

Implementation of Safe City Programme in City Tourism

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Abstract. The urbanization process causes numerous problems in city area, and safety is the main issue that recently discussed not only locally but also globally because it may put in risk the quality of life among city population. Safe city is a part of *liveable cities* concept focuses on the crime problem in city areas. It has to become more essential when UN-Habitat Nations emphasized this concept in 1996 due to the increase of crime cases in city areas. Safe City Programme has been used in a tourism industry when city tourism introduced. However, the frequent occurrence of crime such as murdering, snatching, kidnapping, robbery, sexual assault, vehicle stealing and others frequently happen towards tourists in city areas can become threats to the tourism industry. Shah Alam was the first safe city in Malaysia, ironically was ranked as the fifth highest in the crime rate index in Selangor. This situation created some hesitation and doubtful about the implementation of Safe City Programme in Malaysia. The aim of this study is to evaluate implementation of Safe City Programme in relation to the tourism industry. The main objective of research is to identify the efficiency of Safe City Programme implemented in Johor Bahru. Singaporean tourist has been selected as the main respondents. Simple random sampling has been used for this study, and the sample size was 384 respondents but only 201 respondents willing to participate of this research. As a result, most of the respondents consider the level implementations of Safe City Programme at Johor Bahru are “satisfied” with a few of steps in Safe City Programme are “not satisfied,” “satisfied” and “good.” In line of the findings, it is recommended that the stakeholder in tourism industry need to work together with related parties to improve the implementation of Safe City Programme.

Keywords: safe city programme, safety, city tourism, safe city

1. Introduction

Principally, a reporter namely Jane Jacobs has been proposed a safe city concept on 1961 through journal entitled *Life and Death of American Cities*. Safe city concept becomes one of the approaches as a part of *liveable cities*' concept focuses on the crime problem and solves the safety issues in city areas. It came more significant when UN-Habitat Nations (UN-Habitat) emphasize this concept on 1996 after the increased of crime cases in the whole world cities [1]. The necessity of safety elements in city tourism has a various definition and covering various aspects to ensure the level of tourist's safety when they are in city tourism destinations. The occurrence of crime such as murdering, snatching, kidnapping, robbery, sexual assault, vehicle stealing etc. happen to towards a tourist in city's areas [2]. These scenarios can contribute for the ruin of tourism and national economics where it was depended on tourism industry.

2. Safety In City Tourism

The urbanization process causes numerous problems in city area, and safety is the main issue that recently discussed not locally but also globally because it affects the quality of life among city population [1]. Urbanization happened through the movement of backside from the suburban to urban or city, which as well changed the agricultural to non-agricultural economics, and finally the changes of cowing backside to more

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crowded and the changes of modernization of communities [4]. City area nowadays has changed and become more hazardous. Meanwhile in other researches, this unsafe situation has been an influence by the globalization process due to the unbalances social, space within city areas and has increased risky feelings among the community [3]. Safety is one of the measurements to achieve the quality of life, and the increasing number of crimes will be contributing to the anxiety among community and tourist. The importance of this safety aspect recognized by Maslow (1954) when he put it as the second important dimension after “psychological needs” to accomplish better quality of life [3]. Based on the report by UN-Habitat Nations, average at least once within five years, more than half of the world’s population live in city area with the population more than 100,000 became victims of the crime [1].

Furthermore, safe city has been used in the tourism industry when city tourism introduced. Due to this process, there are two conditions: city feature and tourism function should combine and makes up the city tourism [5]. A city feature explains that the characteristic of a city as backside premises; it is also served as tourism areas and leisure activities after the function of city tourism was proposed. On the other hand, tourism function looks at the leisure activities as the main factors in urbanization. Tourism elements were separate from primary elements, secondary elements and additional elements [6]. Primary elements refer to the elements that can attract visitors to city tourism areas. Secondary elements refer to the elements that used by visitors while additional elements are the elements that support tourism industry such as infrastructure. It shows that safety aspect in tourism industry looks vital, especially in city tourism because the urbanization process causes various implications and directly becomes a main problem in city areas. Moreover, war and political factor, health factor, criminal factor and violent factor are the four factors that cause negative impacts to the tourism industry and destination [7]. Through these factors, it is enough to influence the desire of tourist to visit tourism destination.

2.1. Safe City Programme as Mechanism for Safety in City Tourism

The comprehension of Safe City Programme as ‘free crime cities’ actually came from the Safe City Programme launched at the international level in 1996 by UN-Habitat. This program carries two main objectives: to give full support to create awareness on the decreasing urban safety, and to contribute towards crime prevention development strategies [1]. This program implemented through local authority, and it was necessary to create understanding that crime is not preventing by the judiciary system, but the responsibility to keep safety is responsible by all parties, including the local authority, community and tourist [2]. Other than that, UN-Habitat suggested the local authority to organize this collaboration through three approaches. The first approach is primary prevention strategy through designing and physical environment. Secondly is secondary prevention strategy where it is concerned about enhancing social behavior for both criminal actor and crime victim and the third approach is formal preventing strategy where the punishment done directly towards the criminal actors as well as to ensure these criminal actors will not re do the same crime. Therefore, at the international level, UN-Habitat collaborated with various world agencies such as United Nation Development Programme (UNDP), United Nation Children’s Fund (UNICEF) and United Nations Economic Social and Cultural Organization (UNESCO) to support all local authorities in this programme [1].

The concept of a safe city in Malaysia has been proposed by Crime Prevention Foundation Malaysia (YPJM) in early 1998 whereby suggested a government to implement a similar program as a step forward to surmount of crime issue in Malaysia. Afterward, the Ministry of Housing and Local Government (KPKT) launched this Safe City Programme on 10 August 2004 [2]. It is a crime prevention strategy through primary prevention approach that has been suggested by UN-Habitat. The aim of this program is to enhance the population quality of life also to increase the level of safety among a tourist within city area. Under this programme, the safe city concept was classified as free from physical threats, social and mental and has a conserved environment [8]. Until recently, the concept of a safe city has realized through the implementation of a crime prevention guideline provided by the Department of Town and Country Planning (JPBD). This guideline consists of 23 measures of crime prevention approach through three important strategies: environmental design initiatives, target hardening and social activities/society education/public awareness [8]. Refer Table 1.

Table 1: 3 Strategies and 23 Steps for Safe City Programme (source: Ref. [8])

STRATEGY	PREVENTATION STEPS
1. Environmental Design Initiatives	Segregation of Pedestrian Walkways and Motorways Preparation of Bollards Control Landscape Crops along Pedestrian Walkways Crime Prevention Research Through Environmental Design Sharing Crime Information through GIS Based Mapping Revision of Housing Arrangement Guidelines
2. Target Hardening	Police Booth Crime Reminder Sign Board Safety Mirror Security Alarm Washing / Cleaning Cluttered and Hidden Areas Motorcycle Locked Parking Base Installation of Closed Circuit Television (CCTV) Lights Installation at Business Premises' Walkways Public Pathways that are not Sheltered or Obstructed from Public View Lighting Crime Targeted Area Obstruct Business Activities and Park Car at the Pedestrian Walkways Generate Variety of Business Activities Private Security Guard Service
3. Social Activities/Society Education/Public Awareness	Education Installation of Lighting at Side Lanes, Front and Back Yard Preparation of Community Crime Booklet Increase Patrolling in Housing Area

3. Methodology

This research used probability-sampling method with considering population elements where all the units in population have the same probability to select. Respondents selected randomly using simple random sampling; subsequently, a researcher used questionnaire survey instrument (closed and open-ended question) as well as an observation and interviews. Based on statistics by Tourism Malaysia for the year of 2009, the number of tourist who visited Johor Bahru was slightly around 12,733,082. Thus, based on a statistical table, 384 respondents are sufficient for this research [9]. Unfortunately, there were only 201 respondents willing to participate in this survey and were approached personally by the researchers. In order to answer the objective, the mean score range has been used to identify the efficiency in implementation of Safe City Programme at Johor Bahru through the scale rating (Table 2) below:

Table 2: Mean Score Range Towards The Efficiency in Implementation of Safe City Programme at Johor Bahru (source: Ref. [10])

Mean Score Range	Level of Efficiency
$1.00 \leq Mean < 1.50$	Very Not Satisfied
$1.50 \leq Mean < 2.50$	Not Satisfied
$2.50 \leq Mean < 3.50$	Satisfied
$3.50 \leq Mean < 4.50$	Good
$4.50 \leq Mean \leq 5.00$	Very Good

4. Discussion

Slightly more than half of Singaporean tourists were male (51.2%), and the rests were female (48.8%). Majorities of the respondents are between 30-39 years old (31.8%) and married (62.7%). Most of the respondents are Malays (56.7%), followed by Chinese (28.4%), Indian (13.9%) and others (1.0%). In terms of occupation, private employees and government personnel represent the biggest group that visits Johor Bahru, which is 42.3% and 21.4% respectively. For education levels, more than 68.7% of the respondents attain at least tertiary education (those holding a diploma, bachelor degree and above). This closely followed by respondents who ended their educational level at secondary schools (22.4%) and primary school (3.5%). In terms of an annual income (evaluated in SGD), majority of the respondents has an annual income around 30,000-49,999 (38.8%). This is closely followed by those who have an annual income around 10,000-29,999 and below 9,999, which is 19.4% and 13.9% respectively.

4.1. Evaluation of the Efficiency in Implementation of Safe City Programme at Johor Bahru

In this study, the efficiency of the 19 crime prevention steps that implemented in Johor Bahru since 22 November 2004 are evaluated. Based on a discussion with Majlis Bandaraya Johor Bahru as a local authority, “sharing crime's information through geographic information systems (GIS) based mapping,” “revision of housing arrangement guidelines,” “installation of lighting at side lines, front and back yard” and “increase patrolling in housing area” are the variables in crime prevention steps under Safe City Programme should be removed from this study. This is because this crime prevention step is still under discussion and not related to tourism industry. The results from the survey show that all 19-crime prevention steps under the Safe City Programme were in “satisfied” level with the total mean value of 3.09. It is proven where the majority of respondents prefer to select within “not satisfied” to “good” where the total range mean values were from 2.36 to 3.75. Based on Table 3, the highest mean value is 3.75 (good, 39.8%), which shows that in application of CCTV usage in Johor Bahru is efficient and successful. Based on these findings, most respondents are optimistic about the efficiency of the CCTV usage to ensure their safety while in Johor Bahru. Through observations, Majlis Bandaraya Johor Bahru has already installed CCTV units at strategic locations around a city. This is a new approach in preventing crimes involving the public and tourists. The efficiency of safety education (satisfied, 28.9%) and providing of a community’s crime booklet (not satisfied, 31.3%) show the lowest mean value, 2.41 and 2.36. Based on the observation, these two variables are not efficient to educate the public and visitors in order to enhance their safety in urban areas. In fact, the local authority needs to collaborate with other government agencies (such as Ministry of Education, Ministry of Tourism, Ministry of Information, Communication & Culture, Ministry of Works and State Governments) and non-government organization (NGO) in order to intensify education on the safety aspects. It is because the efficiency of crime prevention steps in Safe City Programme is measured by the crime statistic index that occurs to the public and visitors. On the other hand, if the crime statistic index increases, the efficiency of Safe City Programme in Johor Bahru is uncertain.

Table 3: Mean Of The Efficiency in Implementation of Safe City Programme at Johor Bahru

	ELEMENTS	FREQUENCY ANALYSIS					MEAN	LEVEL OF EFFICIENCY
		Very Not Satisfied	Not Satisfied	Satisfied	Good	Very Good		
		(1)	(2)	(3)	(4)	(5)		
1	Segregation of Pedestrian Walkways and Motorways	1.5%	5.0%	30.3%	47.8%	15.4%	3.71	Good
2	Preparation of Bollards	1.5%	3.5%	32.8%	50.2%	11.9%	3.68	Good
3	Control Landscape Crops along Pedestrian Walkways	2.0%	9.0%	46.3%	34.8%	8.0%	3.38	Satisfied
4	Crime Prevention Research Through Environmental Design	3.5%	13.4%	42.8%	31.8%	8.5%	3.28	Satisfied
5	Police Booth	5.0%	9.0%	19.9%	43.8%	22.4%	3.70	Good
6	Crime Reminder Sign Board	14.4%	28.4%	35.8%	16.4%	5.0%	2.69	Satisfied
7	Security Alarm	11.9%	24.4%	38.3%	16.9%	8.5%	2.86	Satisfied
8	Washing / Cleaning Cluttered and Hidden Areas	18.9%	28.4%	30.8%	13.4%	8.5%	2.64	Satisfied
9	Motorcycle Locked Parking Base	6.5%	24.9%	43.3%	18.9%	6.5%	2.94	Satisfied
10	Installation of Closed Circuit Television (CCTV)	1.5%	10.4%	23.9%	39.8%	24.4%	3.75	Good
11	Lights Installation at Business Premises' Walkways	1.5%	12.4%	39.8%	30.3%	15.9%	3.47	Satisfied
12	Public Pathways that are not Sheltered or Obstructed from Public View	2.0%	10.0%	54.7%	23.9%	9.5%	3.29	Satisfied
13	Lighting Crime Targeted Area	2.5%	10.9%	46.3%	29.4%	10.9%	3.35	Satisfied
14	Obstruct Business Activities and Park Car at the Pedestrian Walkways	9.0%	30.3%	35.8%	17.9%	7.0%	2.84	Satisfied

15	Generate Variety of Business Activities	5.0%	19.9%	47.3%	20.9%	7.0%	3.05	Satisfied
16	Private Security Guard Service	20.9%	25.4%	30.3%	16.4%	7.0%	2.63	Satisfied
17	Education	26.9%	27.4%	28.9%	11.9%	5.0%	<u>2.41</u>	Not Satisfied
18	Safety mirror	14.9%	21.4%	43.8%	13.9%	6.0%	2.75	Satisfied
19	Preparation of Community Crime Booklet	27.4%	31.3%	25.9%	9.0%	6.5%	<u>2.36</u>	Not Satisfied
TOTAL MEAN VALUE							3.09	Satisfied

5. Conclusion

City Tourism is one type of high-risk tourism cause facing with the crime rate's situation in city area. Rationally, if the city has high crime rates, it will reduce the potential of tourist to visit in that city. Due to that, safety level at city's area needs to improve from time to time in a way to ensure tourist safety. In implementing the Safe City Programme, Malaysia has taken initiatives to ensure that the safety level of tourists secure through the concepts of crime prevention steps in Safe City Programme. It shows that in policy level, it is very successful and significance in order to combat a crime. However, the importance of crime prevention steps is a theory only, but it should be measured by its efficiency and implementation. This can verify by the findings from this research. In terms of efficiency, it shows weaknesses. Based on the findings, most of the respondents preferred that all crime prevention steps in Putrajaya in satisfied level only, with a few of crime prevention steps in Safe City Programme are "not satisfied," "satisfied" and "good." It shows some weaknesses where the implementation should be deliberated. The stakeholder in tourism industry needs to collaborate closely with related government agencies, law enforcement agencies and mass media to ensure the implementation of Safe City Programme successfully. YAB Dato' Seri Mohd Najib Tun Razak (Malaysia's Prime Minister) stated, "Crime occurs when there is an opportunity, and we believe that by reducing the opportunities, the crime index will be reduced" [11].

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7. References

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