing daily it is quite understandable why crime is constantly on the increase. Unemployment remains South Africa's most formidable economic challenge (Bennett, 1997). Statistics South Africa released the South Africa in Transition report in July 2001. Between October 1995 and October 1999, and when using the official definition of unemployment, the number of not-economically-active people has stayed static over time, at about 12,8 million (Graham, 1999; Inskeep, 1991; Mill & Morrison, 1985; Niedermeier & Smith, 1995; Paton, 1985; Saayman et al., 2000). The number of those who are economically active, i.e. both the employed and the unemployed (using the official definition), has, however, increased from 1,4 million in 1995 to 13,5 million in 1999 (South Africa Yearbook, 2002). Statistics South Africa announced in September 2001 that the country's official unemployment rate stood at 26,4% for February 2001. In February 2000, it stood at 26,7%. (WTTC, 1998). Government is focusing on formal sector and small-business growth, and is supporting development sector initiatives to create more jobs.

Unemployment contributes to crime, particularly to general crimes that are committed daily. These crimes may not have a direct impact on the tourists, but may nevertheless scare them away. Sometimes these crimes may involve tourists, and they may then have an impact on the tourism industry.

According to table 2.1 it is clear that even though crime is on the increase, tourists will definitely visit South Africa again, and recommend South Africa as a tourism destination. This gives an

indication that crime does not always have a direct impact on tourism in the sense that general crime occurs all over the world and can happen to anyone. It is not always specifically aimed at tourists. Perception sometimes is a bigger contributor to disregarding a destination. Sometimes acts of terrorism have a bigger impact than crime itself. Tourism therefore plays a very important role in generating foreign exchange, and can contribute a great deal to employment. The more development in tourism and the more tourists, the better the economic growth.

2.5 CONCLUSION

Unfortunately tourism in South Africa has to face certain problems, of which crime, violence and bad service during 1995 were at the top of the list. (**SATOUR, 1995**).

These are disappointments, which can have a big impact on marketing South Africa as a tourism destination, and can become constraints for the South African tourism Industry. This can eventually lead to destination avoidance. Highly publicised crimes against tourists in South Africa as well as generally high levels of crime rates in recent years have meant that the whole country has increasingly gained the reputation of being an unsafe place to visit among the international community at large (**Visser, 2000**).

South Africa's Department of Environmental Affairs and Tourism (DEAT) states that well-publicised incidents involving tourists as well as high levels of crime amongst the local population constrain overseas tourism growth. According to **George (2001)** embassies are warning tourists travelling to South Africa that travellers should be aware of crime problems (robbery, car hijacking, mugging, theft), particularly in the country's main cities, namely Johannesburg, Durban and Cape Town

It is therefore important that more primary and secondary research be conducted regarding the effects of crime and violence on tourism in South Africa; information on this is currently extremely limited (**Pizam & Mansfield, 1996:94**). Questions for example posed country-wide in surveys do not generally address the wider consequences of the problem.

Also important to keep in mind is:

- When safety and security are mentioned, it is also very important to remember that definitions of crime vary from one country to the next. For example, a serious assault in

one country could be recorded as an attempted murder somewhere else. Moreover, what constitutes a recordable crime in one country might not be a criminal offence in another.

- The likelihood of victims' reporting crimes, and the police recording them, is not the same in every country. Crime victims are less likely to report crime in a country with an oppressive or incompetent police force than in a country where the police is helpful and trustworthy. The distances people have to travel to the nearest police station and the availability of transport to get there are additional factors that may affect crime reporting rates.
- Multiple offences are not recorded uniformly in all countries. In some countries only the most serious offence reported in a single incident is recorded, while in others all offences reported are recorded.
- Differences in data quality between countries is also a factor. In developed countries recorded crimes are entered in a computerised database and channelled to a central point for analysis. In many less developed countries, crime statistics are recorded on paper only, which may easily result in the loss of some of the statistics.

This chapter clearly provides evidence that tourists can unfortunately be an easy prey for criminals. Tourists are not well-informed about dangerous areas or local situations in which they might be very vulnerable to violent crimes. Tourists are readily identified and are usually not very well equipped to ward off an attack, and they become easy marks for robbers and other offenders. Crime, terrorism and over-exploitation of such incidents by the media can result in tourists' disregarding a destination. They create a negative image in the minds of prospective visitors. So tour companies tend to avoid destinations that have a reputation for crimes against tourists. Eventually, no matter how much effort is expended to publicise the area's benefits and visitor rewards, decreasing popularity will result in failure.

3

CHAPTER 3

CURRENT SOLUTIONS AND STRATEGIES IN MINIMISING THE IMPACT OF CRIME ON TOURISM

"Vision without action is dreaming. Action without vision is random activity.

Vision and action together can change the world."

Joel Barker

3.1 INTRODUCTION

According to **O'Sullivan (2000)** it is important to dispel fear and create a feeling with tourists and potential tourists that South Africa is as safe as any other international destination, and sometimes perhaps even safer.

In order to be able to make tourists feel safer, it is essential to have a security plan of action or effective safety strategy, as well as to offer some effective safety tips for travellers. The aim of this chapter is therefore to analyse national and international case studies and provide strategies on how to address the problem of crime and tourism.

3.2 EXAMPLES OF SEVERAL CASE STUDIES PRESENTING STRATEGIES ADOPTED BY SELECTED COUNTRIES, CITIES AND TOURISM BODIES TO COMBAT REALITIES AND PERCEPTIONS OF CRIME

A very high number of national tourism bodies operate on the basis that perceptions of 'opportunistic' or predatory crime are a significant deterrent to inbound tourism (**Xaba, 2001**).

Destinations that have suffered other forms of 'human-induced disaster', such as Northern Ireland, Egypt and the former Yugoslavia, have devoted major resources to image-building in order to persuade visitors to return. Just as is the case in South Africa, tourism authorities all over the world have different responses to the problem of crime and perception, and these responses are presented in the following case studies.

CASE STUDY ONE

JAMAICA

Jamaica has long depended heavily on tourism as a means of diversifying its economy from dependence on a limited number of export crops. Perceptions that it was becoming dangerous for tourists first surfaced in the 1980s, with negative press reports in the USA (Jamaica's biggest market) that tourists in Jamaica were increasingly prey to theft, assault and even murder. In 1992, a Dutch tourist was murdered, and several countries issued travel advisories warning their nationals against visiting Jamaica. Negative press coverage continues: for example, a recent (August 2000) report was titled 'Crime sinks ugly teeth into tourism industry'. In this story, a Jamaican tourism official, Racquel Parkes, claimed that at a recent function abroad with nearly 200 international travel agents, nearly four minutes had to be spent defending the country's image during a five minute presentation trying to sell Jamaica as a tourism product (Davis, 2000 & Xaba, 2001:17).

The immediate response of the Jamaica Hotel and Tourist Association was to pressurise the Prime Minister to authorise army patrols. This could only be a short-term measure, however: 'any destination with permanent army patrols of tourist areas may soon find itself without visitors' (de Albuquerque, 1997:8).

The longer-term response of the tourism industry in Jamaica has been to embark on a policy of enclave development: the construction of 'total resorts' for tourists, which are completely separated from local communities. All facilities, amenities and attractions that visitors would want are purpose-built and contained within the resort, and visitors spend their entire holiday period inside this high-security area. As a gesture of social responsibility and to counteract local community hostility to visitors, certain of these resort developments have decided to 'adopt' nearby local communities, contributing to social development projects from profits.

While such an approach certainly means that visitors are safer, there are severe problems associated with it. First, it considerably dilutes the tourist experience, and prevents all direct interaction with local communities and attractions outside the resort. Secondly, it severely restricts the development of community-based tourism, preventing local entrepreneurs from playing any meaningful role in tourism development: vendors, water sports operators, boutiques and local restaurants have been denied revenue. Thirdly, because by its very nature it limits tourist movement, it is unsuitable for tourism destinations that depend on tourist mobility, as in the 'grand tour' approach that South Africa has adopted. Lastly, the strategy of 'adopting' communities is seen by many as highly patronising, and no substitute for more active

community participation in tourism development. In short, enclave development has been criticized as not being socially or environmentally sustainable.

CASE STUDY TWO

INDONESIA

In terms of the number of arrivals, Indonesia is one of the world's largest tourism destinations, attracting over 5 million visitors a year. Moreover, tourism is a highly important sector of the Indonesian economy, although it is heavily concentrated in a small number of locations, such as Bali, Java, Sumatra and Sulawesi. Of these, the island of Bali is by far the most significant for mass tourism. In recent years, Indonesia has experienced a number of crises: financial (the Asian economic collapse), ecological (extensive fires causing smog over thousands of kilometres), political (human rights atrocities, illegitimate occupation of East Timor, a mass democratic movement campaigning for change, severe ethnic conflict) and religious (Christian and Muslim sectarian violence). All have had an impact on the tourism industry, with many of the countries supplying Indonesia's tourism market advising their nationals to avoid travel to Indonesia, especially for holiday purposes.

One of the responses has been for the Bali Tourism Office to attempt to distance itself from the rest of Indonesia, and to present Bali as a peaceful, attractive destination, unconnected to the strife elsewhere in the country. At the national level, the Indonesian Tourism Promotion Board, which falls directly under the Ministry of Tourism, Arts and Culture, launched a high-profile publicity campaign, 'Let's Go Indonesia!' (which Bali chose not to support). This campaign had four components:

1. 'Happy Day', a 'free' day for international visitors
2. 'Magic Month', a value-driven sales campaign
3. 'Pasar Wisata', a major Indonesian travel event
4. 'The Best of Indonesia', an image-driven campaign of advertising, public relations and co-operative trade marketing (Hall, 2000:164)

This was clearly designed as a short-term measure to lure back visitors. In addition, however, other longer-term measures have been adopted. The government has attempted to institute a more 'user-friendly' policy towards tourism development in an effort to address perceived 'red tape' problems; for example by reducing the time necessary to process new tourism projects, increasing the choice of airports at which foreign airlines could land, and making the

promotional costs of tourism tax-deductible (Hall, 2000:165). Because these measures are very recent, there is little indication of whether these measures have been effective or not. What also makes assessment difficult is that many of Indonesia's crises have worsened in recent months, which has compounded rather than eased the problems of tourism (Xaba, 2001:17).

CASE STUDY THREE

MEXICO

Mexico is another country that is heavily dependent on tourism, and where in recent years there have been a number of incidents of US visitors being attacked. These have largely been confined to Mexico City, although they have led to negative perceptions of Mexico as a whole.

The Mexican Ministry of Tourism considered the problem to be so serious (and corruption in the police force too extensive for the police to assist) that it decided on a unique strategy. A web site was launched that broke with all traditions of tourism promotion, in that it was devoted solely to tourist safety (Grof, 2000). The idea behind the site was to create a way of marketing Mexico as a destination while acknowledging the risks involved for visitors. It was also intended as a centralized service for advice, as well as a forum for tackling negative press (unfortunately the site was not accessible when this research was being done) (Xaba, 2001:18).

CASE STUDY FOUR

BRAZIL

Perceived problems of crime, as in the Mexican case, stem from those few areas where tourism is most heavily concentrated: Copacabana, Ipanema, Leblon and Rio de Janeiro. Tourism authorities have opted for a direct approach to the issue of criminality, and have worked with police authorities to mount 24-hour patrols in these tourist areas (police personnel as well as wardens employed by the tourism authorities). Tourist officials claim that crime over the period since 1996 has dropped by 20% in areas that have been patrolled. In a recent survey, the major complaints by tourists were (in order) the poor telephone system, crime, poor public transport and confusing tourism signage. Crime was second on the list, whereas in the early 1990s it was at the top (Post-intelligence news service, 1998; Xaba, 2001:19; British Airways Travel Clinic, 2002).

CASE STUDY FIVE

KENYA

Kenya, like South Africa, has placed a great deal of emphasis on tourism in its current national economic development strategy. Since the mid-1990s there has been an expansion of tourism facilities, yet in terms of arrivals, Kenya is failing to keep pace with many other African countries. Apart from external factors such as stiffer competition, Kenya's tourism profile has been affected by perceptions of internal political instability as well as criminal activity against tourists.

The Kenya Tourist Board (KTB) is relatively new, having been established in 1996 to market the country both domestically and internationally. It embarked on a tourism recovery programme, choosing to concentrate efforts on advertising and promotion. It has been active at international trade fairs and conferences, and has actively encouraged diversification within the sector, such as new destinations within the country (Ondicho, 2000).

The KTB has also attempted to establish a forum with other tourism-related bodies in Kenya to improve communication and co-ordinate marketing efforts. The government (as in the case of Indonesia above) has embarked on a programme to become more tourist-friendly: waiving visas for short stays, expediting visa applications and liberalizing foreign exchange controls. It has also set up a dedicated tourism police unit, and game rangers have received special training in tourism safety. Measures to ensure the long-term sustainability of tourism include new environmental protection legislation and a major road repair and construction programme. Finally, in an effort to enhance competitiveness, Kenya has signed a co-operation agreement with a number of other East African countries to work together regionally in marketing campaigns (Ondicho, 2000; Xaba, 2001:19).

CASE STUDY SIX

UNITED STATES OF AMERICA (USA)

FLORIDA

The state of Florida was branded as 'a state of terror' in the early 1990s, following a series of murders of international tourists from Canada, Germany and the United Kingdom. From 1992 to 1994, ten tourists were killed; following these events hundreds of media stories were generated. Visitor numbers declined by about 9% as a result, even though in 1994, only a seven-hundredth of one percent of tourists were even physically injured in criminal attacks, according to the Florida Department of Law Enforcement. Clearly tourists' perceptions of crime, and fear of crime, played a major part in the decline.

Many actions were taken in the wake of these attacks, in order to reassure tourists. They included:

On the part of law enforcement agencies:

- The institution of community policing programmes, deploying special Tourism Crime Prevention Officers.
- Institution of a Tourist Robbery Abatement Programme (TRAP) to focus on areas where tourists were particularly at risk, e.g. around Miami International Airport and connecting motorways.
- Creation of the South Florida Violent Street Crime Task Force specifically to patrol tourist areas.
- Stepping up prosecutions by means of a 'fly-back' programme for victims of crime, to assist with enquiries, identification and court evidence.
- Increased severity of prison sentences.
- The opening of nearly 21 000 new prison beds.
- The termination of the system of early release for prisoners.
- A concerted effort to deal with juvenile crime.

Other agencies participated in the following ways:

- Car rental companies ceased to display any stickers or insignia indicating that a vehicle was rented.
- The Greater Miami Convention and Visitors' Bureau published a detailed safety brochure in many languages.
- Local authorities improved signage, including logos, which visitors of any nationality/language might understand, especially on motorways, around car rental companies and beaches.
- The hospitality industry body has launched a scheme of monetary rewards for those who come forward with evidence of tourism-related crimes leading to convictions (**WTO, 1997 & Xaba, 2001:20**).

NEW YORK

New York by the early 1990s had acquired a reputation as a generally unsafe city for tourists. Although there had been no spate of murders, as in Florida, tourists as well as local residents were thought to be increasingly vulnerable to robbery, muggings and assaults. In 1993, the incoming mayor, Rudolph Giuliani, instituted a series of policies to eradicate crime in New York. Through the 1990s, crime statistics have shown a downward trend, and tourism statistics an upward trend.

The measures taken to eradicate crime included some of the toughest crime legislation ever seen. The most publicized were the 'zero tolerance' campaign (even small misdemeanours punished) and the re-institution of the death penalty in New York State. Others included:

- Sentencing reform: longer sentences for violent crimes.
- Car-jacking made a felony.
- Legalizing the use of Mace and similar self-defence sprays.
- Allowing victims an increased voice at sentencing.
- Tougher drug-control measures.

In order to ensure the success of these greatly increased law enforcement and judicial powers, widespread corruption in the police department was rooted out (**US Consulate Travel Advice, 2002**).

Tourism organisations were more directly involved in a major publicity campaign – perhaps the most successful ever achieved for a destination: the 'I LOVE NY' campaign. This was largely funded by the New York State Assembly, at the rate of around \$11 000 000 per year in the period 1994 to 1998 (**Anon, 1997; Xaba, 2001:21**).

CASE STUDY SEVEN

NORTHERN IRELAND

The long period of sectarian violence destroyed much of the tourism industry in Northern Ireland. 'The Troubles' lasted from the mid-1970s to the late 1990s. Tourist arrivals dropped sharply in the mid-1970s and only recovered to levels of the early 1970s in the early 1990s. Since the late 1990s and the declaration of an IRA ceasefire, there has been steady growth. Ongoing peace talks for all intents and purposes have ended the main violence, although they

have not resolved all the political issues. Yet even with the cessation of open hostility, in image terms people still associated the province with 'the bomb, the bullet and the IRA'.

In 1997, the Northern Ireland Tourist Board initiated a strategy to rebuild tourism. (**Northern Ireland Information Service, 1997**). Specific points in the strategy included:

- A major market segmentation exercise.
- The implementation of a new approach to regional marketing.
- A drive to improve visitor information throughout the province.
- The implementation of a communications strategy.
- Closer partnership between the Tourist Board, the industry and district councils.
- Greater co-operation with the Republic of Ireland, leading to the formation of an island-wide marketing body.

By 1999, the tourism industry had recovered to the extent that there were 310 000 visitors, who spent a record £255 million. Tourists represent a very small proportion of total visitor numbers to Northern Ireland: most of the 1,64 million visitors are on business or visiting families across the border. Most tourists also come from the Republic of Ireland (**Xaba, 2001:21**).

CASE STUDY EIGHT

SOUTH AFRICA

The general National Crime Prevention Strategy

At a national level there are a number of safety and security initiatives that are in place, and a number are in the process of being implemented. These initiatives generally filter down to provinces. Important to note is that there are different focus areas to different provinces, for example in the Western Cape Province the main focus may be on combating gangsterism on the Cape Flats, whereas in Gauteng the focus may be on dealing with other forms of violent crime, such as hijackings. That is why different localities have different safety strategies.

Table 3.1: National government safety initiatives

THE MAIN NATIONAL GOVERNMENT INITIATIVES TO DEAL WITH CRIME AND TO ENCOURAGE SAFETY AND SECURITY IN SOUTH AFRICA	
• The South African Police Service according to the National Minister of Safety and Security is the main force in the national government's overall strategy to decrease	

levels of crime in the country
• In a drive to improve service delivery, R410 million has been allocated to the upgrading and modernisation of the SAPS vehicle fleet
• R155 million has been allocated to the erection and purchase of police facilities. 88 new police stations will be built and 320 additions will be made to existing police stations. The increase in the number of police stations will promote access by the public to policing and service delivery.
• A new curriculum and training program have been developed for crime prevention. This programme is currently being piloted, and all members involved in crime prevention will receive the new training.
• A national Rapid Deployment Stability Force had been established by 31 October 2001 for deployment in all provinces. The Rapid Stability Force is supported by the South African National Defence Force and 43 SAPS intervention units.
• Air-supported reaction units were being established in Gauteng. This was extended to the Western Cape, KwaZulu-Natal and the Eastern Cape by October last year. These units act as quick response units to incidents of serious and violent crimes, such as vehicle hijackings and for air surveillance purposes. Helicopters are linked to highway patrol, flying squad and unit vehicles to ensure an integrated reaction capacity between air and ground units. Satellite tracking systems will be installed in all SAPS aircraft to extend the capacity to deal with hijackings and vehicle theft.
• Partnerships between government and People Against Crime – the emphasis is on reducing the demand for stolen property. The mass mobilisation campaign has started in Gauteng and will be rolled out to the other provinces in the near future.
• The President signed the Firearms Control Act in April 2001. R27 million has been allocated for the implementation of the Act. In terms of this Act, certain “Gun Free” zones will be announced. These zones will be areas that are traditionally plagued by violence involving the use of firearms (Anon, 2001:111-113).

During June 2000, the National Commissioner of the SAPS and top management expressed dissatisfaction with the unreliability of crime statistics. The Commissioner then instructed that the gathering of statistics be reviewed in its entirety to optimise operational planning. The Minister of Safety and Security then imposed a moratorium on the release of crime statistics on 20 July 2000.

A task team was appointed with target dates extending to mid-2001. The task team discovered that most of the problems existed at grass-roots level, like incorrect entering of crimes into the system, for example, entering crimes in the wrong geographical areas on the system or using incorrect crime codes.

By February 2001, more than 3000 members had been trained in the capturing, extraction and analysis of crime information as part of the implementation plan. Standardized crime definitions and counting rules had also been developed. Additional civilian members were employed at key police stations to assist with the capturing of crime-related data.

The relevant information technology systems are being improved in areas such as user-friendliness, integration with other crime-related systems, crime codes and geographic reporting blocks. Additional workstations were used in 2000 to acquire the Crime Administration System.

The above initiatives are mostly based on general safety and security. It is therefore important also to focus on different tourist-related safety and security initiatives.

Tourism-specific safety and security initiatives

A national draft document on Tourism Safety and Security was presented at the Tourism Business Council of South Africa's (TBCSA) 2001 Annual General Meeting. The document included a number of key issues for South Africa, namely:

- The development of a well-planned policy that deals with all aspects of tourist-related crime and involves all role-players in such a fashion that action taken and policies adopted are sustainable into the future.
- Addressing the concerns of potential tourists and training steps to ensure that crimes are reported in a balanced and non-sensational way.
- Setting up a National Tourism Safety and Security Body, which will be repeated on a provincial and city level and which will involve senior role-players. The body will have the necessary funding and power to address the relevant areas of concern and will report to stakeholders on a regular basis. Areas of responsibility of the National Tourism Safety and Security Body will include:
 1. Statistical analysis.
 2. Crime prevention and investigation.

3. Victim empowerment.
4. Media liaison, information and marketing.

The objective of the action plan is to dispel fear, create a feeling with tourists and potential tourists that South Africa is as safe as any other international destination, that steps are being taken to prevent crime against tourists and, where tourists have been victims of crime, that the crime will be properly investigated, that prosecution will take and that the victim will be empowered to resume a normal life as quickly as possible (Anon, 2001; O'Sullivan, 2000).

There are also a number of safety and security initiatives at provincial level to deal with the issue of tourist safety. The Western Cape, Mpumalanga, Gauteng and KwaZulu-Natal are leading the way in this regard.

THE WESTERN CAPE AND CAPE TOWN

A Tourism Assistance Unit was established in the Western Cape in 1991. The Unit, which falls under the South African Police Service, is not located in a police station, but is housed in a separate office where tourists can get assistance in a less harsh and official environment. The Unit has been staffed by three officers, but due to human resource constraints, it is to be downscaled to one officer.

The Unit plays a co-ordinating role for the Province as a whole. Each police station in the Western Cape has a tourist co-ordinator. The Tourism Assistance Unit works in close liaison with these local co-ordinators. The tourist co-ordinators are in touch with local tourism information bureaus (publicity associations), which notify the police tourist co-ordinators if a tourist group, or an influx of visitors, is expected in an area, so that an enhanced police presence can be organised. The tourist co-ordinators at police stations are equipped with translated forms that provide the elements of a basic statement in a number of different languages. In the event of a criminal incident or an accident involving a tourist, the form can be used to take a statement and open a case.

The Tourism Assistance Unit will be informed in the event of an incident or accident involving a tourist. The Unit will, in turn, inform the relevant embassy or consulate (**Western Cape Tourism Information Centre, 2002**).

The Tourism Assistance Unit is in constant communication with the Western Cape Tourism Board, and will be informed in advance of high profile tours coming in. The Unit is also informed when passenger liners dock in Cape Town. The Unit can then ensure an enhanced police presence in relevant areas, and additional security on key routes. Township tours are an important attraction in the Western Cape. Tourism information bureaus in the townships are in contact with tourism co-ordinators at local police stations, as is the case for other areas. Again, if big groups are expected, police presence can be stepped up.

The Unit has an officer on twenty-four hours standby, who can be contacted by local police stations in the event of tourists being the victims of an attack or an accident. (Standby duty lists for the Tourism Assistance Unit are posted at all police stations.) If, in cases where a tourist is a victim of a criminal incident, an arrest is made, the tourist is able to testify before leaving the country.

The Tourism Assistance Unit collects statistics on criminal attacks against tourists. All incidents recorded at local police stations are forwarded to the Unit. With the assistance of Wesgro (the Western Cape investment agency), the Unit also collects statistics on the number of people entering the Province. The statistics are used for internal planning and deployment purposes (Xaba, 2001:22).

The police in the Western Cape have a special hotline (in addition to the standard emergency number) that tourists can call if they have been victims of an accident or of a criminal incident. This number is advertised through the media.

A Safety Forum has been established in the Western Cape by the Department of Safety and Security. This body, which comprises representatives of all stakeholders in the tourism industry (tourism organisations, the chamber of commerce, provincial government departments, local government and investment bodies), is chaired by the Provincial Tourism Directorate and meets on a monthly basis to discuss safety issues. At these meetings, presentations by the Commissioner of Police provide an update on the security and safety situation for all tourism stakeholders. Members of the Forum take responsibility for monitoring embassy and consulate web sites. If inaccurate information is being provided, or if a negative image is being projected, then South African embassies and consulates are requested to respond. South African Tourism is also asked to take action. One of the main purposes of the Forum is to ensure that there is a common perspective and a common voice on safety and security issues in relation to tourism.

In the event of an incident, the Forum can be called up very quickly to formulate a position and strategy, and to issue a joint statement.

The Tourism Chief Directorate in the Department of Economic Affairs, Tourism and Agriculture has a toll-free complaint line solely geared to tourists as consumers. Tourists who feel that they have been the victims of unethical business practices, or who have experienced any other difficulty as consumers, may call this number, which is advertised in the South African Airways in-flight magazine. The toll-free number is to be advertised more widely in other magazines and in newspapers in the future. The Tourism Chief Directorate also has a support programme for tourists who have been the victims of a criminal attack. In such instances, the Chief Directorate would assist in finding accommodation, should this be necessary. It would also assist victims to make contact with the relevant embassies or consulates (Xaba, 2001).

There have been a number of significant interventions around safety, security and cleanliness in Cape Town. One of the most important has been the establishment of a Central Improvement District. This is founded on a partnership between business and local government for more effective management of the central area, and involves an agreement on the part of businesses to pay a levy (over and above normal rates) for additional services and an enhanced police presence (foot and horse patrols). (The concept is very similar to the Urban Improvement Precincts that are being established in Durban.) A second important intervention is the Closed Circuit Television system monitored on a twenty-four hour basis. This was initiated by Business Against Crime, and has subsequently been taken over by the municipality. Private security companies are contracted to monitor the system. A third initiative has been community policing through which businesses contract with unemployed police reservists to patrol and monitor their areas. This system is in operation in the Central Business District and beyond.

Cape Metropolitan Tourism has intervened proactively in crime issues through industrial theatre. A play promoting the economic benefits of tourism and focusing on the negative impacts of crime on the industry was written and put on as street theatre throughout Cape Town. The approach, while positive, has been hard-hitting, with a powerful emphasis on citizen responsibility for safety and cleanliness. Cape Metropolitan Tourism has also 'marketed' the critical need for a safe pristine environment to attract tourists on radio, and is planning to take the industrial theatre through the schools. The message that Cape Metropolitan Tourism has tried to get across to the citizens of Cape Town is that tourism is everybody's business, and that a safe and clean environment is a precondition for a successful tourism industry.

The Department of the Environment has instituted clean-up campaigns in the Province. A number of government departments (including the Department of Economic Affairs, Agriculture and Tourism) have been co-opted onto a committee to oversee these campaigns (Xaba, 2001:22).

- According to recent reports, R6,7 million will be spent by ACSA on a security upgrade at the Cape Town International Airport
- New safety measures will complement existing measures, consisting of closed-circuit television cameras that are strategically placed in and around the airport.
- There is a special crime squad that patrols the parking area.
- It is envisaged that a comprehensive traffic control management plan will be implemented in the near future.
- The Provincial Department of Tourism is in the process of finalising a framework for the development of a communication strategy with regard to tourism safety and security (Anon, 2001).

GAUTENG AND JOHANNESBURG

The Gauteng Tourism Authority is attempting to ensure the alignment of institutions involved in tourism development. An aspect of institutional alignment is a proposed partnership with the Department of Safety and Liaison, and with the Police Commissioners to manage tourism safety at a provincial level. The proposed roles and responsibilities of the partnership are reflected in the table below (Xaba, 2001:24).

Table 3.2: Tourism safety and security

PROVINCIAL GOVERNMENT	METROPOLITAN AND DISTRICT MUNICIPALITIES
The Gauteng Tourism Authority in partnership with the Department of Safety and Liaison and the Police Commissioners will establish and manage a provincial tourism safety partnership.	Local tourism authorities must lead the establishment of local tourism safety programmes in collaboration with local business, the South African Police Services and communities.

This Partnership will take responsibility for developing tourism safety and will: • Develop a Tourism Safety Manual to act as training tool for police and emergency personnel • Identify and list individuals and organisations involved in tourism safety initiatives • Accredite individuals and organisations involved in tourism safety initiatives • Create and manage a database of safety initiatives (made available to police services) • Create and manage a database of volunteers and Victim Support Groups (VSG). • Assist volunteers with sponsorship, i.e. cell phones, uniforms, identification cards etc. • Regularly liaise with Embassies and Consulates • Liaise with hotel and airline groups for victim assistance, i.e. settlement of bills, change of airline bookings. • Establish a list/database of translators to assist. Conditions: To be conducted in close consultation with relevant departments, local authorities, communities, police commissioners, victim support groups, volunteers, embassies and consulates.	Conditions: Should consult and involve local community and the South African Police Services. Must link with the provincial tourism safety partnership.
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(Source: Gauteng Tourism Authority Draft Document, 2000).

In Johannesburg, there have been a number of successful initiatives to promote safety and security, and to combat crime. The Safer Cities Greater Johannesburg Metropolitan Council partnership was created by Safer Cities of Greater Johannesburg to develop a strategy for the Metro. This Partnership existed for 6 months during the strategy development process and had a two-tier structure – a board comprised of more than 80 organisations from a wide range of sectors, and a steering committee of 25 representatives to advise on strategy development.

In an initiative similar to the initiatives in Cape Town (mentioned above) and in Durban, partnerships have been created in the inner city (Business Improvement Districts), through which revenue generated through an agreed increase in rates is used to enhance security and extend cleansing services. This initiative has been most successful in areas where property is owned by big companies and by provincial government, and less successful in areas where there is a proliferation of smaller businesses unable to afford additional rates. In an attempt to address congestion on the pavements even in these areas, dedicated informal trading areas (city markets) are being established.

Johannesburg has recently introduced security cameras (CCTV). The cameras are managed by the same company that manages the system in Cape Town. This has been very successful in reducing levels of crime. The response time for an incident is now less than two minutes. Very recently, a metropolitan police force was established in Johannesburg. The metropolitan police have focused on reducing traffic congestion and congestion on the pavements due to informal trading. The introduction of a metropolitan police service has had an enormously beneficial effect.

This wide variety of case material contains many possible strategies that tourism authorities might adopt in combating negative perceptions. These strategies range from aggressive marketing and destination promotion to creating tourist-friendly environments, through serious and stringent reform to policing and criminal justice systems. Yet, it will not be able to adopt all these strategies in South Africa because of South Africa's commitment to the development of tourism, and given that extensive travel is fundamental to a South African experience (Xaba, 2001:24).

- The Gauteng Tourism Authority has plans to appoint a tourism safety manager.
- The manager will largely be responsible for raising tourism safety awareness.

- The manager will also be responsible for managing and leading safety and security projects.
- The manager will further be responsible for developing and implementing initiatives for tourism safety.
- The manager will be establishing partnerships in support of tourism safety projects too.
- The Gauteng Tourism Authority has put in place a number of projects to increase tourism safety, namely the Tourism Safety Ambassador Project, which calls for youth involvement in raising tourism safety and security in their respective communities and regions.

MPUMALANGA

- The Mpumalanga Tourism Authority has formed the Lowveld Area Priority Committee for Tourism.
- The objective of this committee is to counter potential attacks on tourists who visit Mpumalanga.
- The Committee is a cross-border forum that consist of the Mpumalanga Tourism Authority, law enforcement agents and tourism business operators.
- The committee meets on a monthly basis to strategise and operationalise crime prevention and management measures to ensure the safety of tourists to the province.
- To complement the Lowveld Area Priority Committee for Tourism, the Provincial Tourism Directorate has developed an awareness campaign aimed at educating people about tourism (**Mpumalanga Tourism Authority, 2001**).

KWAZULU-NATAL

- There are approximately nine organisations dealing with tourism safety and security in the greater Durban area.
- A lack of co-ordination among these organisations is currently being addressed.
 - ❖ Tourism KwaZulu-Natal has commissioned research into the perceptions around crime and the influence of these perceptions on both foreign and domestic tourism to KwaZulu-Natal. Some suggestions of the research include the following:
 - ❖ A message should be sent to the international tourism trade, marketers and consumers that the problem of crime is being addressed in an aggressive and efficient manner.
 - ❖ Particular areas of the beachfront should be concessioned to commercial entities, who would then be responsible for security there.

- ❖ The creation of a red-light district in an effort to contain prostitution and drug peddling in a specific area (KwaZulu-Natal Tourism Authority, 2000).

NORTH WEST

The North West has recently (2002) launched its safety and communication, strategy, which is a response mechanism for reacting to any form of attack on a tourist. This strategy also deals with aspects such as how best to communicate with tourists and the industry in case of an emergency.

3.3 SOUTH AFRICA'S SAFETY STRATEGY VERSUS THE REST

It is important to formulate strategies and safety tips which could assist all countries across the world, with consideration of the particular country's commitments to tourism and the specific needs of each country. In some of the case studies examined there are comparisons between South Africa's safety strategies and those of other localities. Presented in Table 3.3 below is South Africa's safety strategy in comparison to those of other countries.

Table 3.3: South Africa's safety strategy in comparison to those of other localities

LOCALITY	COMPARISONS OF SOUTH AFRICA'S SAFETY STRATEGY AND THAT OF DIFFERENT OTHER LOCALITIES:	BENEFITS AND CONSEQUENCES FOR SOUTH AFRICA
JAMAICA	Jamaica implemented a policy of enclave development as safety strategy.	- This type of development may contribute to the safety of tourists, but South Africa does not lend itself to it. - A consequence of this type of development is that it restricts movement of tourists.
INDONESIA	The strategy implemented by Indonesia was to launch a high-profile publicity campaign which included:	South Africa's strategy does not make provision for hosting a "free day" for international visitors. It could

	campaign which included: 1. Hosting a free day for international visitors. The international visitors in Indonesia received free accommodation, food and souvenirs for that specific day. 2. An image-driven campaign of advertising, public relations and co-operative trade marketing was launched • An attempt to institute a more "user-friendly" policy towards tourism development was initiated.	contribute to attracting more tourists, but it is not clear what the financial implications would be. • South Africa's Tourism Welcome campaign is currently primarily responsible for public relations, trade marketing and awareness programmes. • South Africa's strategy also currently provides a well-planned policy that deals with sustainable tourism development.
MEXICO	• A web site devoted to tourist safety was implemented in Mexico • A forum for tackling negative press	• This already exists in South Africa and seems to be effective in terms of promotion. • A similar forum exists in South Africa.
BRAZIL	• Brazil initiated a strategy for 24-hour patrols in tourist areas.	• South Africa's safety strategy currently makes provision for 24-hour patrols in tourist areas. An example of this is in Durban and Cape Town. • More visible policing also contributes to tourism safety.

KENYA	• Kenya's strategy has seen to it that game rangers also receive special training in tourism safety.	• This is not currently incorporated in South Africa's strategy, and could be helpful.
FLORIDA	• A programme which focuses on areas where tourists may be at particularly high risk, for example airports. • Initiation of a violent street crime task force that patrols tourist areas. • A "Fly-back" programme was initiated in Florida for victims of crime, to assist them with enquiries, identification and court evidence. • The severity of prison sentences was increased, and early release for prisoners could be terminated as well. • Detailed safety brochures must be published in many languages and must be available at each front desk of hotels, lodges, guesthouses, airports and even restaurants, and at car	• South Africa could also launch a programme which focuses on areas where tourists may be at particularly high risk, for example airports. • South Africa can also attempt to initiate a violent street crime task force that will patrol tourist areas. This will minimise the impact of crime on tourists. • A "Fly-back" programme already exists in South Africa for victims of crime, to assist them with enquiries, identification and court evidence. • Harsher sentences can be implemented and parole can be terminated. • Detailed safety brochures published in many languages and the availability of those at each front desk of hotels, lodges, guesthouses, airports and even restaurants is something that should be

	even restaurants, and at car rental companies. Tour operators as well as tour guides can also be part of distributing these brochures to tourists. • In the case of Florida, local authorities improved signage, including logos, which visitors of any nationality/language could understand, especially on motorways, around car rental companies and beaches. • Florida made provision for a scheme of monetary rewards for those who come forward with evidence of tourism-related crimes, leading to convictions.	implemented in South Africa. Many tourists do not often receive brochures like this during their stay at an hotel, guesthouse or lodge, or at car rental companies. Tour operators as well as tour guides can also distribute brochures to tourists. • This is not current policy in South Africa. • This strategy is in place.
NEW YORK	• New York implemented longer sentences for violent crimes. • Car-jacking was made a felony.	• Sentences should be harsher for violent crimes. • In South Africa this is already the case. • Self-defence sprays are also

	• New York legalised the use of self-defence sprays. In the case of New York victims are allowed an increased voice at sentencing if the victim is willing.	legalised in South Africa. • This is currently not implemented in South Africa. In most cases the victim is too traumatised.
NORTHERN IRELAND	• Northern Ireland initiated a strategy to improve visitor information throughout the province, as well as an awareness of a safety task team.	• This can also be revised in South Africa's strategy. Many people in the local community as well as tourists are not aware of the existence of a safety task team.

From the above it is clear that there are some comparisons regarding the different safety strategies between South Africa and the localities in the case studies and there are some strategies that are not yet implemented in South Africa which could make a further contribution to minimising crime, and the risk of tourists becoming victims of crime. Although there are many strategies that can be adopted from other countries, it is also important to remember that the strategies adopted may not necessarily work effectively for the country adopting the strategies.

It is therefore important for the safety strategies implemented to be effective and to provide in the needs of that specific country or locality. To ensure the effectiveness of a safety strategy, the guidelines below may be followed.

3.4 GUIDELINES TO CONSIDER WHEN FORMULATING A SAFETY STRATEGY OR INITIATIVE

- **A co-ordinated and consistent approach to safety and security**

The local safety and security environment is characterised by diverse, very different, but potentially effective initiatives to fight crime. These initiatives must emerge from government through, for example, the Safer Cities Project, Urban Improvement Precincts, spatial planning for safe corridors and areas, and dedicated efforts to secure safety around major events, as well as from specific interest groups (Business Against Crime, and Traders Against Crime) (KwaZulu-Natal Tourism Authority, 2000).

A key issue with regard to these initiatives is that they are currently unco-ordinated. Another difficulty is that many initiatives tend to be project-based. The focus is on a conference, an event or a holiday period. Efforts tend to dissipate once the event or holiday has passed. So, the importance of a consistent as well as a co-ordinated approach should be emphasised.

- **Access to and reconfiguration of police statistics**

The reason stated for the moratorium on crime statistics was that statistics were being wrongly reflected. (For example, a robbery in a taxi was reflected as a cash-in-transit heist.) This is the reason why there is a requirement for relevant information and data on crime generally, and on crime against tourists specifically. This is a critical baseline for lobbying for change, and for key tourism-related interventions.

Better ways must be discussed with the SAPS in which information about crime is categorized and captured. In particular, it is really important to get a grasp of crime against tourists in order to understand the impacts this may be having. Consider the following, for example: Are crime statistics broken down according to whether the victim is a local or a visitor? Can one correlate the type of crime in mass tourism destinations with the type of victim (tourist or local resident)? Are tourist victimisation rates influenced by visitor density levels (that is, are crime rates higher overall during peak tourism months)? Small changes to data entry lines may be all that are needed to get a far better idea of these issues (Xaba, 2001:39,40).

- **Establishing a tourism forum for discussion and action**

There should be a Tourism Forum for each Province that includes all stakeholders and representatives from relevant departments. This Forum should focus on crime issues, and identify steps that should be taken by government departments, by local government and by stakeholders represented in the Forum. The Forum should have political legitimacy and authority, and a high profile. For this reason, it should be chaired by the mayor of each city, and should include ministerial representation (KwaZulu-Natal Tourism Authority, 2000).

O'Sullivan (2000) is of the opinion that there must be a National Tourism Safety and Security Body, which will be repeated on a provincial and city level, and which should include the most senior role players. This body must have the necessary funding to address the relevant areas of concern and report to the stakeholders on a regular basis, so that all interested parties are kept up to date with developments. This body must consist of the following participants:

The suggested participants at national level are:

- ❖ Director-General Tourism (representing government tourism).
- ❖ Director-General Foreign Affairs (representing embassies and missions).
- ❖ Director-General Safety and Security (representing government (security)).
- ❖ Director-General Justice (representing the judiciary).
- ❖ Commissioner of Police (crime prevention and investigation, and statistics).
- ❖ Chief Executive Officer SATOUR (South African Tourism) (marketing and statistics).
- ❖ Chief Executive Officer TBCSA (Tourism Business Council of South Africa) (representing tourism business).
- ❖ Chief Executive Officer of a suitable victim empowerment non-governmental organisation (NGO).
- ❖ Editors in Chief of National Newspapers.
- ❖ Chief Executives of Television Channels.
- ❖ Chief Executive Officer of the (to be established) National Tourism Safety and Security Body.

The suggested participants at provincial level are:

- ❖ Provincial Director-General Tourism
- ❖ Provincial Director-General Safety and Security/Justice
- ❖ Provincial Commissioner of Police
- ❖ Chief Executive Officer of the Provincial Tourism Board
- ❖ Representatives of tourism businesses
- ❖ Officer of a suitable victim empowerment NGO
- ❖ Chief Executive Officer of any city tourism authority(-ies)

The suggested participants at city level are:

- ❖ City Director-General Tourism
- ❖ City Director-General Safety and Security
- ❖ City Commissioner of Police and Metropolitan Police (if any)

- ❖ Chief Executive Officer City Tourism Board
- ❖ Representatives of tourism businesses
- ❖ Officer of a suitable victim empowerment NGO
- ❖ Representative of any local tourism agency
- ❖ Manager of the city airport (where relevant)

Major destinations should also have a Tourism Safety and Security Committee, which should include:

- ❖ Local police commander
- ❖ Tour operators
- ❖ Destination manager

- **Liaising with the safety and security system**

A number of interventions with regard to existing police co-ordinating structures must be possible.

- **Promoting a better understanding of tourism within safety and security systems**

It is important to liaise with structures to promote a better understanding of the economic significance of tourism. For example, tourism promotion through the SAPS internal communications systems (video and print) could help effect a shift in police awareness and attitudes. Similar initiatives could be undertaken through the internal systems of the Metropolitan Police. Tourism authorities could help the police make a video for members of the police service on the implications of crime for the tourism sector. The video should outline the importance of tourism for economic growth, with a specific focus on the significance of the sector for job creation. The police could shoot this video, but would require information and input (for example, the relative economic weight of the tourism sector, the ratio of capital expenditure to job creation, and patterns of expenditure of both international and domestic tourists) (ISS, 2001).

The South African Police Service has its own internal publication. Tourism authorities could take out a series of pages in this paper for articles on the economic significance of tourism and the negative impact of crime on the sector (Xaba, 2001:41).

- **Instituting dedicated mechanisms for dealing with criminal attacks against tourists**

What makes tourists vulnerable to criminal attack is the perception that crimes against tourists cannot be dealt with effectively because the wheels of the criminal justice system turn so slowly, and because systems of detention are inadequate. The tourist is unlikely to be able to testify except in very serious cases. Thus there needs to be a streamlined system for dealing with offences against tourists. The climate within both SAPS and the Metropolitan Police would be receptive to such an approach. There is already some sort of provision for fast-tracking cases of crimes against tourists, but this needs to be formalised, and all stakeholders need to be brought on board. (Dedicated assistance to tourists enabling appropriate action to be taken in the event of an attack is a basic recommendation of the World Tourism Organization (WTO, 1997).

- **Marketing safety and security services**

As safety and security and criminal justice services are put in place for tourists, the responsibility should be taken (in collaboration with other bodies) for promoting and marketing these. If people are unaware of services, these services cannot be used.

- **Liaising with the community policing board**

Broad issues around the safety and security of tourists should be discussed with the Provincial Community Policing Board. A broad strategy for working with Community Policing Forums around tourist safety should be worked out.

- **Liaising with communities for an area-based approach to safety, security and cleanliness**

Communities have the capacity to assist in ensuring the safety of tourists in particular localities. Communities can also help ensure that prime tourist destinations are kept free from pollution. On the basis of discussion with the Provincial Community Policing Board, liaison with communities should be orchestrated through Community Police Forums. Ultimately, all the prime destinations in the province could be targeted. Workshops should be held with traditional leaders and traditional communities (Xaba, 2001:42).

- **Liaising with politicians and government officials to promote crime-free environments**

Councillors and government officials need a better understanding of the economic benefits of tourism. There is a need for education with regard to the importance of tourism, and with regard to the negative impact of crime on the industry. A document should be put together which

includes material on the negative impact of crime, and should promote the importance to tourism development of a safe, clean environment.

- **Liaising with the media**

Negative reporting is a difficult issue. The media have a responsibility to inform the public. On the other hand, the consistently negative slant that is given to crime against tourists, and in some instances to health issues, inflicts considerable damage on the tourism sector. Tourism authorities must play a more proactive role in this context, first by campaigning for a more responsible practice in crime and health reporting with media editors and programme directors, and secondly by releasing own material on crime and health in general, and on any specific incident or occurrence. This material should be aimed at emphasizing proactive approaches and successful interventions.

To build and maintain good relations with the media, periodic workshops around reporting practices and reporting of particular issues (including health issues) should be held (**Worrall-Clare, 2000**).

- **Facilitating flows of information for effective planning around events, conferences and exhibitions**

Information flows with regard to key events, conferences and exhibitions is critically important if visitors are to be kept safe. It should be noted that the South African Police Service is more than willing to provide a service – briefing visitors to events and conferences, for example, and ensuring an enhanced police presence in designated areas. But the police need to know exactly when events are planned so that preparations can be arranged to make an intervention. The police do have an arrangement with the Durban International Convention Centre whereby they are informed well in advance of every function where foreign visitors will be involved. This arrangement needs to be expanded and formalized for all events, conferences and exhibitions.

A co-ordinating committee around events and conferences should be established to ensure consistent safety and security planning. The proposed Tourism Forum could be used as a basis for establishing a committee for forward planning around events and conferences.

A recent example of a missed opportunity for reaping the benefits of a police presence is that the police were not involved in the 2000 Tourism Indaba. The exhibitors at these events need to be briefed. A police presence at the Indaba, and a police contribution in terms of safety and

security issues, would enhance confidence to participate in the South African tourism market (Xaba, 2001; KwaZulu-Natal Tourism Authority, 2000).

- **Assisting tourists to deal with matters of safety and security**

It is cold comfort to a tourist victim of crime to ask why this victim had carried a large amount of cash, or why the victim went out alone at night, or to say that, according to statistics, tourists are actually safer in the victim's city than in, London or New York, for instance (O'Sullivan, 2000).

In these cases, what is needed is a comprehensive 'victim empowerment' programme, that will help the victim get over the trauma and facilitate as quickly as possible a return to normal living.

The nature of the programme therefore recommends that the existing NGOs be empowered to run this programme with the financial assistance of the national government, delegated by the provincial government, or the provincial tourism safety and security body.

- The following steps can be implemented as a bare minimum, to meet the role of a country that cares about its tourists (McIntoch et al, 1995):
 - ❖ Because of the real possibility that some persons may 'cry wolf', such as the New Zealand back packers that made fools of the South African tourist authorities and the world media in 1998, the services of an auditor should be obtained to randomly vet suspicious allegations. The police would be best suited in this case to call for further examination by such a service provider, which should be carried out in a sensitive way.
 - ❖ In cases where a traveller cannot continue with a journey, the hotel industry should provide free accommodation for a reasonable period, in the same type and quality of hotel that the victim was staying in. The hotel industry should be called upon to do this as 'their bit'.
 - ❖ Tour operators in the region where the crime was committed should be entered on a list of 'volunteers' that would transport a victim to and from the hotel, the police station, the clinic and the embassy. The list should operate on a rotating basis and after-hour numbers should be provided for when it is their turn to be 'on call'. It is unlikely that tour operators will be called upon frequently, and it should be seen as their way of making a contribution to their industry.
 - ❖ The major retail companies should be called upon to provide 'tourist emergency vouchers'. These vouchers, which would only be offered by the relevant NGO to

verifiable cases where all a tourist's belongings have been stolen, would entitle the holder to a predetermined value in clothing, luggage and toiletries (O'Sullivan, 2000).

- ❖ There must be a facility to call upon trained councillors in the case of trauma. Only the NGO handling the victim will be able to determine this requirement. However, the service needs to be available 24 hours a day. There are already many crime victim counselling services available, and it may be a case of simply bringing the relevant role players together.
- ❖ The administrative burden placed on a tourism victim of crime can be harrowing. The victim may be without vital information, and in need of replacing passports, travel tickets and booking vouchers, cancelling and replacing credit cards and travellers cheques and, in some cases, rescheduling flights. In the worse cases, they may even have to arrange to fly the body of a loved one back home.

The above-mentioned administration needs to be carried out by the victim with the assistance of a person who can understand the procedures to be followed and the pitfalls along the way. Local travel agents are connected with most embassies and airlines and should be called upon to provide such a service in all major centres. Again, they could be doing this as "their bit".

Where necessary, the local embassy should be called upon to provide interpreting services to assist in the procedure.

- National government should finance the cost of repatriation of remains of any tourist murdered in South Africa.
- Any tourist laid over whilst waiting for replacement credit cards, travellers cheques or travel tickets should be provided with the opportunity to go on free tours, the cinema and the theatre so that the victim does not have to spend time confined to a hotel room. By this stage it is hoped that the victim has been counselled and will be able to enjoy the wait.
- Should an arrest have been made and the prosecutor have determined that the victim's evidence is the cornerstone of a successful prosecution, the victim should be flown back to South Africa for instance to give evidence in such a trial, after which a few days of vacation should be available at the expense of the State. The State in turn should make arrangements to have a free vacation covered by those responsible members of the industry who are prepared to do 'their bit'.

- **Promoting measures to ensure safety, security and health**

In relation to the individual tourist, the primary crime prevention measure should be to 'market' fundamental measures for safety and security through materials to be distributed at hotels,

airports and other outlets. The briefing materials should be cast in a positive mould (i.e. 'do' rather than 'do not') but should be unequivocal about no-go areas and basic safety measures. (Japan provides such material to tourists.) (WTO, 1997).

The brochure should also include advice to tourists on how to deal with approaches by street children and vagrants. Tourists should be advised to consider making contributions to local institutions and organisations that are attempting to deal with street children and vagrants in socially responsible ways, rather than responding directly to begging. The names and addresses of local institutions and organisations (The Ark and the street children's shelter, for example) should be provided (Amster, 1990; Xaba, 2001:44).

- **Using existing structures (like Traders Against Crime) to promote tourist safety and security in selected areas**

There are a number of ways in which tourists could be made to feel safe in key tourist destinations in the city. One of these would be to establish some sort of partnership with Traders Against Crime so that traders could become 'tourist buddies'. This would entail some training and some form of identification. Traders Against Crime is already playing a powerful crime prevention role. Enlisting this 'street-wise' constituency in the interests of promoting tourism through preventing crime could only be beneficial. Something that being in a partnership with Traders Against Crime could achieve is to make areas safe that may not be safe or seem to be safe in the absence of such a partnership (South African Yearbook, 2002).

- **Developing 'what to do' material for tourists, to be used in the event of a criminal attack**

Tourists are vulnerable, because they are often ignorant of the steps that could be taken if they were the victims of crime. The people to whom these tourists may have immediate recourse may also be poorly informed. So, there has to be some kind of material that gives these tourists an indication of what to do. Again, this material should be positively couched, but unequivocal in its message. Such material should be made available to tourists, but should also be available to tour operators and stakeholders in the hospitality industry, since these agencies may need to guide and assist tourists about what action to take. The 'what to do' information needs to be marketed so that tourists are aware of the steps that should be taken (Kaltenheuser, 1999; Xaba, 2001:45).

- **Promoting practical 'what to do' measures in the industry and in the safety and security system**

There may well be a point in workshopping crime issues with tour operators, in relation both to crime prevention and reactive measures. Broad sheets in police stations would be one way of educating police about appropriate reactive measures, as well as of providing proper information to tourists.

- **Establishing means of communication to deal effectively with incidents against tourists**

It is necessary to establish a chain of communication so that in the event of an attack against a tourist, there can be effective damage control. This needs to be a telephone chain that includes the safety and security system and the public bodies responsible for tourism development and marketing. The first person to become aware of an incident would inform others so that a co-ordinated approach can be orchestrated (Anon, 2001).

- **Establishing a tourist safety and security help line**

A tourist help line should be run for tourists requiring safety, security and health information, and for tourists who have had the misfortune of being the victims of a criminal attack. Staff answering the help line would need some basic training in briefing tourists on what to do in the event of an attack. Also, some training in how to handle calls from people who may be in a traumatised state will be needed. Provision of assistance to tourists who have been the victims of attack is a fundamental recommendation of the World Tourism Organization (WTO) (WTO, 1997).

- **Strategic marketing in relation to crime**

There should be a sharper focus on crime issues. How can the relative safety and security of certain destinations be promoted? In developing promotional material, an oblique positive reference should be made to safety and security. In short, safety and security measures can be indirectly marketed to tourists through existing promotional activities.

If there is less concern with crime and personal safety in relation to South Africa as an international tourism destination than is generally assumed, aggressive marketing around niche

areas would seem to be an appropriate approach in the international arena, rather than strategies focused on dealing with negative perceptions (Churchill & Peter, 1998).

- **Undertaking research on tourism and crime**

Statistics or research findings which would assist in understanding the link between crime and visitor perceptions are simply not available: research in South Africa generally has barely begun to map out the connections between crime, perceptions of crime, and effects on visitor arrivals and experiences. This is an area in which research should be commissioned (Xaba, 2001:46).

- **Introducing an award for clean, safe, attractive resorts**

An annual award should be introduced for the most attractive resort/tourism destination. Criteria for the award should be cleanliness and security, as well as special measures to welcome and attract visitors. In making the award, the limited resources of smaller resorts/destinations will have to be taken into consideration. The award will need to be widely marketed in provinces to encourage local authorities and institutions to participate. Resorts/destinations that win an award will be able to use this achievement as a means of marketing their areas.

- **Reviewing consulate/embassy websites and information for visitors**

Material on the websites of consulates and embassies may be incredibly off-putting to foreign visitors to South Africa. This material should be reviewed and where it is evidently outdated, inaccurate or insufficiently regionally specific, the consulate/embassy should be contacted and requested to provide more regionally specific, up-to-date and detailed information, including safety and security tips for travellers (Xaba, 2001).

The only problem is that many of these initiatives that are project-based are focused on a specific holiday or an event, and are not part of a consistent approach.

It is clear from the above that there are many strategies followed in the different localities referred to. Many strategies are adopted from other countries, while some countries initiate their own strategies. Important to remember though is that each country must develop a strategy that is flexible and adapted to that specific country's needs.

3.5 CONCLUSION

The aim of this chapter was to look at strategies and solutions to how to minimise crime, and to involve different authorities at different levels. Through this it became clear that the local safety and security environment is characterised by diverse, very different but potentially effective initiatives to fight crime in general, as well as tourist-related crime. These initiatives have emerged from government (the Safer Cities Project, Urban Improvement Precincts, spatial planning for safe corridors and areas, and dedicated efforts to secure safety around major events), as well as from specific interest groups (Business Against Crime, and Traders Against Crime). A key issue with regard to these initiatives is that they are unco-ordinated (**O'Sullivan, 2000; Xaba, 2001**).

Another difficulty is that many initiatives tend to be project-based. So the need to promote the importance of a consistent as well as a co-ordinated approach is of great importance. It is equally important that there should be a Tourism Forum for each province that includes all stakeholders and representatives from relevant departments.

All people must be grateful for the opportunity to travel and to experience the world. Peace begins with the individual and therefore, by applying safety tips and implementing the right strategies, crime and violence can be reduced to a large extent (**Visser, 2000**).

4

CHAPTER 4

RESULTS OF EMPIRICAL RESEARCH

"The ability to block out the unnecessary puts the goals within reach"

Anonymous

4.1 INTRODUCTION

Up until 1992 South Africa was "black-listed" by many foreign governments, and people were discouraged from visiting the country as tourists. In 1992 for the first time tourism in the country was given full cabinet portfolio status with the appointment of a Minister for Environmental Affairs and Tourism. In spite of the very special tourism product that South Africa has to offer, there are critical factors, such as political unrest, violence and crime, with the resultant potential risks to safety, which could adversely affect the country's tourism potential, which is a major socio-economic lifeline (Pizam & Mansfield, 1996).

Due to the fact that there has not been many research projects regarding the implications of crime for the development of tourism in South Africa, it was difficult to obtain information relevant to the field of study. It was further especially difficult to find information on the monitoring of tourist-related crime, and to determine whether crime has a bigger impact on tourism decision-making than has perception. The aim of this chapter is therefore to present the results of the empirical research and to determine how big the impact of crime really is.

The organisation of the results of the survey is as follows:

- General information.
- Perceptions, crime and tourism development.
- Perceptions, crime and marketing.
- Solutions and strategies in combating crime.
- Perceptions and crime.

4.2 RESULTS

During the research a five-point scale was used to obtain the results, with the numerals from 1 to 5 indicating the following: 1 – strongly disagree, 2 – disagree, 3 – neither agree nor disagree, 4 – agree and 5 – strongly agree. For the purpose of this dissertation some of the scales of the questionnaires were calculated together to form a 3-point scale, for example 'strongly agree' and 'agree' were calculated together, as were 'strongly disagree' and 'disagree'.

Cohen's d value was also used to determine if there is a practically significant difference between perception and crime. The scale of Cohen's d values is as follows (Steyn, 1999:3):

D = 0,2 = small

D = 0,5 = medium

D = 7/ 0,8 = large

D = 4,27 – 4,26	→	Averages of perception and crime
0,67	→	Average of the respondents
= 0,02	→	Provided average which is very small according to the Cohen d values.

According to the above results, there is an indication that there is no difference between perception and crime in their effect on the whole of the population (Cohen, 1977:20-27).

The following results were obtained through the research survey. Statistics regarding the general information give an indication mostly of

- The province in which the tour operators/respondents are located; as well as
- The type of tourist.

4.2.1 General Information

a. Respondents per province

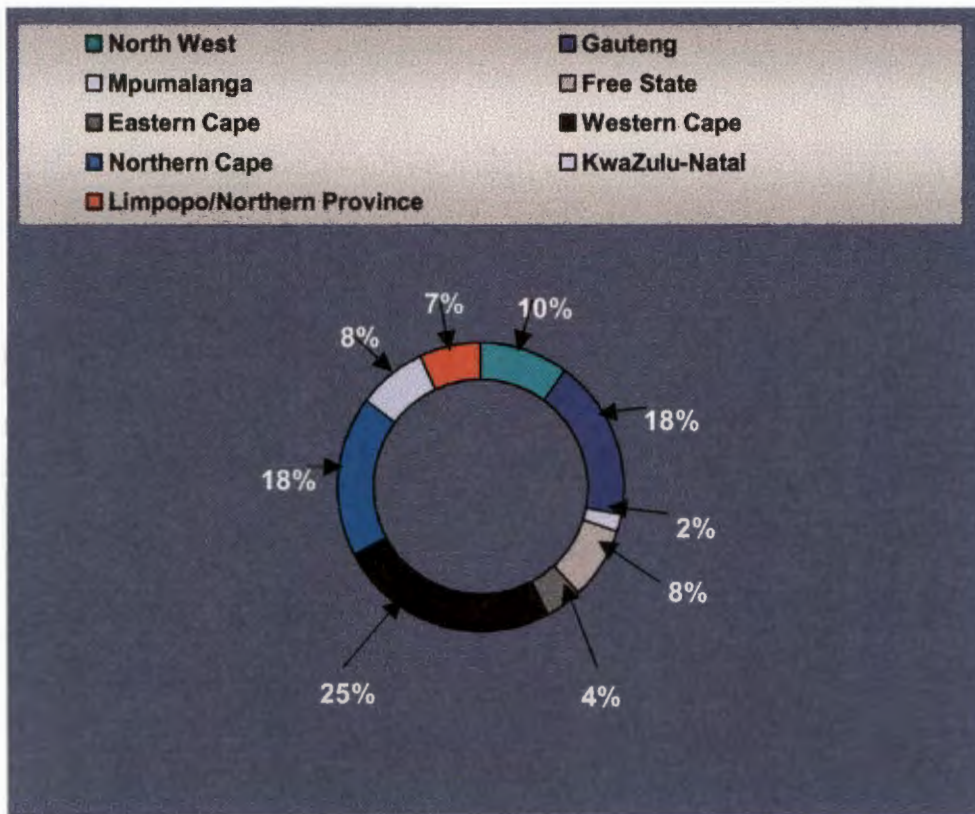


Figure 4.1: Respondents per province

Figure 4.1 gives an indication of the respondents per province. The Western Cape at 25% had the most respondents, followed by Gauteng and the Northern Cape at 18%. Only 10% of the respondents were from the North West and 8% from Free State and KwaZulu-Natal. These provinces were followed by the Northern Province with 7%, Eastern Cape at 4% and Mpumalanga at 2%.

b. Type of tourist

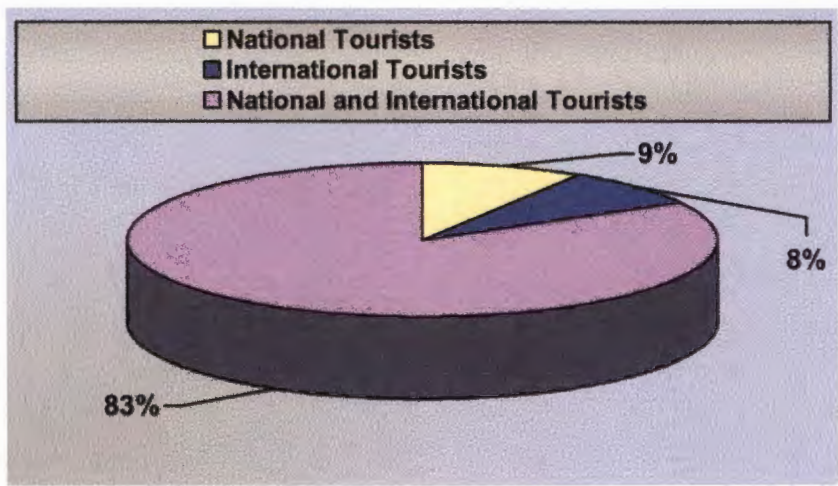


Figure 4.2: Type of tourist

According to Figure 4.2, most of the tour operators (84%) who were respondents in this research work with both national and international tourists, followed by those working mainly with national tourists (9%), and mainly with international tourists (8%).

4.2.2 Perceptions, crime and tourism development

a. Impact of crime and perceptions on tourism development

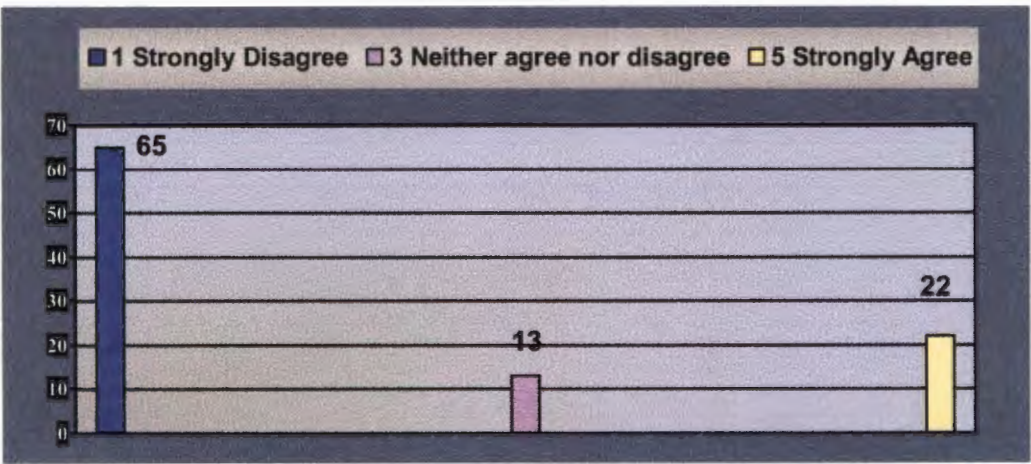


Figure 4.3: World peace threatened by terrorism

Figure 4.3 gives a clear indication that most of the respondents (65%) strongly disagreed with the fact that world peace is threatened by terrorism. 13% of the respondents neither agreed nor disagreed that terrorism is a threat to world peace, followed by 22% that strongly agreed. It is clear that most respondents disagreed with this statement, but the literature clearly indicated how a terrorism attack, for example that of 11 September on America, had an impact on world peace (**President of the World Travel and Tourism Council, 2002**). Since then Afghanistan and America have been at war, leading to the death of many innocent people due to the fact that the Americans have a certain perception that the whole of Afghanistan represents terrorism.

Through this the tourism industry was also affected in a very big way, which indicates that no matter how efficient a safety strategy of a country, it cannot limit terrorism. A country must be politically stable to limit terrorism.

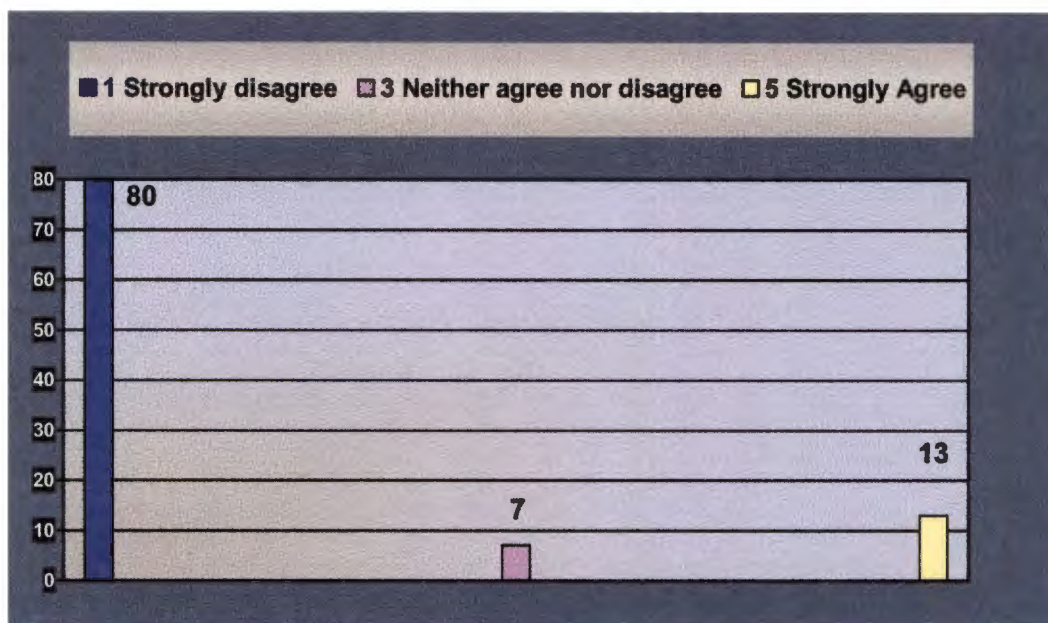


Figure 4.4: Political violence affecting reservations

Figure 4.4 gives an indication that most of the respondents (80%) strongly disagreed that South Africa's history of political violence is affecting reservations negatively. 13% strongly agreed with this and 7% of the respondents neither agreed nor disagreed. South Africa's history of political violence does not always affect reservations negatively. It usually depends on the tourist. However, it is not currently a factor regarding cancellations.

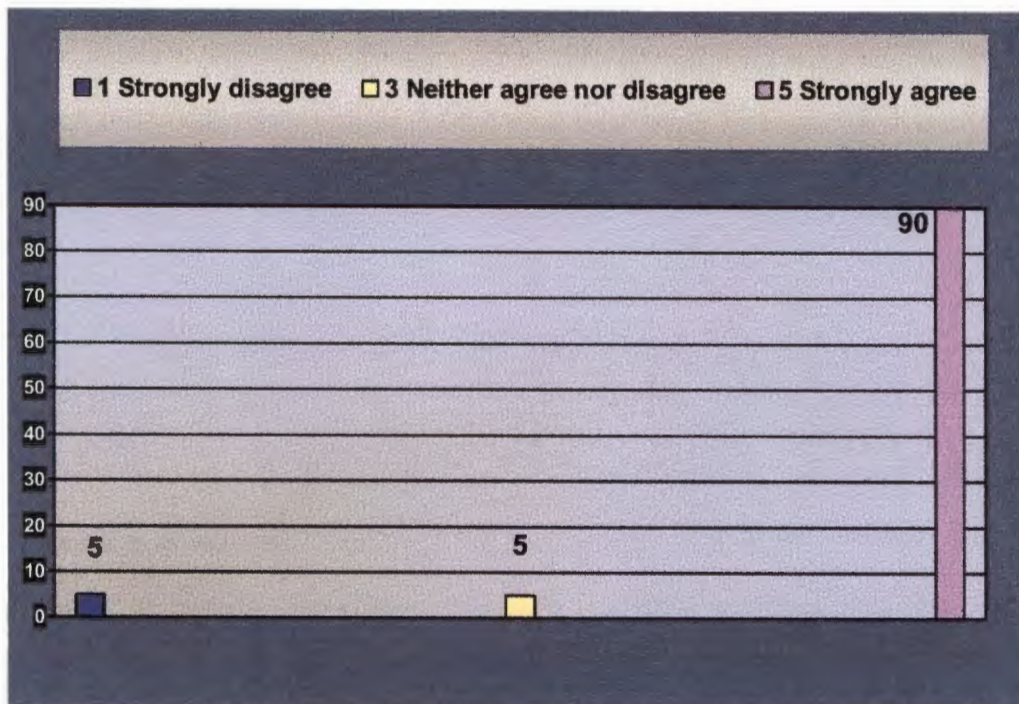


Figure 4.5: Perceptions of crime created by the media

Figure 4.5 gives a good indication that most of the respondents (90%) strongly agreed that perceptions of crime created by the media are the main reason for cancellations of trips to South Africa. 17% strongly disagreed, and 6% of the respondents neither agreed nor disagreed. According to Xaba (2001) negative perceptions of crime created by the media can play an important role in cancellations, just like incidents of crime involving tourists. Negative perceptions can have a big impact and may lead to tourists' disregarding South Africa as a tourism destination.

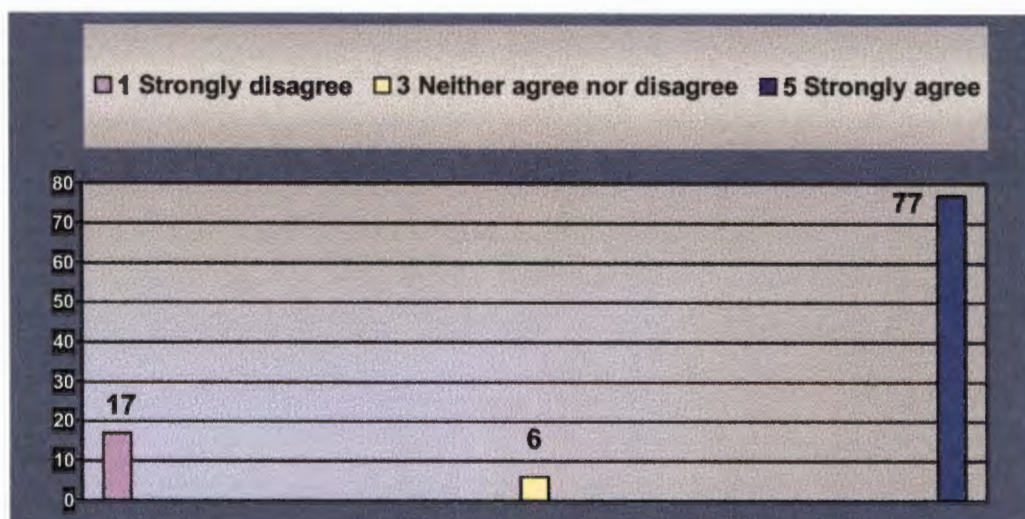


Figure 4.6: Tourists as accidental victims of crime

According to Figure 4.6 most of the respondents (77%) strongly agreed that tourists are mostly accidental victims of crime. 17% strongly disagreed, and 6% neither agreed nor disagreed. According to **Allen (1999)** it is clear that if tourists are victims of crime, it is usually accidental. Crime occurs all over the world, and can happen to a tourist anywhere, anyplace, anytime. It cannot be said that crime is directly aimed at tourists or the tourism industry, owing to the fact that a system is not currently in operation to monitor tourist-related crime.

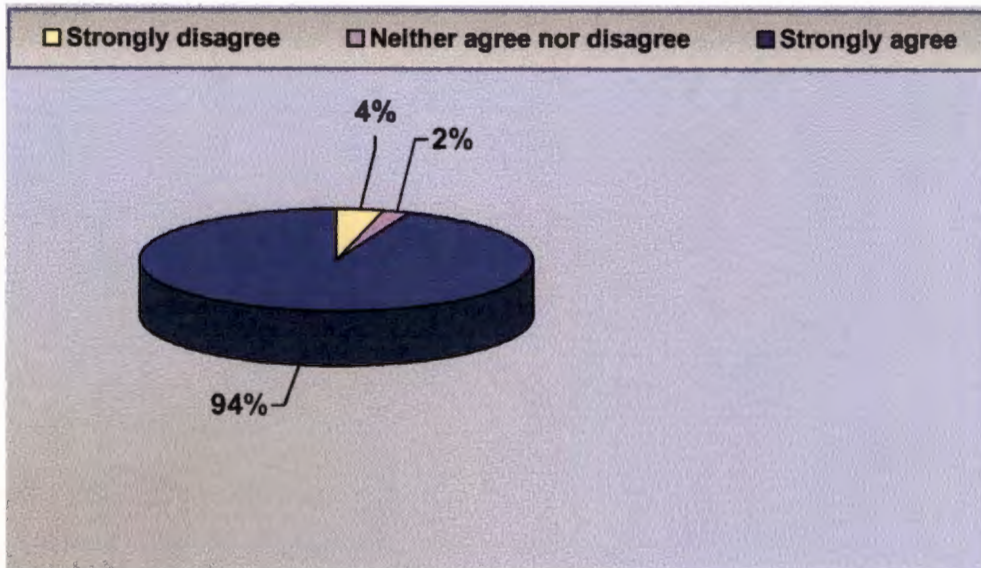


Figure 4.7: Perceptions of crime and travel decision-making

Figure 4.7 indicates that 94% of the respondents strongly agreed and 4% strongly disagreed that perceptions have a bigger influence on travel decision-making than the actual crime rate itself. 2% neither agreed nor disagreed with this. Sometimes crime can be overexploited by the media, and this can lead to the fact that tourists start to create negative perceptions and images, and then disregard a tourism destination for example South Africa (**O’Sullivan, 2000**).

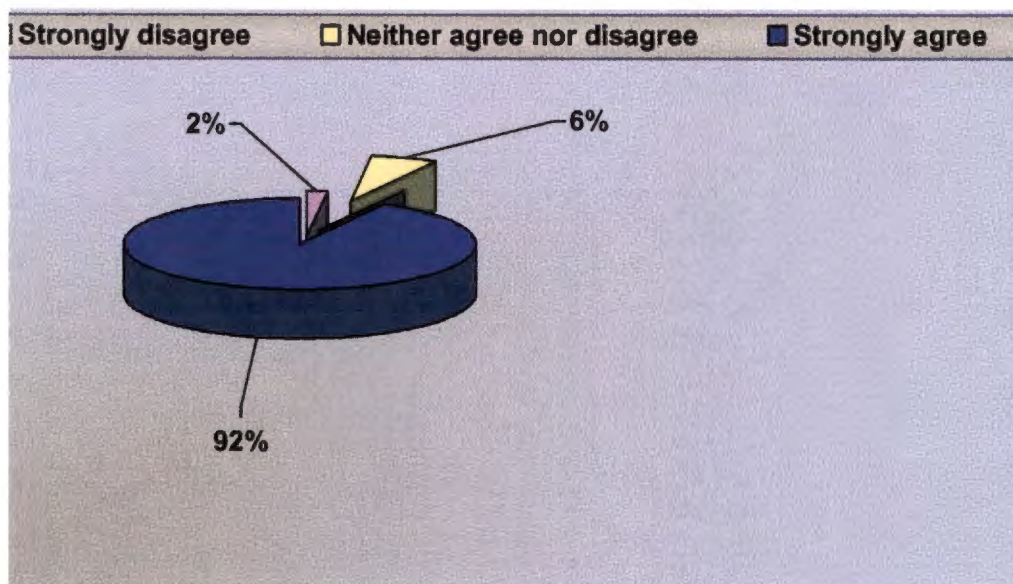


Figure 4.8: Tourist-related crime as category captured by the police

Most of the respondents (Figure 4.8) strongly agreed (92%) that there must be a system to monitor tourist-related crime, which is not currently in place. 2% strongly disagreed and 6% did not have an opinion. Chapter 2 supported the fact that crime statistics with regard to tourists are not monitored (Stuart, 2002).

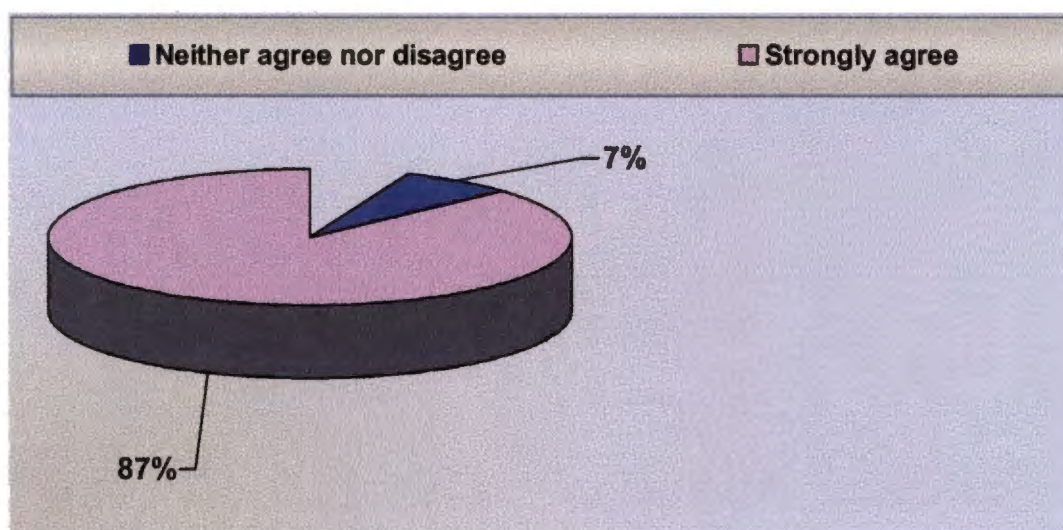


Figure 4.9: Main disappointments of tourists to South Africa

Most of the respondents strongly agreed (87%) that crime is a main disappointment for tourists to South Africa, which might be an indication that perception and crime play an equally important role in travel decision-making. 7% neither agreed nor disagreed with this. It is interesting to note that none of the respondents disagreed with this statement.

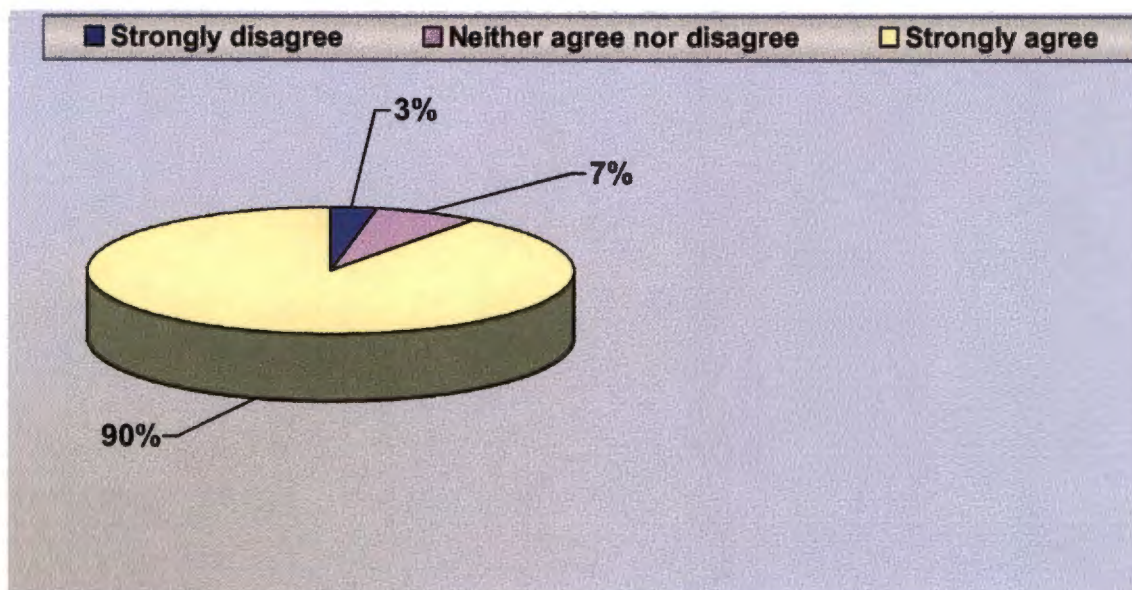


Figure 4.10: Anxiety and fear of crime

Figure 4.10 indicates that 90% of the respondents strongly agreed that anxiety and fear of crime sometimes have a bigger impact than the crime rate itself. 3% strongly disagreed and 7% did not express an opinion.

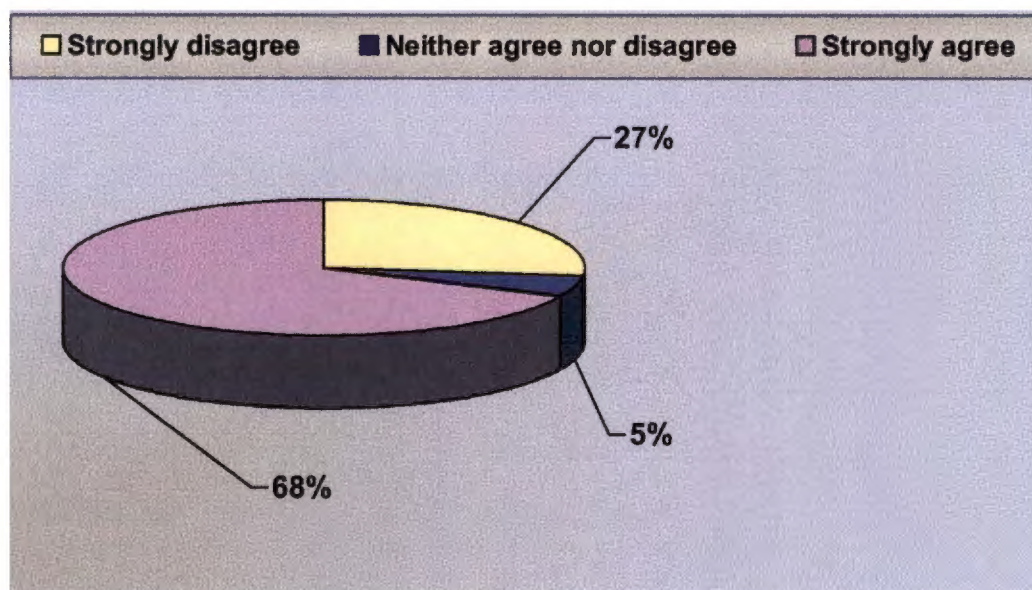


Figure 4.11: Avoidance of the whole of South Africa

Indicated in the above Figure 4.11 it appears as if most of the respondents (68%) strongly agreed that if the crime rate is higher in a certain area, for example Cape Town, tourists would tend to avoid South Africa. 27% strongly disagreed and 5% of the respondents neither agreed nor disagreed.

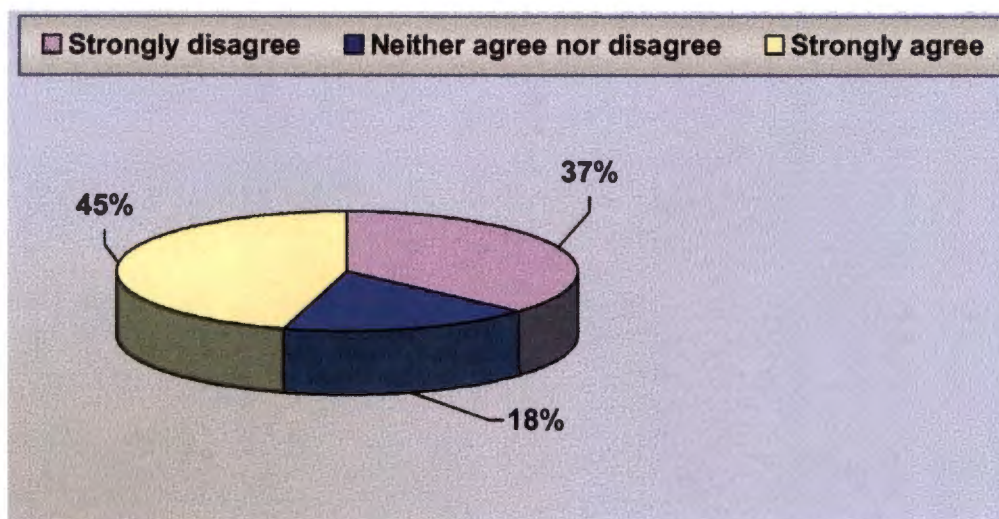


Figure 4.12: Similarity between crime and terrorism

Most of the respondents (45%) in Figure 4.12 strongly agreed that there is a similarity between crime and terrorism. 18% neither agreed nor disagreed. 37% strongly disagreed. The literature study indicates that there is a big difference between crime and terrorism, but that the end result is the same, namely that tourists cancel and go to other safer destinations (Pizam & Mansfield, 1996; Katz, 1992).

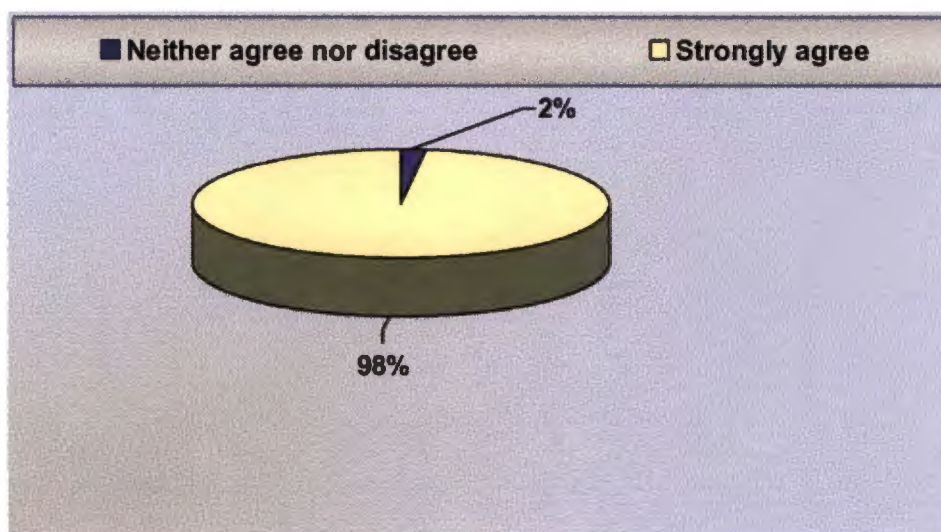


Figure 4.13: Crime has an impact on the image of South Africa

Figure 4.13 gives a clear indication that most of the respondents (98%) strongly agreed that crime definitely has an impact on the country's image. 2% of the sample population neither agreed nor disagreed. It is interesting to note that none of the respondents strongly disagreed with this.

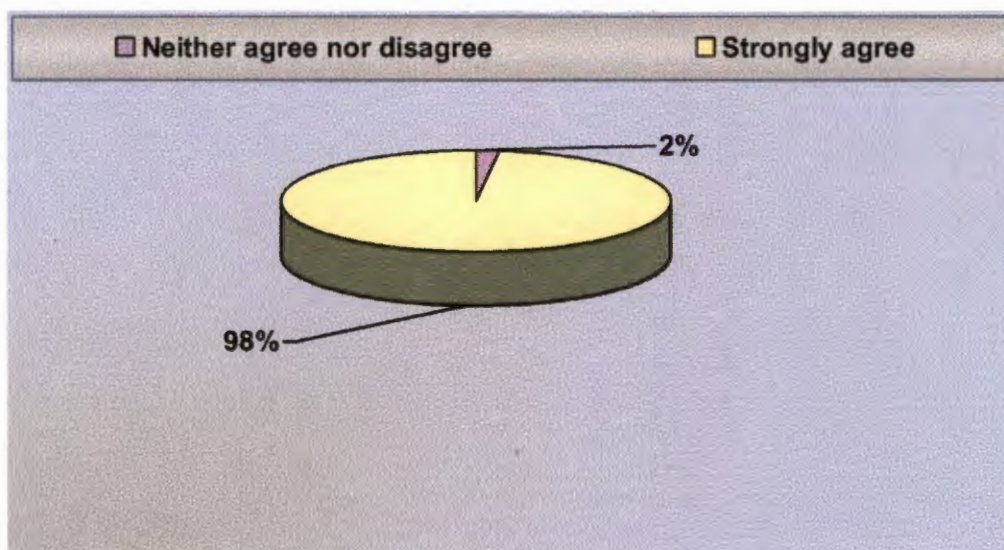


Figure 4.14: The implications of crime for foreign investment

Most of the respondents (98%) strongly agreed that crime does have an impact on foreign investment. 2% of the sample population neither agreed nor disagreed. None of the respondents strongly disagreed with the fact that crime can have implications regarding foreign investment. The literature study also indicates the severe impacts that crime can have on foreign investment, which can eventually lead to increased unemployment (WTTC, 1998).

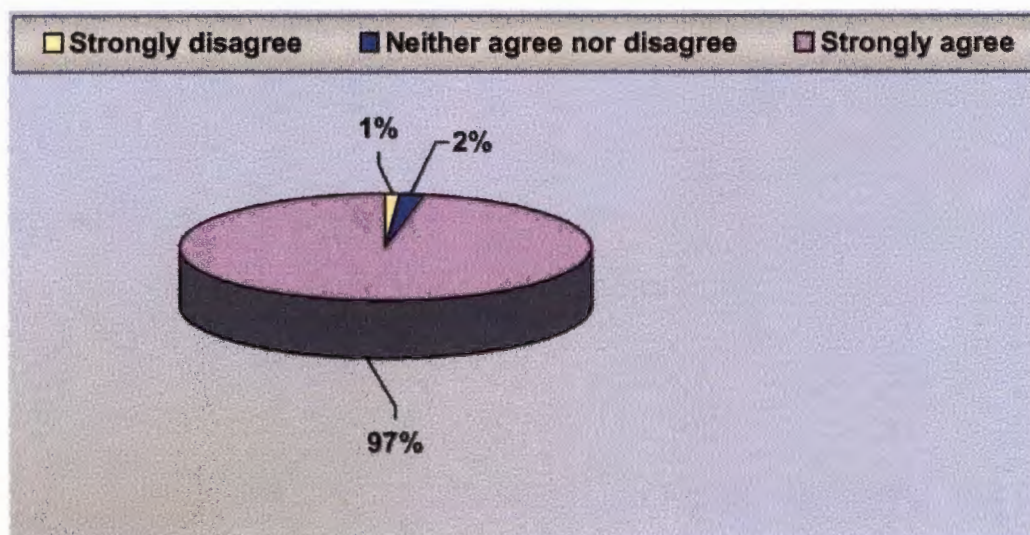


Figure 4.15: Crime, tourism development and growth

Figure 4.15 provides an indication that 97% of the respondents strongly agreed that crime definitely constrained tourism development and growth; with 1% that strongly disagreed. 2% neither agreed nor disagreed. As indicated in the literature study in chapter 2 as well as in Figure 4.15 above, it is clear that crime can have an impact on foreign investment. Without

foreign investment and capital, resources cannot be utilised. Therefore development of more tourism facilities and products cannot take place. Crime thus constrains tourism development and growth.

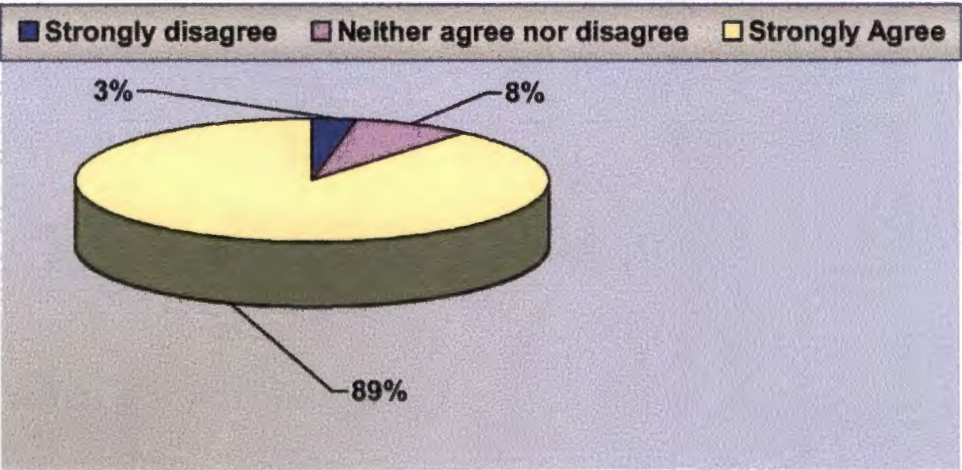


Figure 4.16: Crime and insufficient tourism development and growth

Most of the respondents (89%) in Figure 4.16 strongly agreed that insufficient tourism development and growth contribute to unemployment; for example the lack of investment funds to develop more tourism products, which can create employment opportunities (Swart, 1997). 3% of the sample population strongly disagreed and 8% did not have any opinion.

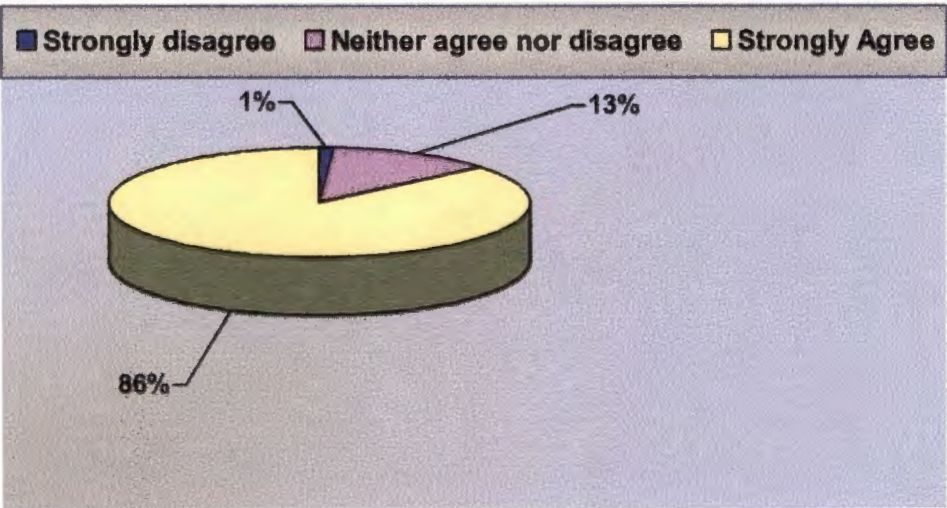


Figure 4.17: Crime and social costs

Most respondents (86%) strongly agreed that crime can result in an increase in social costs, owing to the fact that investment funds are drawn away and spent on facilitating new programmes and systems to monitor for example tourist-related crime. 1% strongly disagreed, and 13% neither agreed nor disagreed.

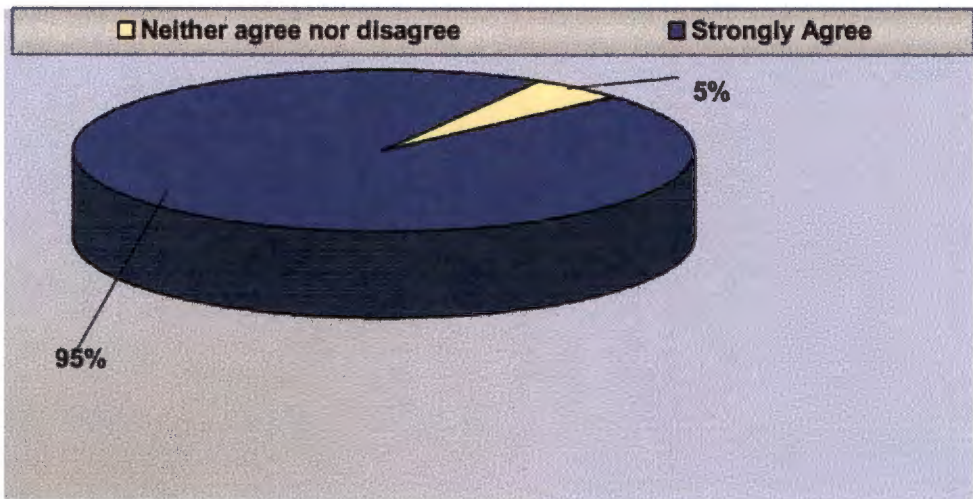


Figure 4.18: Crime social costs and investment funds

Figure 4.18 gives an indication that most of the respondents (95%) strongly agreed. 5% neither agreed nor disagreed. As the literature study indicated, more capital is spent on “cleaning-up” projects and on damage control. This is capital that could rather be used to create more employment opportunities, or improve transportation facilities or accommodation. It is therefore clear that an increase in social costs can draw investment funds away from other financially viable opportunities.

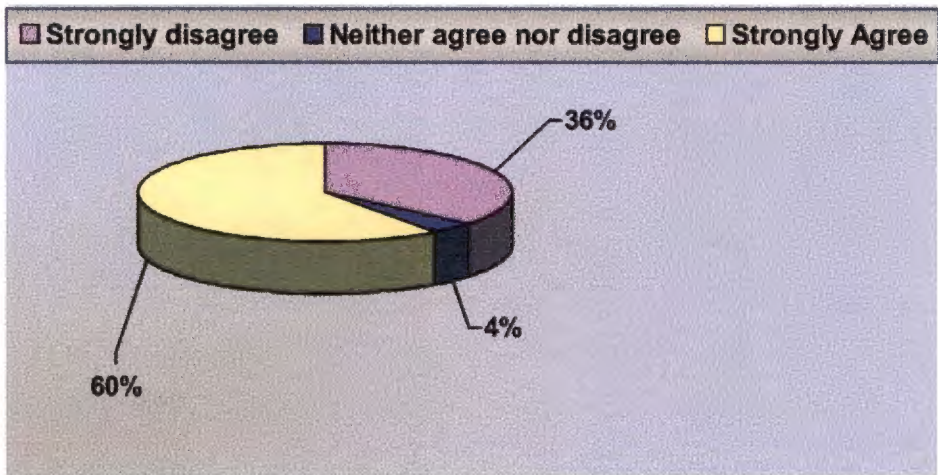


Figure 4.19: Impact of 11 September US attacks on tourism in South Africa

As indicated in Figure 4.19, most respondents (60%) strongly agreed that the 11 September attacks had a positive impact on tourism to South Africa. 36% strongly disagreed and 4% did not express an opinion at all. The literature study in chapter 2 indicates that since 11 September 2001 South Africa has been regarded as one of the safer destinations, even though crime is still on the increase (**President of the World Travel and Tourism Council, 2002**). This is a good indication of how quickly perceptions are created through the media and by

people. America is now regarded as very unsafe, as is even Afghanistan, because the people are associated with terrorism. It is clear that perceptions of what is safe have changed.

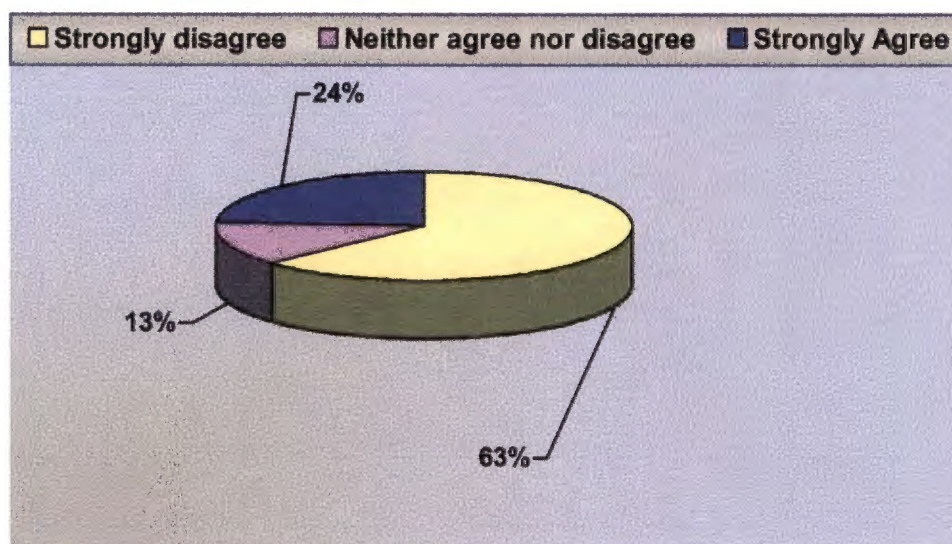


Figure 4.20: Impact of crime on domestic tourism

In Figure 4.20, 63% of the respondents strongly disagreed that crime has little impact on domestic tourism. Only 24% strongly agreed, with 13% that neither agreed nor disagreed.

4.2.3 Perceptions, crime and marketing

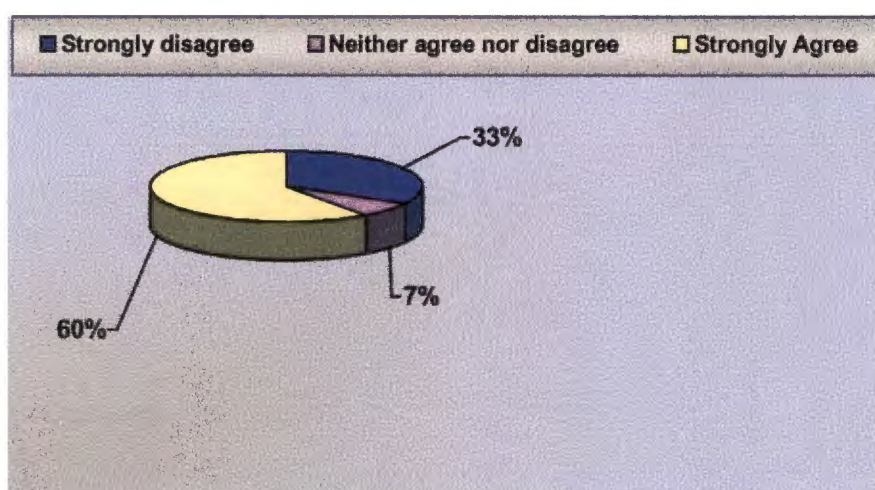


Figure 4.21: The impact of political instability in other parts of the world on South Africa

According to Figure 4.21 60% of the respondents gave an indication that there is strong agreement with the fact that political instability in other parts of the world has positive implications for South Africa as a tourism destination, especially in terms of marketing. 33% of the sample population strongly disagreed. Only 7% neither agreed nor disagreed.

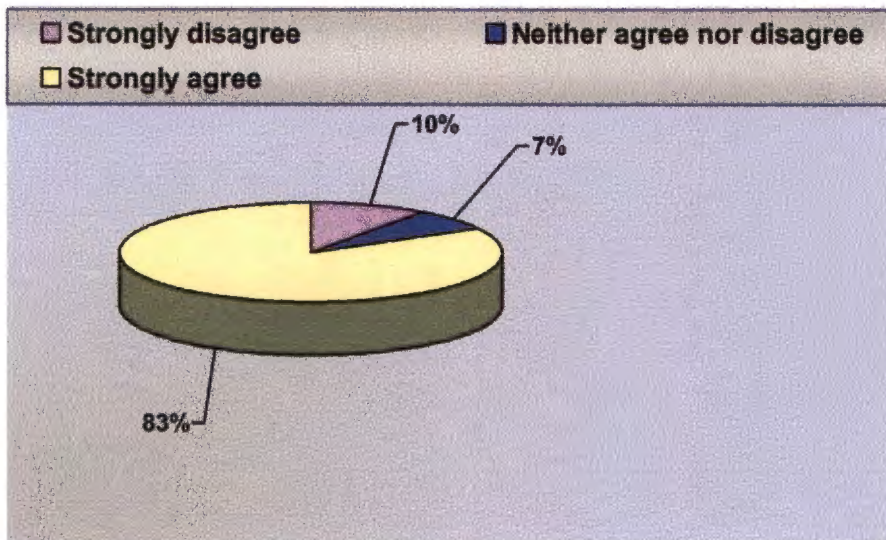


Figure 4.22: Influence of hostility towards tourists on foreign investment and marketing

Figure 4.22 indicates that most of the respondents (83%) strongly agreed that hostility towards tourists from the local population has an influence on foreign investment and marketing. 10% of the respondents strongly disagreed, and 7% of the sample population neither agreed nor disagreed. In many cases the local population of a host community feels that tourists are a threat to their destination. This can also contribute to a bad perception of a destination and its people, which puts off tourists from visiting that destination. This also means that there is no foreign investment, something that can have an enormous impact on that particular country's economy.

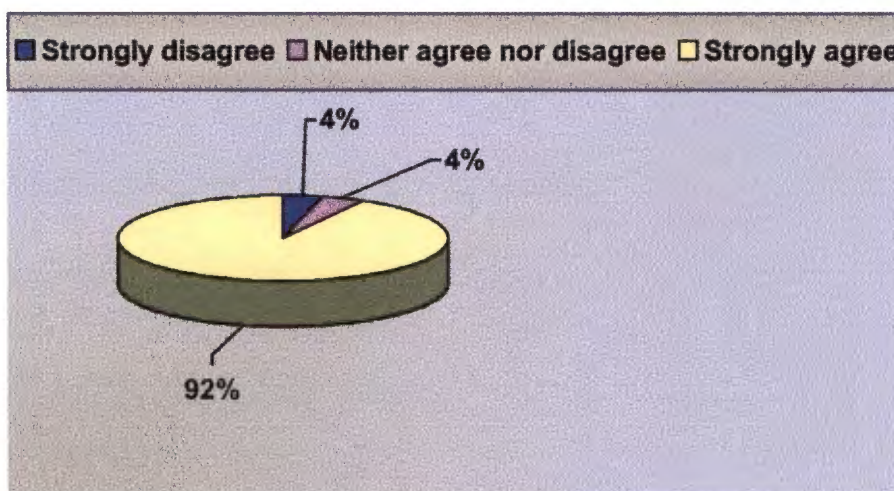


Figure 4.23: Most effective way to promote South Africa

Figure 4.23 gives a very good indication that 92% of the respondents strongly agreed that word of mouth is the best way to market South Africa as a tourism destination, as the literature study also indicated in chapter 2 (Botha & Saayman, 1995). 4% neither agreed nor disagreed, and 4% strongly disagreed.

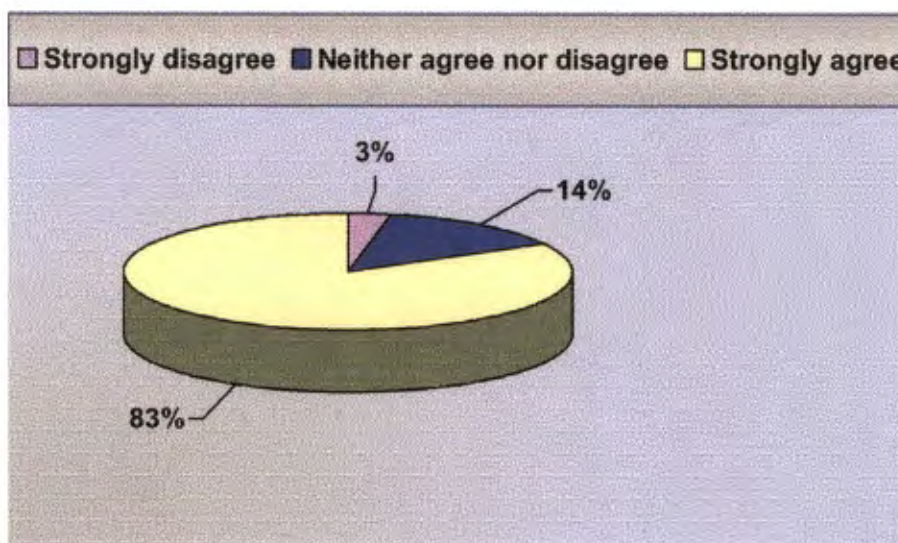


Figure 4.24: Leaflets and brochures as educational material for tourists

Most of the respondents (83%) strongly agreed that leaflets and brochures are also good safety-education material to provide to tourists when arriving at a destination or at an airport. 3% strongly disagreed, while 14% neither agreed nor disagreed. The literature study indicated that leaflets and brochures were good promotion material, but that they were not always available in hotels, lodges and guesthouses. This aspect therefore requires more attention and must be implemented to create an increased awareness of safety precautions among tourists.

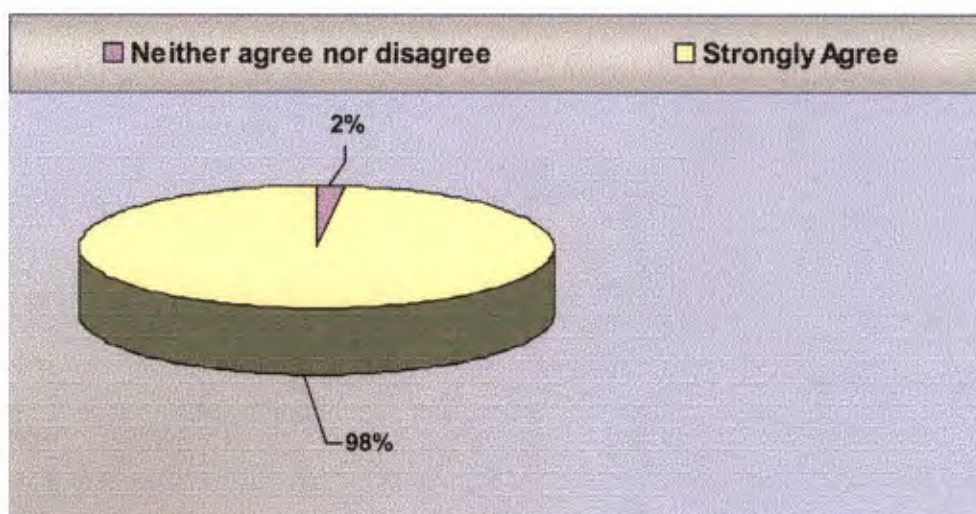


Figure 4.25: Perceptions and media relations

98% of the respondents strongly agreed that perceptions could be improved through media relations. Only 2% of the sample population neither agreed nor disagreed. None of the respondents strongly disagreed. The literature study indicated the damage that could be done when the media publicised or overexploited crime in a sensational way (George, 2001).

Therefore the focus should be on publicising positive news rather than negative stories.

4.2.4 Solutions and strategies in combating crime

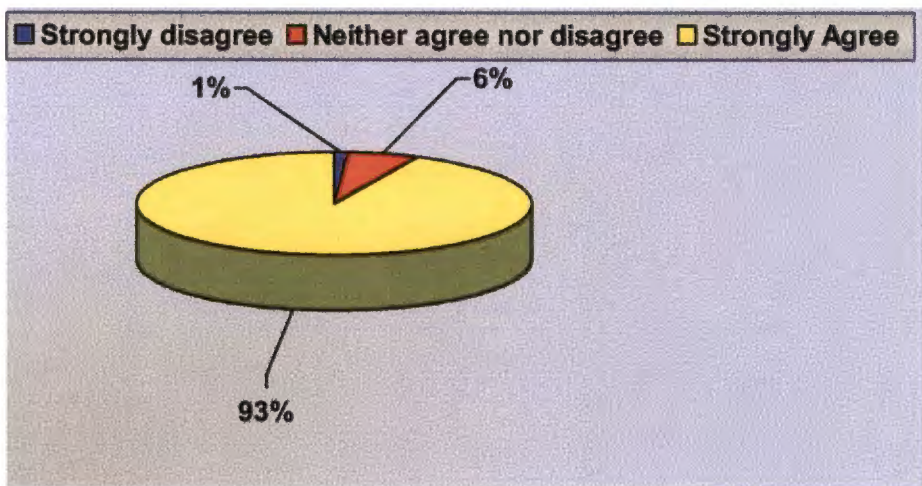


Figure 4.26: Tourism policing a necessity in South Africa

The majority of respondents (93%) strongly agreed with this aspect. 1% strongly disagreed, and 6% neither agreed nor disagreed. As indicated in the literature study, there are some destinations where tourism policing has already been established but these are limited. If tourism policing is expanded in South Africa, it can possibly reduce the crime rate.

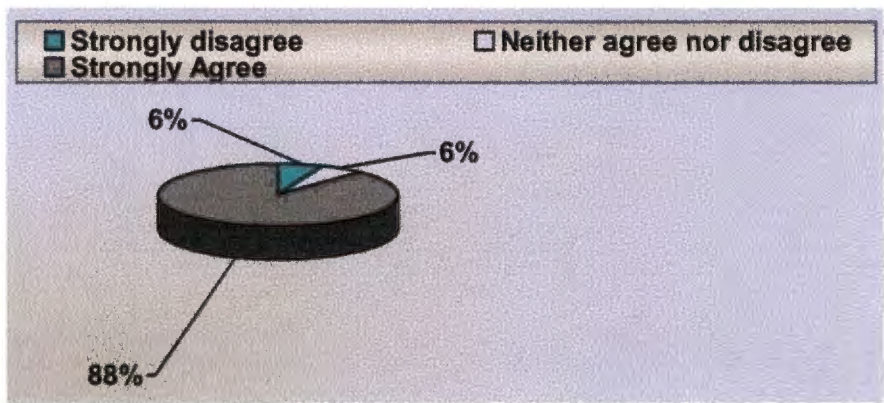


Figure 4.27: Tourism policing; reduction in crime rate

According to Figure 4.27, the respondents felt quite confident in their responses and 88% strongly agreed that this system or strategy could reduce the crime rate. 6% strongly disagreed and 6% also neither agreed nor disagreed.

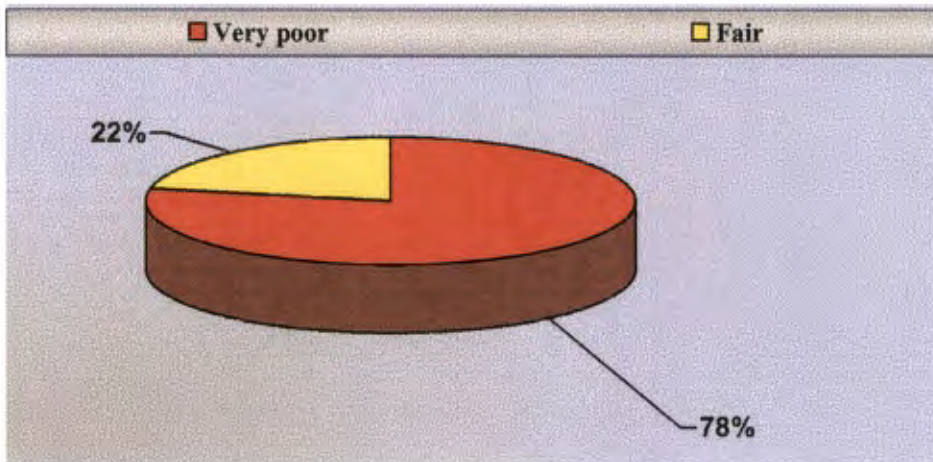


Figure 4.28: Informing tourists

Figure 4.28 indicates that most of the respondents (78%) felt that South Africa's attempts at informing tourists that steps are being taken against crime are very poor, with only 22% feeling that it is fair. Chapter 2 supported this aspect.

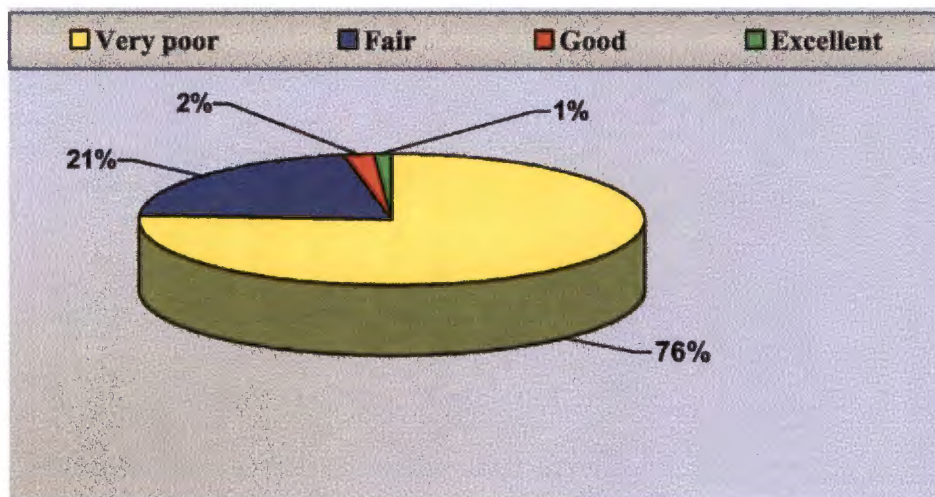


Figure 4.29: Crime prevention projects and South Africa's investment

South Africa's investment in crime prevention projects was seen by 76% of the respondents as very poor. Only 2% felt that it was good. This was followed by 1% who felt that it was excellent. 21% of respondents were of the opinion that it was fair. However, the literature study in chapter 2 indicated that nearly R230 000 000 is spent annually on crime prevention. This is just the expenditure by the Tourism Safety Task Group (**Safety and Security Workshop, 2001**).

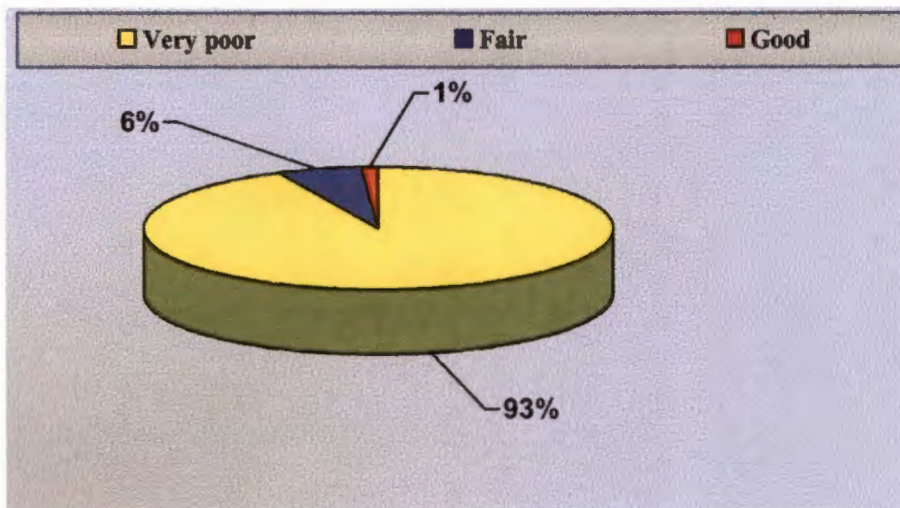


Figure 4.30: Tour operators and crime prevention in South Africa

It is important to note is that the respondents were tour operators. 93% of the tour operators felt that their involvement was very poor. 6% regarded tour operators' participation as fair. Only 1% was of the opinion that the participation was good. The literature study in chapter 2 indicated that tour operators are the middle-men during the travel decision-making process. These middle-men must thus be more involved in informing tourists of crime prevention and safety strategies.

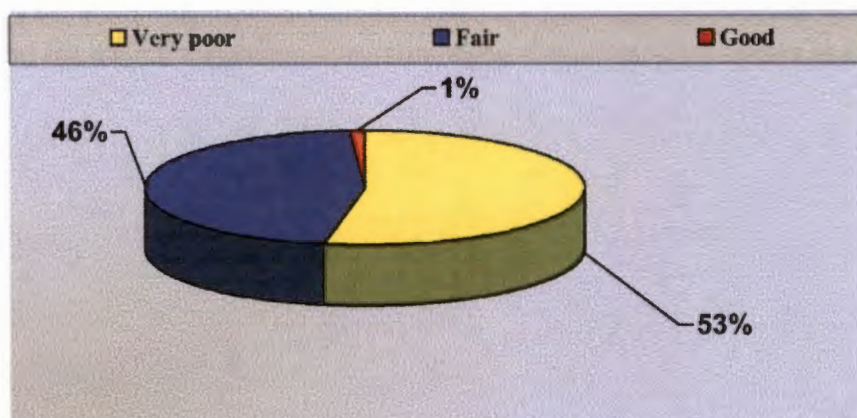


Figure 4.31: Safety promotion measures and South Africa

46% regarded South Africa's current safety promotion measures as fair. 53% felt that these measures were very poor, with 1% regarding it as good. The literature study in chapter 2 indicated that many were not aware of South Africa's safety strategy and safety task team. This is an indication that the promotion of these measures must be enhanced.

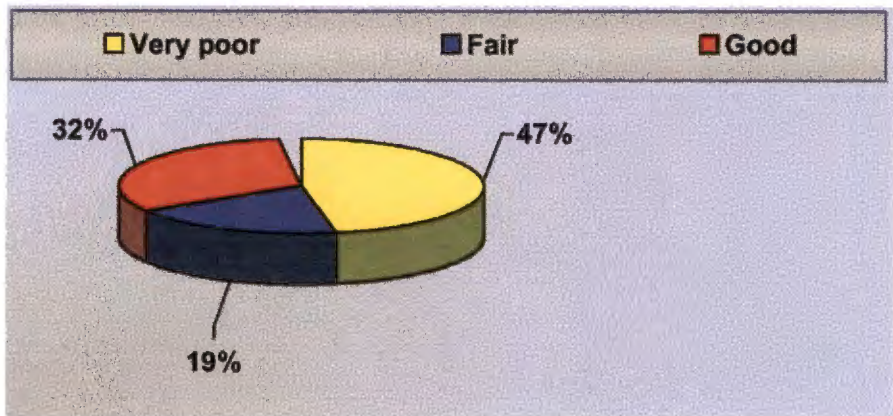


Figure 4.32: Marketing and crime

It is interesting to note that 47% of the respondents felt that South Africa's strategic marketing in relation to crime is very poor, 32% felt that it was good, 2% regarded it as excellent, while 19% felt that it is quite fair.

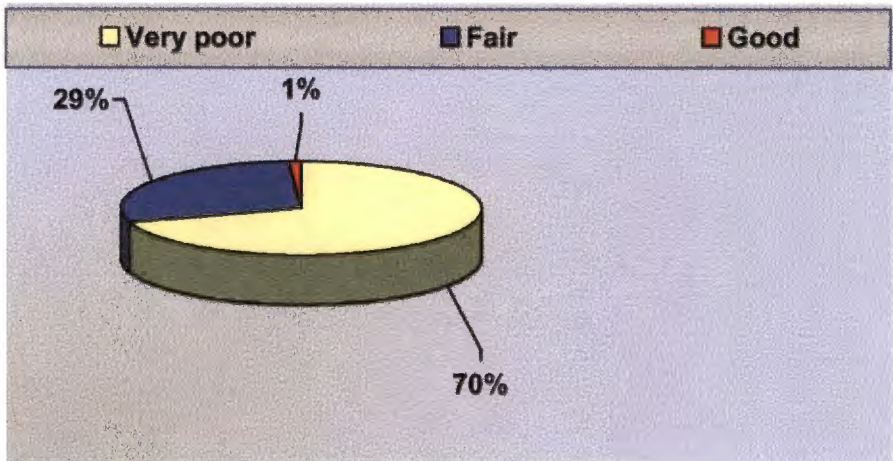


Figure 4.33: Effectiveness and South Africa's safety task team

The effectiveness of South Africa's safety task team is regarded by 70% of the sample population as very poor. Many people are not even aware that South Africa has a safety task team. 29% feel that it is fair. Only 1% regard it as good.

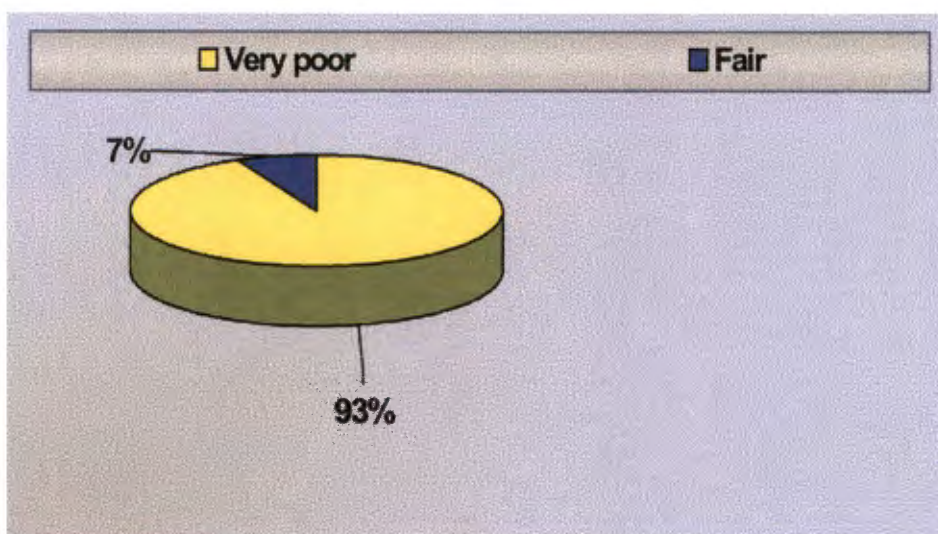


Figure 4.34: South Africa's safety strategy and awareness

As mentioned above, many people in the community as well as 93% of the respondents regard the general awareness of South Africa's safety strategy as very poor. The question is, if the local community is not even aware of this, how can tourists be? Only 7% regard the general awareness of this strategy as fair.

4.2.5 Perceptions and crime

During the research some items were grouped together to form a sub-scale/subsection on perception, and some items were grouped together to form a subsection on crime by making use of the Crombach Alpha values. This approach was used just to determine whether there was any difference between perception and crime.

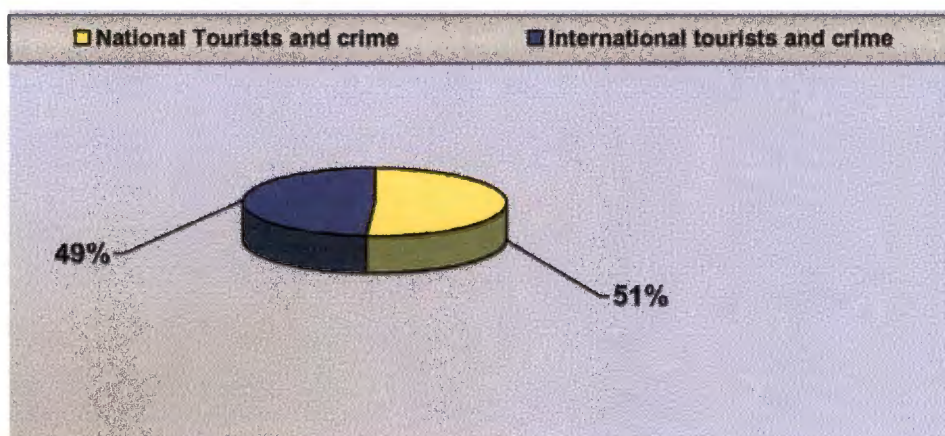


Figure 4.35: National and international tourists' views on crime

According to Figure 4.35 there is a very small difference between national tourists' and international tourists' views on crime (Anastasi, 1988). According to this graph, 51% of the national tourists regard crime as a big threat, as opposed to 49% international tourists.

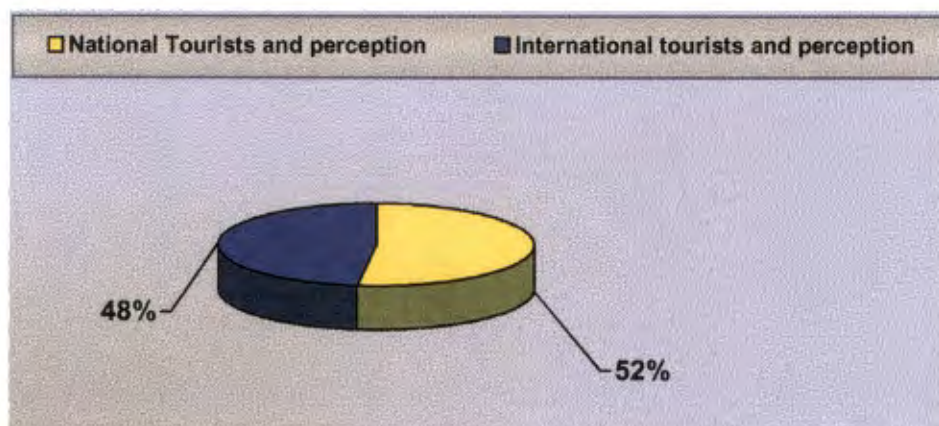


Figure 4.36: National and international tourists' views on perception

According to Figure 4.36 there is also a very small difference between the national tourists' and international tourists' views on perception. 52% of national and 48% of international tourists regard perception as a bigger contributor to cancellations.

4.3 CONCLUSION

The main conclusion from this chapter is that there is no difference between perception of and actual crime. Both these aspects, as well as terrorism, contribute to cancellations.

Many of the respondents also felt that South Africa's investment in safety projects, the awareness of a safety strategy and a safety task team and the involvement of tour operators in crime prevention projects are poor. It is interesting to note that most of the respondents were from the Western Cape, followed by Gauteng and the Northern Cape. These provinces are locations with higher general crime rates than the rest of the provinces.

Most of the respondents also felt that tourist-related crime must be recorded by police as a separate category, and that tourism policing is a necessity.

5

CHAPTER 5 RECOMMENDATIONS AND CONCLUSIONS

We make our decisions, and then our decisions turn around and make us

F. W. Boreham

5.1 INTRODUCTION

Crime has received increased attention in various countries during recent years. The concern for safety and security has introduced a new dimension to the tourism industry (**Du Plessis, 2002**). Fear of crime has become an important issue, largely because of its perceived effects on people's social behaviour. Anxiety about becoming a victim of crime, as well as the impact that crime may have, no matter how small the chances of falling victim to it, encourages feelings of insecurity, erodes people's well-being, restricts freedom of movement and encourages defensive and wary behaviour (**Louw, Shaw, Camerer & Robertshawet, 2002**).

Safety is in itself affected by other social, environmental and economic factors. These include the quality of the local environment, access to employment and leisure opportunities and involvement in decision-making. To improve quality of life in a sustainable manner, these factors must be addressed.

It was the main aim of this study to determine the impact of crime on the development of tourism in South Africa. To achieve this aim, the following objectives were set and met:

- Firstly, clarity on crime versus terrorism and its role in tourism had to be attained (this was done in chapter 1 and annexure A)
- Secondly, the crime situation and media exploitation of tourist-related crime incidents in South Africa were analysed in chapter 2.
- Thirdly, solutions and strategies for addressing the problem of crime in tourism through the analysis of national and international case studies were discussed in chapter 3.
- Fourthly, an impact analysis was done of crime from a tour operators' perspective by means of a survey set out in chapter 4, and many interesting results were reported.

The aim of this chapter is to provide certain conclusions and make recommendations concerning the issues described in the study.

5.2 CONCLUSIONS

The following are the main conclusions of this study:

5.2.1 Crime and tourism development

The conclusions drawn from the literature is mainly as follows:

- Tourism development requires large capital investments, which stimulate local economies and also create more facilities. However, this will only happen in an environment that is conducive to investment.
- 89% of the respondents strongly agreed that insufficient tourism development and growth contribute to unemployment, for example the lack of investment funds to develop more tourism products, which in turn may create employment opportunities.
- Without income of tourists, upliftment of communities and development of more facilities will in most cases not take place. That is why it is important that tourists should not disregard a destination because of negative perceptions or a feeling that they may not be safe.
- Crime and negative perceptions may constrain tourism development in terms of a loss of foreign exchange. Researchers agree that South Africa should have a higher growth rate.
- 98% of the respondents strongly agreed that crime definitely has an impact on foreign investment.
- 90% of the respondents strongly agreed that perceptions of crime created by the media are the main reason for cancellations of trips to South Africa.
- The survey that was conducted indicated that 97% of the respondents strongly agreed that crime definitely constrains tourism development and growth. If economic growth (and therefore development) does not take place, more employment opportunities cannot be created. This has serious socio-economic consequences.
- Political instability in other parts of the world has positive implications for South Africa as a tourism destination (especially in terms of marketing).
- 60% of the respondents agreed that political instability in other parts of the world seems to have positive implications for South Africa as a tourism destination.

5.2.2 Crime versus terrorism, media and perceptions

- Crime and terrorism are often confused because terrorism is very closely related to crime, and is basically considered as just another type of crime or a sub-category of crime. The only difference is that the objectives of the two types of acts differ. However, the survey indicated that 45% of respondents strongly agreed that there is a similarity between crime and terrorism.
- Terrorism consists of planned crimes, illustrated by the hijacking of international airline flights and the bombing of tourism sites, such as the bombings in Cape Town at Planet Hollywood and Uffizi Gallery in Florence, Italy. Another good example of this is the 11 September 2001 attack on the US when 19 hijackers took control of four US commercial aeroplanes and crashed them into the World Trade Centre and the Pentagon (with one attempt failing due to a crash-landing by the pilot in a field away from a populated centre).
- The 11 September attacks had a positive impact on tourism to South Africa due to the fact that people suddenly developed negative perceptions of America and more positive perceptions of South Africa. South Africa has since been regarded as a much safer destination.
- 60% of the respondents agreed that 11 September had had a positive impact on tourism to South Africa.
- Terrorism is usually associated with achieving certain political objectives, namely:
 - Organisational objectives.
 - Getting publicity and attention from the media.
 - Punishment.
 - Provocation.
 - Disruption.
 - Instrumental advantage.
- Tourists are mostly accidental victims of crime. During the survey, 77% of the respondents strongly agreed with this.
 - Obtaining statistics regarding tourist-related crime currently presents a very difficult situation in South Africa, as the government still does not keep record of tourist safety in South Africa. Therefore it is difficult to determine the real impact of crime. The survey indicated that 92% of the respondents agreed that there must be such a system.

- Statistics indicated that, even though general crime is on the increase, tourist arrivals nevertheless continues increasing too. This means that general crime does not necessarily affect the tourism industry.
- 98% of respondents also strongly agreed that crime definitely has an impact on the image of South Africa
- Tourists base images and perceptions on past experience, information obtained through the media and word-of-mouth. 92% of the respondents strongly agreed that word-of-mouth is the best way to market South Africa as a tourism destination.
- 83% of the respondents strongly agreed that leaflets and brochures are also good safety-education material to provide to tourists when they arrive at a destination or at an airport.
- Many of the respondents (78%) further indicated that South Africa's attempts at informing tourists that steps are being taken against crime are very poor.
- 53% of the respondents regarded South Africa's current safety promotion as very poor.
- Negative media reporting through overexploitation of crime situations and negative promotion (word-of-mouth) by other tourists can result in negative perceptions and images. This can lead to destination avoidance during the travel decision-making process. The issue of crime reportage has a complex relationship to the actual occurrence of crime.
- 90% of the respondents strongly agreed that perceptions of crime created by the media are the main reason for cancellation of trips to South Africa.
- 98% also strongly agreed that negative perceptions can be improved through media relations.
- The survey indicated that there is no difference between crime and perception. Both contribute equally to destination avoidance and cancellations, and play an equally important role during travel decision-making.
- Perceptions sometimes have a bigger influence on travel decision-making than the actual crime rate itself. 94% of the respondents strongly agreed that perceptions have a greater influence.
- Fear and anxiety of crime sometimes have a bigger impact than the crime rate itself. 90% of the respondents strongly agreed with this during the survey.
- Crime and negative perceptions can definitely be seen as drawbacks to South Africa in its efforts at becoming more competitive as a tourist destination.

5.3 RECOMMENDATIONS

The following recommendations can be made with regard to the relevant aspects in each instance:

5.3.1 Marketing

- Hostility towards tourists must be reduced through launching more promotional campaigns across the world.
- It must be a priority for every individual in the community to be friendly to tourists, therefore an awareness programme can be a useful instrument to inform local communities.
- More information is required for tourists regarding safety tips and unsafe areas.
- Information regarding safety must be made available at the front desk of every hotel, lodge, guesthouse, airport and tour operator, and even at car rental companies.
- More marketing is required to create the awareness of the existence of a safety task team. Many people and tourists are unaware of the existence of such a team.
- Improved signage is required, including logos, which visitors of any nationality/language grouping can understand, especially on motorways, around car rental companies and at beaches.
- South Africa could even launch a programme which focuses on areas where tourists may be at particularly high risk, for example at airports.

5.3.2 Solutions and strategies in combating crime

- More exhibitions regarding safety and security at tourism trade shows, for example at the Tourism Indaba and the Getaway Show, can be implemented.
- Initiating more crime prevention projects and increasing the involvement of local communities.
- The community must be better informed about the impact of crime on travel and tourism.
- Improved relations with the media must be encouraged to initiate more positive perceptions about South Africa as a tourism destination.
- A system must be implemented to monitor tourist-related crime. This will contribute to determining the exact impact of crime on tourism.

- There is a need for more visible policing, which can also contribute to tourism safety and reduce crime, especially tourism policing.
- Game rangers must also receive special training in tourism safety.
- A violent street crime task force can be established to patrol areas frequented by tourists. This will minimise the impact of crime on tourists in such areas.
- The severity of prison sentences must be increased in South Africa and the practice of early release of prisoners abolished.
- Victims must be allowed an increased voice at sentencing, provided the victim is willing to do so.
- Training is required for the correct interpretation of crime statistics.
- Greater involvement of tour operators and tour guides is required.
- Rather than denying the existence of such crimes, or constantly attacking the media for creating panic and negative publicity (creating bad relations in the process), tourism enterprises must recognise the fact that properties and tourists might become victims of crime all over the world. Tourism plans should invest significant resources in increasing awareness, guest education and crime prevention measures.
- When designing tourism plans in the case of hotels, tourist attractions and restaurants, crime prevention through environmental design should be practised. Very often architects and developers put little if any emphasis on safety and security issues.
- It is also important to rather focus on actual prevention of crime, and not provide additional exposure for crime by having tourists bombarded with crime information all the time. Most tourists are put off by constant reminders about safety. The media must therefore not always just focus on the bad but publish the good as well.
- More efforts should be directed at inculcating patriotism in the South African media, and in the population at large, with regard to exaggerating incidents around crime; a leaf should be taken from the book of the American media following the 11 September incidents.
- Crime victims are less likely to report crime in a country with an oppressive or incompetent police force than in a country where the police is helpful and trustworthy. The distances people have to travel to the nearest police station, and the availability of transport to get there, are another factor which requires attention.
- The fact that multiple offences are not recorded uniformly in all countries also requires attention. In some countries only the most serious offence reported in a single incident is recorded, while in others all offences reported are recorded.

- Differences in data quality between countries are also a factor. In developed countries recorded crimes are entered in a computerised database and channelled to a central point for analysis. In many less developed countries crime statistics are recorded on paper, which can easily result in the loss of some of the statistics.
- Specific upliftment programmes for disadvantaged communities, as well as for the enhancement of financial resources, must be developed.
- Owing to the fact that crime also varies from area to area across the country, as do the causal factors, different strategies and approaches may need to prioritise different problems in different areas. In turn, both a local implementing agency and a mechanism in which the needs of particular communities can be determined are required. A representative local government is therefore required to fulfil both these functions.
- It is suggested that there is a spectrum of activities in which local government has a role to play in preventing crime. These are as follows:
 - ❖ The focus should be on the prevention of crime internally in local government institutions.
 - ❖ Elected officials at local level have an important role to play in improving police accountability.
 - ❖ Ordinary local government functions should take crime prevention considerations into account.
 - ❖ Development projects at local levels should be designed with crime prevention principles in mind.
 - ❖ Local government, given its relative institutional stability, has an important role in co-ordinating crime prevention initiatives in any area.
 - ❖ The effective enforcement of by-laws (currently performed by local government) will go some way towards reducing some crimes and the fear of such crimes.
 - ❖ Traffic law enforcement (again, currently conducted by local government) is in itself an important crime prevention function when effectively performed.
 - ❖ Local government could have an important role to play in assisting victims of crime by acting as a conduit between the police and service agencies tasked with this function.
 - ❖ Where adequate resources are available, local governments could become key partners in reducing levels of crime in their areas by initiating sustainable and targeted crime prevention programmes. This is beginning in a number of cities.

5.3.3 Recommendations with regard to further research

The following can be proposed for further research:

- What is the relation between crime, perceptions of crime and their effects on visitor arrivals and experiences in South Africa from a tourist's point of view. Does it differ from various other markets?
- How can a destination with safety and security problems be promoted more effectively without losing sight of the ethics of marketing?
- How can industry be used more effectively in order to combat crime?
- The development of a system for dealing with crime against tourists.
- The involvement of tour operators in crime prevention.
- How can communities be used more effectively in order to combat crime?

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ANNEXURE A

1.1 EXAMPLE OF A FEW ARTICLES OF THE IMPLICATIONS OF CRIME AND TERRORISM AND ITS ROLE IN TOURISM

In the articles presented below there are some cases where tourists are “accidental victims” of crime for example robbery, murder and many other general crime types (Ryan, 1993). Then there are cases where the media overexploit many cases in connection with crime. There are also a article regarding the September 11th attack on New York which is a good example of just how one such an act of terrorism can have an impact on the whole tourism Industry and economy.

Chapter two indicated the difference between crime versus terrorism. In the articles it can be clearly identified that both crime and terrorism can have an enormous effect on the tourism industry due to the fact that the tourism industry meet the resource needs of both crime and terrorism.

1.1.1 The way in which tourism relate to the resource needs of terrorism

Tourist facilities are usually logical targets of terrorist violence because various opportunities are provided as well as safety for terrorists to act. The opportunities include the following:

- The convenience of transportation facilities, particularly international airports for foreign tourists, provide means of escape and channels for transporting weapons.
- The frequency of terrorist attacks within and against international airport facilities is ample evidence of the attractiveness of such facilities to terrorist organisations.
- The large numbers of foreign-speaking and foreign-looking tourists provide cover for international terrorists. The diverse populations and relatively free movement within tourist areas increase the freedom of operation of domestic terrorist groups
- The large concentration of people that are attracted to tourist areas and to tourist activities, such as festivals and cultural events, also provide both cover and a

choice of targets. The relatively large financial transactions, particularly in foreign currencies, facilitate transfers of more money.

- There are numerous reasons why tourists and tourist facilities are attractive targets for terrorists. Terrorist objectives can be categorised as long-range or ideological, mid-range or strategic, and short-range or tactical.
- That analysis in essence concludes that terrorists may seek to satisfy tactical objectives in order to sustain their longer-term efforts and to maintain their organisations.
- The strategic objectives may have more political meaning to the organisations and members and represent the means of achieving the ideological objectives.
- The strategic objectives may be the most familiar because these objectives are most frequently expressed as demands. The objectives of terrorist organisations can, in short, be quite diverse.
- There are patterns in the kinds of objectives that terrorist organisations may have and those patterns generally indicate that tourists and tourism facilities are quite logical and appropriate targets of terrorist violence.
- The best indicators of terrorist activity of a political nature are increased robberies of gun stores, banks, doctor's surgeries, construction sites, military weapon facilities, and other sources of supplies (Visser, 2000:17-23).

Terrorist demands frequently include ransoms

- The demands also frequently include requirements that captured terrorists be released. Prisoner releases are necessary to maintain the strength of an organisation, as well as the morale.
- Tourist areas are logical targets of terrorists seeking to satisfy tactical needs. In most developing nations, the tourist resorts are located in the most affluent areas.
- Banks, physicians, and other services in those areas may be the best in the nation. Certainly movement is easier for foreign terrorists who can blend in with other tourists.

- The tourists themselves would generally be more vulnerable to attack, less wary of suspicious activity, and more likely to be carrying large quantities of money and expensive goods.
- To the extent that resort areas may include the residences of the nation's socio-economic and political elite's, those areas would be special targets simply because of the greater potential for high gains.
- The poorer the nation, the more likely terrorists and criminals would find that tourist and other affluent areas attractive targets. While police and military protection may be greater in those areas, there is likely to be more hesitancy about detaining unknown persons or obstructing pedestrian and automobile traffic unless a violent event has already taken place.

Attacks on tourists may be used to achieve all of the objectives, singly or in combination

- The organisational objectives of a terrorist organisation may include high levels which ensure discipline, maintaining unity of purpose and the actions of the group.
- Terrorist organisations have to be active in order to maintain interest, discipline and morale. Relatively frequent and successful operations are morale building and capacity building in the sense of increasing the capabilities of the group's members to carry out successful operations.
- Morale building and legitimising political objectives of the terrorists are less likely to popular support than attacks on domestic targets. Americans, Israelis, and the British are perhaps the favourite targets of the terrorist violence worldwide.
- The Philippines under martial law rule of President Marcos furnishes one of the best examples of the use of terrorist tactics against the regime by the way of attack on tourists.
- The President jettisoned a gradual and balanced programme of tourism development in favour of a crash programme, of high-profile hotel construction in Manila. Then the "Light of Fire" movement was born. A series of arson attacks

destroyed several hotels owned by the Marcos family and tourist arrivals dropped.

- The same organisational needs hold for terrorism practised by governments against their own citizens or by vigilante groups protecting a status quo. Vindication may come with the continuance of policies or dominance of elite's.
- Tourists may reinforce the perception that a particular group is still in control and its actions justified. That has been the charge concerning tourism in South Africa, especially in Sun City (Visser, 2000:17-23).

Attacks on tourist areas also assure media attention and limit the ability of incumbent elite's to control the content of the news about the events

- Political threats and propaganda messages are conveyed by the tourists themselves and by their home governments via consular facilities. Thus, the publicity objective is achieved even in nations that may effectively control the content of domestic news.
- Tourists are chosen as targets because of their symbolic value as indirect representatives of hostile or unsympathetic governments, also have symbolic value for other tourists.
- That was the case in the mid-1970s when Japanese tourists were kidnapped in the Southern Philippines by the Moro National Liberation Front, a Muslim secessionist group. Thus the audience magnifies political messages.
- Attacks on American tourists, for example, may be viewed as a punishment of the US government. Attacks on tourists, too, may be viewed as punishment of the economical and political elite's that own and operate tourism facilities.
- Hotel and restaurant owners, tour guides, transportation operators, and other businesspersons catering to tourists suffer when tourists do not visit. High levels of violence may threaten the economies of entire nations.

Terrorists may also seek to provoke a government into overreacting to violent events

- Tourists are frequently attracted to resort areas because of the freedom of movement and absence of social and political pressures. Just as tourists are attracted to resort offering "vices" and social activities uncommon in their own communities, they may be repelled by restrictive actions by local authorities.

Anger with terrorists for violent acts can turn into anger with the police or military forces for aggravating an unpleasant situation

- That is particularly true when there is a strong perception that police actions were not justified by the violent events.
- For example the reaction to media coverage of British army tanks around Heathrow airport following terrorist threats during the spring of 1986 is indicative of this kind of reaction. The presence of the tanks was less controversial than the news coverage (Visser, 2000:17-23).

The disruptive potential of attacks on tourist facilities is quite large

- The lack of effective emergency management plans in many – if not most – resorts suggest that responses to widespread, frequent, or high casualty violence will not be adequate to maintain order.
- Inadequate medical facilities and ineffective administrative agencies in developing nations could compound those difficulties.

Lastly, in terms of strategic objectives, terrorists may find that tourists are surrogates for other more appropriate targets

- Instrumental advantage may be gained by reducing the economic and political strength of their adversaries. Police, military, and governmental powers may be lessened by disruption, propaganda, alienation of support, coercion of enemies.

- Tourists may provide camouflage and assistance in direct attacks on government authorities.

To the extent that the tourist industry in most developed and developing nations is controlled or managed by socio-economic and political elite's

- Certainly the most familiar pattern would be communist opposition to capitalist hotel and resort owners. Other patterns of political opposition may be more likely, however.

The tourist industry is often blamed for exploiting and destroying indigenous industries and cultures

- The availability of hard currency lures farmers away from their lands and crops. The demand for exotic products, including foodstuffs, influences what is produced.
- The promise of low-skill, service jobs draws rural and small town residents to the large cities and resorts. The patterns are generally familiar in Third-World tourism development. The point is that such development creates problems that may lead to terrorist violence.

In the big picture, in the competition for the minds of men and women in a national struggle, tourists and foreign business travelers are logical and appropriate targets

- They normally do represent some value to incumbent elite's and they are often unpopular among the residents. As foreigners they can be attacked without necessarily posing a threat to others in the nation.
- They can also be used as representatives of their home governments, permitting terrorists to attack a foreign government without leaving their own state or by doing so in a more hospitable state (Visser, 2000:17-23).

1.1.2 The way tourists and tourism relate to the resource needs of crime

Ryan (1993) indicates that there are five different types of 'tourism-crime' situations where tourists can meet the resource needs of crime:

- The tourists can be 'accidental victims': and happens to be in the wrong place at the wrong time. Most crime is directed at the local population.
- The situation where crime occur within a tourism location (a 'hotspot') and attracts criminal elements. In this situation tourists are not specifically the victims.
- Crime within a tourism location where tourists are specifically targeted. In this situation tourists are either perceived to be easy victims or an unwanted influence. As tourist numbers grow, the likelihood of hostility between visitors and local populations increases, thereby also increasing the chances of a willingness to 'cheat, rob or even assault' visitors.
- Organised crime against tourists to meet certain demands. Organized criminal groups target tourist facilities and carry out specific violent action.

In the study of crime and tourism in the Caribbean, De Albuquerque adds the following points as to why tourists might be more vulnerable to criminal acts than locals:

- Visitors are tempted to explore places that the local population avoid, for example, deserted beaches.
- Tourists are more likely to be polite to 'hustlers, drug peddlers and assorted miscreants', thus opening themselves to victimization.
- Local criminals believe tourists are less likely to report crime, because of the time and trouble involved, and if they do, they are less likely to be able to identify assailants or to return to the destination in the event of a trial.
- Tourists tend to ignore friendly warnings of hotel staff, taxi drivers and other locals **(de Albuquerque, 1997)**.

Allen; (1999) also points out that in much of the available literature on tourists as targets of crime, there is an *expectation* that crime rates are higher among tourists than among local residents, which may not be borne out in actual findings. Similar to the points made by Albuquerque above, Allen cites the following reasons as to why tourists are considered vulnerable:

- Tourists usually behave in ways that tend to make them desirable victims (for example, carrying large sums of money, and obvious valuable items such as cameras).
- They sometimes do not adhere to basic safety guidelines.
- They may engage in activities that increase the risk of victimization (such as being out very late at night, or in unfamiliar or unsafe surroundings).
- There may be tension between tourists and local residents, over behaviour, dress codes, and so on, leading to resentment and open hostility.

It is therefore clear that tourists can be accidental victims of crime and terrorism all over the world. The only difference is that terrorism involves more planning and are aimed more directly at the state or government. The aim of terrorism is also to create terror, and what best way to achieve this through the tourism industry. Especially if taken into consideration that some countries are totally reliable on tourism to generate an income and the fact that tourism relate to the resource needs of terrorism as well as crime.

CASE STUDY ONE

Rape sends shiver through young tourists (Warby, 2000).

Backpackers that are coming to South Africa are wary of staying in Johannesburg. This is all because of the rape of a teenage tourist and the 14 other tourists that was held hostage at a hostel in Observatory. A number however say that crime is a problem around the world and that they will carry on with their holidays.

Bushy Durr, co-owner of the Backpackers Lodge where the attacks took place, said that although he knew the publicity would be bad for business, he had no option but to go public. He said that somebody had to do something. While attacks on tourists in Johannesburg are not as numerous as they are perceived to be, overseas visitors still regard the city as unsafe. The owner of a nearby lodge named Rockey Street Backpackers said that when tourists come to the lodge it is often asked if whether it is as bad as they say overseas. The owner also says that some guests never leave the lodge and are even to scared to go and get something to eat at night. Incidents of rape and attempted rape could be nearly 10 times higher than the 240 per 100 000 women reported to the police each year.

In some cases crime doesn't necessarily cause the tourist to cancel the holiday. Many tourists then just simply go to other destinations. The real thing that are actually affected then is the country with the high crime rate.

CASE STUDY TWO

Kenya to launch marketing board: panel is designed to counter negative publicity about country (Pina, 1995).

The Kenya Ministry of Tourism and Wildlife is putting the final touches on a plan to create a tourism marketing board that would, among other things, respond quickly to negative publicity about the country.

In an interview here, G.N.Macharia, director of tourism for the ministry, said that his office has worked out most details of the plan and that the plan is awaiting action by the Kenyan Parliament. He added that the board is unlikely to be funded by a tourist tax but will be supported by government funds and contributions from the countries travel industry. He would not specify how large the marketing board's budget would be, but he predicted it would be one of the largest such offices in Africa.

Matura and Niger Kirin, chief executive of the Kenya Association of Hotelkeepers and Caterers, stressed that the new board is needed because the country has been "unfairly" victimised by negative publicity about crimes against tourists. One example is the U.S. State Department's consular information sheet on Kenya, which said that in downtown Nairobi, Mombassa and at coastal beach resorts, there is a high rate of street crime against tourists. The report also cites armed attacks on tourists and "snatch-and-run" crimes in crowded areas.

A Kenyan tourism official said the reports are exaggerated and that only three foreign tourists in the country have been killed in the past twenty years. At a press conference during the Kenya International Tourism Exposition, Kirira stress that the country cannot sit back and deny that crimes against tourists do not happen. He said that if it could happen in their country it could happen anywhere else in the world.

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Another executive in the ministry said Kenya has become an easy target for the press because it is a successful tourist destination. He said that it is always the best child that comes under the toughest scrutiny. Macharia added that the marketing board will help Kenya to diversify its tourism marketing to stress attractions other than the country's abundant wildlife.

He said he would like to see more promotion of beach areas, sporting events and culture. In addition Kenya is hoping to dramatically increase arrivals from Japan, which stand at about 15,000 annually. Macharia said he would like to see that figures rise to 1.1 million annually.

Another goal of the marketing board will be to add to the country's eight foreign offices and possibly, add a third office in the U.S. A total of 58,000 U.S. travellers visited Kenya last year, a number that has been growing steadily since the early 1990s.

Macharia conceded that the country's marketing efforts are not completely adequate and that many travellers learn about the country through word of mouth. He added that many people in the Kenyan tourism industry are becoming impatient because the country is not responding quickly enough to the negative publicity.

CASE STUDY THREE.

Ransom might be paid for Jolo hostages (Anon (a), 2000).

Malaysian Foreign Minister, Sayed Hammed Albar said that negotiators would have to consider paying a ransom to win the freedom of twenty-one mostly foreign hostages held by Muslim extremists in the southern Philippines.

The Abu Sayyaf guerrillas, who snatched their hostages from the Malaysian resort off Borneo on April 23 and brought them to Jolo by boat, have demanded US \$1 million for each captive. The Philippine government has maintained a non-ransom policy in past kidnappings by Muslim rebels but acknowledged so-called board on lodging payments to the captors.

Nine Malaysians are among the hostages being held by the Abbu Sayyaf Muslim extremist group in the southern island of Jolo. The other captives include three Germans, two each from Finland, France, the Philippines and South Africa, and one from Lebanon.

Abu Sayyaf leader of Galib Andang told a government emissary that the medical condition of the 57-year-old German woman hostage Renate Wallert, who has heart complications and blood in her stool, had deteriorated.

Sayed Hammed expressed regret that it had taken a long time to resolve the hostage crisis. Zamora said the gunmen, who style themselves as independence fighters, have exploited intense media attention to try to prolong the crisis and win more concessions from the government.

Shielding the negotiators from the glare of the media spotlight would allow them to really do something and not have their every move being announced and analysed.

The following are examples of the letters they wrote to the rest of South Africa and their family:

Letter from Callie and Monique

05 / 07 / 2000

(Original letter appears below)

To all our family, old friends and many new friends. We are still amazed by the tremendous support and love our families and we have received. When the "postman" arrives the day turns into gold. All your words are the strength behind each day we live here. We are sometimes so down and feel so lonely, and then we only read all the mail and we feel ashamed for feeling so sorry for ourselves. If all of you, and most of all God, are for us, who can be against us!

Our freedom are still our main goal, and we channel all our energies towards it. We eat a lot of SA goodies now - courtesy of our families and our team in Manila. I even have my cup of Rooibos tea every morning - another highlight. We are all frustrated by the time and the negotiations, but please know that the SA team in Manila are trying their best and have been our lifeline.

We hope and pray to be home soon. Thanx a mil - we luv you all!

C + M

CASE STUDY FOUR.

Shock over two tourist's attack and raping in the Eastern Cape (Anon (b), 2000).

The kidnapping and raping of two Belgium tourists in Kareedouw has send shockwaves through the Eastern Cape's tourism industry. Mister Stanford Slabbert said that they are deeply shocked over this incident. He also said that an attack on any tourist in South Africa, is an attack on our land because it influence us all.

In the meanwhile, the Democratic Party as well as the United Democratic Movement has acted on the incident. According to mister Eddie Trent, the Provincial manager of the DP is the award of tourism the generating of work, proved times and times again, and attack on tourists are causing a negative image of South Africa. The Provincial Commentator of the UDM, mister Johan Malherbe said that the government must approach a more holistic point of view to stop this sort of crime taking place.

CASE STUDY FIVE.

Tourism flow damaged through violence (Van Zyl (a), 1998).

The negative impact of crime on South Africa's investor's must not be ignored. To change this there must be a lower rate in the crime statistics, so that we don't lose investor's interest in our country. The head of the South African Tourism Board minister Michael Farr said that incidents like the murder on the Dutch tourist on the beachfront on Old Year's eve in Durban, have caused a negative influence overseas for South Africa. As well as the murder early in January on a businesswoman Marilese Holmes and her American friend Edward Keim.

They have marketed exclusive South African Tourism properties overseas. Farr said that these isolated cases are causing fright under tourists because of the fact that these cases are enjoying attention from the media. He says that visitors react very negative when they hear this kind of news, especially those from Asia.

Farr says that only one murder on a foreign tourist, is the cause that nearly 200 potential visitors don't want to visit our country anymore. This is the the reason for the loss of income for South Africa of approximately R3, 5 million, calculated on a average spending of R17 500 per person. According to Farr a budget for a tourism income of R16 milliard have been calculated for 1998-1999, an increase of about 10% on the currently book year.

Farr says that it is the biggest part of their budget of R102 million, but it is much worth for the economy, because of the fact that every R1 million that is spend to improve tourism, an extra amount of R30 million are generated. Some tour agencies mean that because of crime many work opportunities are lost, Dr. U. Kastner, a Dutch ambassador in South Africa, says that it is in our country's own best interest to try and act firmly against crime. He says that South Africa is already known overseas to have the highest crime statistics, which has a negative influence on the image of South Africa.

CASE STUDY SIX.

Murders on farms: Intimidation plays an important role (Van Zyl (b), 1998).

In December many action steps were announced to assure that people who are involved with crime on farms were going to be stopped by an anti-crime attempt. It unfortunately cost twenty farm murders over six weeks till early in December, before there were actually steps taken to solve the problem. Dr. Kriek van der Merwe, a safety consultant of Pretoria has discovered (according to research) that since 1993, the safety of farmers was being battered because of certain reasons namely:

- Hate can be the cause of attacks on white farmers.
- In 90% of the cases, the attacker is familiar with the circumstances of the victim.
- -60% of the attacks happens on the farms, and 82% of the attacks take place after the attackers have freely trespassed without using force of any kind.
- -The farm workers are sometimes intimidated to murder the farm worker.
- Another reason is because they don't poses any legal ground that is their own."

If the fact that Zimbabwe's high crime rate a decade ago (now according to Interpol-statistics) has decreased with five murders per 100,000 residents are taken into consideration; there are still hope for South Africa. Locally 60 murders per each of the 100,000 residents take place and over the past three years about 360 farmers were murdered. Mr. George Fives says that everybody has to work together to state crime.

CASE STUDY SEVEN.

Jordan turns crime fighter (Anon, 1996).

Tourism and Environmental Affairs Minister Pallo Jordan says he will pull out all the stops to fight crime because of the obvious knock that the South African Tourism industry will suffer if the statistics continue to climb. However he does caution that incidents of violent crime against foreign tourists are isolated and the issue should not be blown out of proportion. Jordan notes that during the period January to April 1996, only 93 crimes were reported by tourists-out of a total of 376,000 overseas tourists who visited the country during this period.

According to Jordan most visitors still give the country a 7,7 out of 10 safety rating. He emphasises the need place crime against tourist in context. "Crime against tourist should not be equated to the overall situation of crime and violence which prevails in the suburbs and our major cities.

If tourism contributed 10% of the GDP, as it does in the US, the industry would generate some R40bn annually and create 2million jobs. The target in the recently published White Paper on Tourism is to grow tourism's contribution to the GDP from 4% to approximately 8% by this year (2000).

CASE STUDY EIGHT.

Bum 63 was different (Nel, 1998).

On the 25th of August bum number 63 went of in Cape Town at the Victoria & Alfred Waterfront. It was a message to the whole world. Sheryl Ozinsky, the head of Cape Town Tourism said that in two weeks R4 million cancellations was made.

According to Tourism consultants at Grant Thornton Kessel Feinstein is this only the beginning. They are expecting the loss of nearly R354 million in the local economy.

After the explosion; the Western Cape's Minister of Tourism, mister Hennie Bester had found R1 million to improve more marketing activities. He says that it is important to attract foreign journalists to our country and start over again with new advertising and marketing skills.

CASE STUDY NINE.

Emigration (De Villiers, 1998).

According to statistics 3 797 South Africans emigrated from May 1999 till May 2000. This represents 12% of all new New Zealanders. An amount of 16 000 South Africans already live in Auckland. Some of the South Africans mean that the total can increase to an amount of 50 000. Mister Francois Schoeman says that many of the South Africans that emigrate don't assign at emigration. He says that they first go on holiday before they start with the emigration process, they are called the LSD's; the Look, See and Decides.

The Small Smith's already lives four years in New Zealand, but they still miss South Africa. Outside the windows lie the Wakatipu Mountains. Her husband is the owner of a good winestore in this beautiful little town with it's 9 000 permanent residents. More than 30 000 tourists visit this town yearly for it's unique adventures that it produce, like skiing.

They said that it became increasingly difficult to live with all the crime and violence that was going on.

Another incident is the case of Paul and Debbie Bowker who now lives in the Northern Islands of Tauranga. They also moved because of the violence and crime in South Africa. Paul was shot while he delivered wages to the people who worked for him in his construction company on the beach.

South Africa has wonderful weather, majestic wildlife and should be teeming with tourists. But crime keeps the holidaying horders at bay: murders, rapes and muggings have been widely publicised, as has a string of unexplained bombings.

These publicised crimes and negative perceptions leads to the fact that South African tour operators are struggling. An example of this is Tourvest, the country's largest travel group's shares that have fallen by nearly three quarters this year.

From the above case studies it is not very clear which plays a more desicive role in cancelled trips to the country and if crime which can have a direct and indirect impact or the media to blame is for tourist's negative perceptions. It can not be said that crime is the only contributor because just as South Africa is plagued with high levels of crime and violence, so are other countries (Anon (a), 2000).

It is also very difficult to say that only the media is to blame. It is true that there are cases where the media is overexploiting South Africa and trying to make the country as bad as possible but there are some cases where a tourist might be a real victim of crime.

Therefore it is important to look at the influence of the media in all of this. The media is sometimes the main contributor to negative perceptions for example, when people here about these crimes overexploited who have never been to South Africa. This contributes to a indirect impact on the tourism industry and can sometimes have a bigger impact than crimes aimed directly at tourists which might not occur as often as the media makes it out to be.

It is therefore important that inaccurate perceptions must be corrected so that there can be determined if whether crime is the main reason or if the media creates negative perceptions which is the main contributor to declining tourist arrivals. Perceptions of crimes can be as damaging as reality. **(Safety and Security Workshop, 2001).**

CASE STUDY TEN. American mugged at Mpumalanga tourist hotspot (Anon; 2002).

During the month of May 2002 a 58-year-old American tourist was mugged at the ZASM tunnel near Watervalboven along the N4 highway in Mpumalanga.

The tunnel is one of the most popular historic tourist attractions, where many tourists enjoy walking through the stone-walled tunnel to dramatic viewpoints over the Elands canyon; to a 90m scenic waterfall along the Elands River.

Unfortunately the American was robbed of a video camera, wallet containing R1 500, a bank card and a cellular phone.

CASE STUDY ELEVEN.
Day of terror (Goodrich, 2002).

On a Tuesday morning, September 11th 2001, tragedy struck New York when 19 suicide hijackers took control of four United States commercial airplanes and crashed them, respectively into the Twin Towers of the World Trade Centre. An estimated 5000-6000 people were killed. The Tourism industry in America was severely affected, with immediate declines in airline passenger loads of 50% and more, and similar declines in hotel occupancy.

This act of terrorism had a huge impact on various levels. During the week after the tragedy, all major professional sporting events in the USA were postponed. The US State Department issued a travel advisory to avoid countries like Afghanistan, Iran, Iraq and Libya as well as Sudan. These countries are regarded as havens of terrorists.

Since then South Africa is regarded as one of the safest destinations now, and has seen tourism grow. This act of terrorism however caused America a loss of approximately 19 billion dollars, and a loss of 10 billion jobs. Since 9/11 there was a loss of 8,5% of US travel.

CASE STUDY TWELVE
Tourist murder weapon allegedly found at suspect's home
(SABC, 2002)

The man arrested in connection with last week's murder of a British tourist in Pilgrim's Rest will appear in the Graskop Magistrate's court today.

Diane Conway and her husband John were attacked last Tuesday outside their hotel room at the Royal Hotel. Diane was shot three times in the stomach and died on the scene; John was shot in the neck and taken to the Nelspruit Medi-Clinic where he is making good progress and is likely to be discharged later this week.

A man was arrested on Thursday evening in Bushbuckridge following a tip-off from the public. Police recovered three of the couple's credit cards from him. The murder weapon allegedly used in the attack was also found in a Bushbuckridge home.

The couple were on a 10-day tour of South Africa and were about to return to their chalet behind the hotel after supper when they were ambushed.

ANNEXURE B

To help in the quest to dispel fear with tourists, important tips can be followed before travelling abroad.

1.1 TIPS FOR TRAVELLERS BEFORE GOING ABROAD

Before hints can be given to tourists, it is important to determine why tourists usually are at risk. The main problem is that tourists usually “stand out”. Other problems are usually created by certain circumstances as follows:

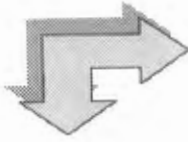
Table 1.1: Why tourists are at risk

NATURE OF THE RISK	CIRCUMSTANCES
Common delinquency, indiscriminate and targeted crime	• Tourists are more likely to carry valuables and cash with them • Victims are more likely to leave the country than stay to testify
Deficient functioning of tourism and related sectors	• Absence of protection in tourist areas and weak safety standards or regulations
Visitors create problems for others and their own safety	• Tourist are more likely to explore situation that are unfamiliar to them • The strangeness of different cultures lure tourist into unsafe places at unsafe times
Unlike personal risks these risks are due to ignorance or passive approaches	• Ignorance, weak information systems and suspicion towards strangers

(Source: Anon, 2001).

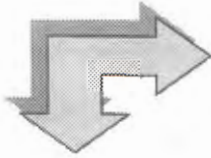
The above circumstances are a clear indication that there is a urgent need for efficient strategies (mentioned above and in the beginning of the chapter) together with the hints given to travellers that need to be implemented to minimise these risks.

According to **Kaltenheuser (1999)** the following aren't solutions to stop crime completely, but it will be able to minimise crime. Here's how to reduce the risks.



BE ARMED WITH INFORMATION

- Travellers are taken in by the allure of places that seem exotic and different. If an event would seem odd for instance in New York City, it's amiss in other countries as well.
- If a woman suddenly tries to hand you her baby, you can offer excellent odds an older child will be picking your pocket.
- If someone 'accidentally' squirts mustard on you and wants to help get your suit cleaned up, it's a set-up.
- If a group of kids are begging you to sit your luggage or your camera bag down and take their picture, look out.
- One of the most important things you can do to protect yourself when travelling abroad is to arm yourself with expert advice before you go. Your search for quality information on foreign travel need not be a laborious one.
- Frank Johns, senior intelligence analyst for Pinkerton's Automotive Services, gives the State Department good marks as a starting resource, particularly the Overseas Security Advisory Council (OSAC), which promotes security cooperation between the State Department and the American overseas private sector.
- Besides many helpful publications, OSAC offers the Overseas Security Electronic Bulletin Board, a database operated by the Office of Intelligence and Threat Analysis (ITA), a unit of the State Department's Bureau of Diplomatic Security. OSAC'S Website, www.ds.state.gov, provides a variety of information, including unclassified U.S. embassy reports, global news headlines, travel advisories, and nifty features like million-dollar rewards for information that will bag a terrorist –updated daily.
- Also, U.S. companies are eligible to register for a password that allows them to download additional information, such as crime safety reports, unclassified diplomatic reporting, and country reports (McIntoch et al., 1995).



TIMING IS EVERYTHING

- Johns points out that whatever sources one uses, the key for information is timing, and most information is rapidly outdated. This may be one argument for using a free-based service such as those offered by Pinkerton (www.pinkertons.com), Kroll Associates (www.krollassociates.com), and London-based Control Risks Group (www.crg.com).

According to Brett Laquercia, director of sales and marketing for the Security Products and Services Group of Kroll O'Gara Co. (Kroll Associates' parent company), "OSAC can't comment on some political situations while they are unfolding. If they did, they'd risk driving the news, rather than reporting it."

- Dan Whiteman, General Motors manager of global threat assessment, agrees there "is a risk that OSAC might refer to much on the side of caution, in order to avoid potential diplomacy and foreign-policy problems; it has had to rescind some information after criticism from offended countries. That isn't a worry for Pinkerton," he says.

Whiteman emphasises the importance of tapping into multiple sources of information. "(OSAC director) Nick Proctor has done a very good job, and the Website is improving. Its travel warnings and official announcements are good trigger points for taking action. But it is more a direct feed of news information and country summaries. And no one entity can report on everything."

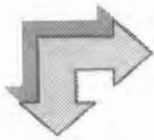
Whiteman believes company interplay with information recourses is important. It is often a tricky balance, he says: "Two-thirds of companies probably overreact, and one-third probably under react." It might be said the balance was just about perfect in spring 1998. When the situation in Indonesia rapidly began to unravel, GM employees found themselves whisked through the chaotic streets of Jakarta to plains waiting for them at a military airport. The evacuation followed a crisis-intervention program developed by Pinkerton (Kaltenheuser, 1999).

According to Whiteman, they had started gearing up for this move two weeks before, after Pinkerton's online information service warned clients that it was time to think about packing.

This warning, Whiteman says, was way ahead of the conventional media, a fact that he credits in part to Pinkerton's feedback loop between conventional news sources and

"ground truth" directly from Jakarta. Indonesia is just one of twenty countries where Pinkerton has a presence.

- General Motors has become so enamoured of Pinkerton's integration of information services that it recently signed a \$1.1 billion contract with Pinkerton of its U.S. plants, reportedly the largest single security contract in history (McIntoch et al., 1995).



INDIVIDUAL ALONE

- Individual travellers should also consider a crisis-management plan. If you're in a wildcard region, it is strongly recommended that you go to the embassy, and let them know where you are staying and how to get in touch with you.

If you're staying in a reliable hotel, keep it's management informed of your whereabouts, and check in frequently if you sense if something is going down. "Embassies have informal information trees which they use to send out information by fax and phone in emergencies. If the local media offerings are state-run or weak, take a radio that allows you to tune into the BBC or CNN."

- Before you go, contact the Bureau of Consular Affairs (202-647-1488) to request information on seams in your destination country; also register with the security officer of the country's consulate. Travel.state.gov and www.state.gov are two Websites that may be helpful.
- Purchase a copy of the Key Officers Guide (202-512-1800), which lists Foreign Service personnel in embassies, missions, and consulates that business folk will most likely encounter. They are a very mobile bunch, so correspondence should be addressed to specific sections or positions, not to an individual's name.



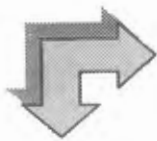
INSURE AWAY

- What about kidnap insurance? Richard McCormick, senior managing director of crisis management for Business Risks International, a division of Pinkerton, has misgivings about it.

If you are a tourist, or going into a city for a quick meeting, you probably don't need kidnap insurance. It is best to have it if you are spending time in an area of high kidnapping. But

insurance is very sensitive. Most policies dictate that if the policy becomes known, it can be voided.

- Most companies don't even want their employees to know they have insurance, for fear that if under duress they might tell their kidnappers. Never, ever tell your kidnapper you are insured; it will only put you in more jeopardy if they realise there's a more professional mechanism in place, or make the kidnappers figure they can increase their money demands.
- "Don't let local police know you or a kidnapped member of your family or company has insurance; in some countries police may have leaks to criminals. Most importantly, don't let insurance give you a false sense of security (McIntoch et al., 1995).



- The world still varies wildly, despite everyone watching CNN. Much of your preparation for travelling abroad may involve familiarising yourself and your family with the customs of your destination country. "American kids can be unintentionally intrusive, so make sure your kids understands what locals take seriously," says Johns.
- "Let them know not to walk in front of people praying or, during Ramadan, not to throw loud boisterous parties or publicly chow down during fasting hours. In some Muslim cultures it's rude to show the bottoms of one's feet, even by crossing legs. In some Asian countries it is offensive to pat children on the head.
- Don't go berserk with cameras, photographing government buildings or, in some places, even mosques, unless you want to get interrogated as a spy. If you take shots of locals, ask permission, and maybe offer a piece of candy to children you photograph.'

Educate yourself about the local seams, too. For example, if you're headed to a reputable restaurant near the Taj Mahal, but you end up with a randomly picked cabby's suggestion for a cheaper, closer alternative, you might find yourself suddenly ill and rushed to the restaurant owner's recommended doctor, who presents you with an outrageous bill and/or sets you up for the further indignity of a robbery on the way home.



SIMPLE STRATEGY

- The likelihood that you will be a victim of crime while abroad are widely adjusted by the precautions you take with your behaviour. For example, If two people travel together rather than alone, their odds of being criminal victims drop by 85%. Security advice often focuses on being a less inviting target than others are. Like the two campers, who heard a grizzly outside their tent, One quickly put on his running shoes. 'That's no plan,' said the other. 'We can't outrun a grizzly.' 'No,' says the first, 'but I can outrun you.' "
- And though you may be taking extra caution, it certainly doesn't mean you should be paralysed with fear. Most kidnappings can be prevented. The bad guys play checkers; you simply have to play chess.
- There is no such thing as 100% security abroad. Still, if advice below, are followed, provided by Pinkerton Global Intelligence Services, vulnerability to threats will be reduce in travelling abroad.
- Learn some key words and phrases in the local language so that you can say "Please," "Thank you," "Call the police," "I need a doctor," "Take me to the hospital," "Take me to the Embassy/Consulate," and so on.
- Make photocopies of your passport. Put one in a safe place at home or in a safe-deposit box. Leave one copy with a close relative or friend, in case it is needed in a hurry. Take one copy or more with on the trip. Then the passport can be locked in the hotel safe or other secure locations.
- Clean wallet, purse, and briefcase. Remove items that is a connection to the military {reserve or retired ID cards}, a company, or a defence contractor. Take only those items that is desperately needed and that are affordable to replace.
- Limit the number of credit cards that are carried. Normally, one or two will suffice. Do not carry credit cards in the same wallet. Keep one credit card in briefcase or day planner. Make copies of all credit cards going with, before leaving home. Purchase a money belt or wrap that will enable to hide money and valuable documents. Wraps provide the most security but are awkward when stowed items are needed (**Kaltenheuser, 1999**).
- Wrapping several rubber bands around a wallet will make it difficult for a pickpocket to snatch it. If carrying a purse, make sure it has a strap or buckle closure. Drawstring and snap closures are easy for pickpockets to open.

- Walk with the purse toward the front of the body, keeping one hand on it at all times. Waist purses may keep hands free, but are also easily stolen. Remove all business logos from luggage, remove business cards from luggage-tag holders, and use covered luggage tags.
- Make a copy of the itinerary and leave it with a close friend or relative in case of any emergency. Let this person know if travel plans are changing or if there are plans to deviate from the planned itinerary. Consider working out a code word that can be used on the telephone to tell this person if there has been a kidnapping or there is danger.
- Make sure that all prescription medicines in sufficient quantities are available to last during the trip. Keep medicines in containers bearing the prescription data so that customs officials and police will not mistake them for illegal drugs. Check to see if the prescription medicines are legal in countries that will be visited (for example, some asthma inhalers are illegal in Japan).
- Make sure that none of the materials carried is prohibited from moving into or out of the country that are being visited. A good example for instance, is to make sure that a laptop computer is not carrying encryption software greater than the 40 bits permissible for U.S. export.
- Beware that in some countries the encryption key must be revealed to the local government at the port of entry. This makes it even more important that the laptop is not lost if sensitive or proprietary information is carried on it. Such data should still be encrypting so that the average person cannot read it unless the person has the key. Only then does that person have the ability to decipher it **(McIntoch et al., 1995)**.
- Be sure to watch the computer as it goes through security screening. Several team swindles exist for distracting owners and security personnel at screening checkpoints. While the distracting is taking place, someone who has already gone through may steal the laptop as it comes off the conveyor belt.
- Be wary of congregating in any bar or restaurant that caters mainly to people of the same nationality, especially in countries where criminal gangs or terrorists use bombs to terrorise citizens from your country.
- Vary arrival and departure times by an hour or more for places that are visited regularly; for example, do not always eat breakfast, lunch, or dinner at the same time or place **(Amster, 1990)**.



GENERAL HINTS IN REDUCING CRIME

- Never travel alone, especially in deserted places. Research has proven that when two people travel together, the chance of you being a victim of crime drop by 85%.
- Never carry all your credit cards with you. Normally one or two will suffice.
- When you carry a wallet, wrap two/more rubber bands around it. It will make it difficult for a pickpocket to snatch it.
- When carrying a computer/laptop, watch it when it goes through security screening. The perpetrators usually try and distract you as well as the personnel, and they steal your computer.
- When travelling abroad think about kidnap insurance, especially in a high kidnapping area.
- Familiarise yourself with the destination. This will help to assure that you are not on the wrong time on the wrong place.

Despite everybody watching CNN the world still varies widely. Look for maps or books that can tell you more about the destination.

- Let the embassy know where you are staying and how to get in touch with you.
- Make photocopies of your passport and leave one with a close relative and the other in a safety deposit box for example.
- Let a relative/members of your family know where you are staying, when you are planning to head back etc.
- Work out special codes to use over the phone if you tell somebody that you are kidnapped/or in danger etc.
- When taking medicine for example, make sure that it is not illegal in the visiting destination.



GENERAL HINTS FOR TOURISTS VISITING SOUTH AFRICA IN REDUCING CRIME

- Every person wishing to enter South Africa must be in possession of a valid passport for travel to South Africa and, where necessary, a visa. Enquiries can be directed to South African diplomatic representatives abroad or the Department of Home Affairs in Pretoria. Visas are issued free of charge.

- Visitors who intend travelling to South Africa's neighbouring countries and back into South Africa are advised to apply for multiple-entry visas. Passport-holders of certain countries are exempt from visa requirements. Tourists must satisfy immigration officers that they have the means to support themselves during their stay and that they are in possession of return or onward tickets. They must also have valid international health certificates.
- South Africa's transport infrastructure airlines, railroads, luxury touring buses (coaches) and cars is such that tourists can travel comfortably and quickly from their port of entry to any other part of the country. A number of international airlines, including South African Airways (SAA), operate regular scheduled flights to and from South Africa. Several domestic airlines operate in the country. There are also mainline trains to all parts of the country. A brochure entitled *Helpful Hints to Make Your Stay Enjoyable and Safe* is distributed to tourists at international airports (**South African Yearbook, 2002**).

There are many other tips that can be provided:

- Never travel alone, especially in deserted places. Research has proven that when two people travel together, the chance of you being a victim of crime drop by 85%.
- Never carry all your credit cards with you. Normally one or two will suffice.
- When you carry a wallet, wrap two/more rubber bands around it. It will make it difficult for a pickpocket to snatch it.
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- Familiarise yourself with the destination. This will help to assure that you are not on the wrong time on the wrong place.
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- Work out special codes to use over the phone if you tell somebody that you are kidnapped/or in danger etc.
- When taking medicine for example, make sure that it is not illegal in the visiting destination.

Through the hints (mentioned above) given for travellers; it is possible to minimise crime. Although these hints can contribute to minimising crime; it still remains the responsibility of tourists to familiarise themselves with these hints and tips.

To prevent crime totally is almost impossible, but through minimising crime, sustainable tourism development can be achieved which can help with building bridges in reality and understanding, and which is also a vital force for peace.

ANNEXURE C



Founding 1869
50 years of independence 2001

Potchefstroomse Universiteit

vir Christelike Hoër Onderwys

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Private bag X6001
Potchefstroom 2520

15 September 2002

TO WHOM IT MAY CONCERN

THE IMPACT OF CRIME ON THE DEVELOPMENT OF THE TOURISM INDUSTRY

Tour operators questionnaire

My name is Alvera Visser and I am currently busy with my Masters degree at Potchefstroom University for Christian Higher Education. The title of my dissertation is: **The impact of crime on the development of the tourism industry in South Africa.**

Your company has been selected through a random sampling method and I humbly request you to complete this questionnaire; which will serve as input information for my dissertation. Without your input it will be impossible to make valid conclusions and minimising crime is a big problem within the tourism industry and can have a very big impact on tourism development. Crime is definitely influencing tour operators across the world especially in terms of bookings and reservations. It is therefore very important to determine if crime or perceptions of crime have a bigger influence.

This survey is conducted in strict confidence and the questionnaire constitutes full confidentiality. Please feel free to contact me should any problems arise during the completion of the questionnaire.

I really appreciate your co-operation. Thanking you in anticipation.

Yours sincerely

Alvera Visser

INSTRUCTIONS:

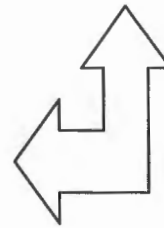
You can complete the questionnaire via email by following the example below:

Example: Question one:

1. In which province is your business situated?

North West	1	
Gauteng	2	
Mpumalanga	3	
Free State	4	
Eastern Cape	5	
Western Cape	6	
Northern Cape	7	
KwaZulu-Natal	8	
Limpopo (Northern Province)	9	

1



If the company for example is situated in North West, you can just type the number 1 in the block provided beside the question and the extra blocks provided at the tables.

This procedure can be followed throughout the questionnaire.

When finished, the whole document must then be saved on the hard drive and then send with a new email attached as a new document from the hard drive.

Please do no forward or send by a reply message.

Questionnaire

POTCHEFSTROOMSE UNIVERSITEIT VIR CHRISTELIKE HOËR ONDERWYS

No

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SECTION A: GENERAL

1. In which province is your business situated?

North West	1	
Gauteng	2	
Mpumalanga	3	
Free State	4	
Eastern Cape	5	
Western Cape	6	
Northern Cape	7	
KwaZulu-Natal	8	
Limpopo (Northern Province)	9	

2. Do you mostly work with:

National Tourists ?	1	
International tourists ?	2	
National and International tourists ?	3	

SECTION B: THE IMPACT OF CRIME ON TOURISM DEVELOPMENT

1. Please answer the following questions by using the rating scale below:

5 - STRONGLY AGREE				
4 - AREE				
3 - NEITHER AREE NOR DISAGREE				
2 - DISAGREE				
1 - STRONGLY DISAGREE				

1. Would you say that a vital force for world peace is currently seriously threatened by the outbreak of terrorism?

1	2	3	4	5
---	---	---	---	---
2. Would you say that South Africa's history of political violence is currently affecting reservations negatively?

1	2	3	4	5
---	---	---	---	---
3. Would you say that perceptions of crime created by the media is the main reason for cancellations of trips to South Africa?

1	2	3	4	5
---	---	---	---	---
4. Would you say that tourists are mostly accidental victims of crime?

1	2	3	4	5
---	---	---	---	---
5. Would you say that perceptions of crime have a bigger influence on travel decision making than the actual crime rate?

1	2	3	4	5
---	---	---	---	---
6. Would you say that the hostility towards tourists by the local population has an influence on foreign investment?

1	2	3	4	5
---	---	---	---	---

7. Would you say that "crimes against tourists" must be a category captured by the police, either in South Africa or elsewhere?

1	2	3	4	5
---	---	---	---	---

--

8. Would you say that crime is the main disappointing factor for tourists to South Africa?

1	2	3	4	5
---	---	---	---	---

--

9. Would you say that anxiety and fear of crime have a bigger impact than the actual crime rate itself?

1	2	3	4	5
---	---	---	---	---

--

10. Would you say that if the crime rate is higher in a certain area, for example Cape Town, tourists avoid the whole of South Africa?

1	2	3	4	5
---	---	---	---	---

--

11. Would you say that crime and terrorism are the same thing?

1	2	3	4	5
---	---	---	---	---

--

12. Would you say that word-of-mouth is the best way to market South Africa?

1	2	3	4	5
---	---	---	---	---

--

13. Would you say that brochures and leaflets are good safety educational material to provide for tourists?

1	2	3	4	5
---	---	---	---	---

--

14. Would you say that crime has an impact on the image of South Africa as a tourism destination?

1	2	3	4	5
---	---	---	---	---

--

15. Would you say that crime has an impact on foreign investment in South Africa?

1	2	3	4	5
---	---	---	---	---

--

16. Would you say that crime constrains tourism development and growth?

1	2	3	4	5
---	---	---	---	---

--

17. Would you say that insufficient tourism development and growth constitute a main contributor to unemployment?

1	2	3	4	5
---	---	---	---	---

--

18. Would you say that the impact of crime can result in an increase in social costs?
- | | | | | | |
|---|---|---|---|---|--|
| 1 | 2 | 3 | 4 | 5 | |
|---|---|---|---|---|--|
19. Would you say that an increase in social costs can draw investment funds away from other financially more viable opportunities (i.e. money spent on cleaning up)?
- | | | | | | |
|---|---|---|---|---|--|
| 1 | 2 | 3 | 4 | 5 | |
|---|---|---|---|---|--|
20. Would you say that improved perceptions by means of media relations can contribute to tourism growth opportunities?
- | | | | | | |
|---|---|---|---|---|--|
| 1 | 2 | 3 | 4 | 5 | |
|---|---|---|---|---|--|
21. Would you say that tourism policing is a necessity in South Africa?
- | | | | | | |
|---|---|---|---|---|--|
| 1 | 2 | 3 | 4 | 5 | |
|---|---|---|---|---|--|
22. Would you say that tourism policing can reduce the crime rate in South Africa?
- | | | | | | |
|---|---|---|---|---|--|
| 1 | 2 | 3 | 4 | 5 | |
|---|---|---|---|---|--|
23. Would you say that September 11 had a positive impact on tourism to South Africa?
- | | | | | | |
|---|---|---|---|---|--|
| 1 | 2 | 3 | 4 | 5 | |
|---|---|---|---|---|--|
24. Would you say that crime has little impact on domestic tourism?
- | | | | | | |
|---|---|---|---|---|--|
| 1 | 2 | 3 | 4 | 5 | |
|---|---|---|---|---|--|
25. Would you say that political instability in other parts of the world, e.g. the Middle East has a positive impact on tourism to South Africa?
- | | | | | | |
|---|---|---|---|---|--|
| 1 | 2 | 3 | 4 | 5 | |
|---|---|---|---|---|--|

SECTION C: SOLUTIONS AND STRATEGIES COMBATING CRIME

1. Please rate the following statements:

5 - EXCELLENT				
4 - GOOD				
3 - FAIR				
2 - POOR				
1 - VERY POOR				

- | | | | | | | | | | |
|----|---|---|---|---|---|---|---|---|--|
| 1. | How would you rate South Africa's attempt at informing tourists that steps are being taken against crime? | <table border="1"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table> | 1 | 2 | 3 | 4 | 5 | <table border="1"><tr><td> </td></tr></table> | |
| 1 | 2 | 3 | 4 | 5 | | | | | |
| | | | | | | | | | |
| 2. | How would you rate South Africa's investment in crime prevention projects? | <table border="1"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table> | 1 | 2 | 3 | 4 | 5 | <table border="1"><tr><td> </td></tr></table> | |
| 1 | 2 | 3 | 4 | 5 | | | | | |
| | | | | | | | | | |
| 3. | How would you rate tour operators' current involvement in crime prevention projects in South Africa? | <table border="1"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table> | 1 | 2 | 3 | 4 | 5 | <table border="1"><tr><td> </td></tr></table> | |
| 1 | 2 | 3 | 4 | 5 | | | | | |
| | | | | | | | | | |
| 4. | How would you rate South Africa's current safety promotion measures? | <table border="1"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table> | 1 | 2 | 3 | 4 | 5 | <table border="1"><tr><td> </td></tr></table> | |
| 1 | 2 | 3 | 4 | 5 | | | | | |
| | | | | | | | | | |
| 5. | How would you rate South Africa's strategic marketing in relation to crime? | <table border="1"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table> | 1 | 2 | 3 | 4 | 5 | <table border="1"><tr><td> </td></tr></table> | |
| 1 | 2 | 3 | 4 | 5 | | | | | |
| | | | | | | | | | |
| 6. | How would you rate South Africa's safety task teams' effectiveness? | <table border="1"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table> | 1 | 2 | 3 | 4 | 5 | <table border="1"><tr><td> </td></tr></table> | |
| 1 | 2 | 3 | 4 | 5 | | | | | |
| | | | | | | | | | |
| 7. | How would you rate the awareness of South Africa's safety strategy? | <table border="1"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table> | 1 | 2 | 3 | 4 | 5 | <table border="1"><tr><td> </td></tr></table> | |
| 1 | 2 | 3 | 4 | 5 | | | | | |
| | | | | | | | | | |

2. Do you have any comments or suggestions with regard to this topic?

Thank you for your co-operation