

**THE PERCEPTION OF TOURIST ON THE IMPORTANCE AND
PERFORMANCE OF SAFE CITY PROGRAM IN BANDARAYA JOHOR
BAHRU**

HASNOR SYUKRIAH BINTI CHE HASSAN

UNIVERSITI TEKNOLOGI MALAYSIA

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A thesis submitted in fulfillment of the
requirements for the award of the degree of
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Specially Dedicated

To My Beloved Family;

Father: Che Hassan bin Abdullah

Mother: Maznah Binti Abd Ghapar

Along, Abang Long, Angah, Abang Ngah, Abang Chik, Kak Ida, Kakni,

Abang Mie, Abang Fariq, Kak Eid & Adik

&

To My Supervisor: Prof. Dr. Zainab Kahlifah for her supportive attitude

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In the Name of Allah, Most Gracious, Most Merciful.

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ABSTRACT

Safety is a crucial aspect that every tourist is considering to travel to a place. Crime frequently occurring in the city area is a major issue for tourists when discussing security issues in urban tourism. Thus, Malaysia is one of the countries that take the initiative to fight crime and implement various strategies, and one of them is Safe City Program. The program has 23 crime prevention measures through a primary prevention approach. In this regard, the Johor Bahru City Council has implemented the Safe City Program in Johor Bahru since 22 November 2004 as a local authority assisted by agencies involved such as the Royal Malaysian Police, Federal Department of Town and Country Planning and others. The purpose of the program is to apply in Johor Bahru City to increase the level of urban security not only to the community but tourists also. Therefore, tourists are the primary respondents in this study as the aim of this study involves tourist perceptions on the importance and performance of crime prevention measures in the Safe City Program. The findings of the study found that the average respondents considered all security measures in the Safe City Program as an essential element in ensuring the safety of tourists while in Johor Bahru. After 14 years of application in Johor Bahru City, most respondents stated that some of the features in the Safe City Program were good and some were just satisfactory. However, through this research, the researcher can see such measures as awareness of the public getting the lowest ranking. In conclusion, the authorities should address the problem and take the opportunity for further enhance the level of awareness of the community and tourists about the Safe City Program.

ABSTRAK

Keselamatan merupakan aspek utama yang dipertimbangkan oleh setiap pelancong untuk melancong ke sesuatu tempat. Kejadian jenayah yang sering terjadi di kawasan bandar menjadi isu utama kepada pelancong apabila membincangkan tentang isu-isu keselamatan di pelancongan bandar. Oleh yang demikian, Malaysia adalah salah satu negara yang mengambil inisiatif untuk membanteras jenayah dan melaksanakan pelbagai strategi dan salah satunya adalah dengan mewujudkan Program Bandar Selamat. Program ini mempunyai 23 langkah pencegahan jenayah melalui pendekatan pencegahan primer. Program Bandar Selamat telah diaplikasikan di Bandaraya Johor Bahru sejak 22 November 2004 oleh Majlis Bandaraya Johor Bahru selaku pihak berkuasa tempatan dibantu oleh agensi-agensi yang terlibat seperti Polis Diraja Malaysia, Jabatan Perancangan Bandar dan Desa dan lain-lain lagi. Tujuan program ini diaplikasikan di Bandaraya Johor Bahru adalah untuk meningkatkan lagi tahap keselamatan bandar bukan sahaja kepada masyarakat namun terhadap pelancong. Pelancong merupakan responden utama di dalam kajian ini kerana tujuan utama kajian ini adalah melibatkan persepsi pelancong terhadap kepentingan dan prestasi langkah-langkah pencegahan jenayah dalam Program Bandar Selamat. Penemuan kajian mendapati bahawa rata-rata responden menganggap semua langkah-langkah keselamatan di dalam Program Bandar Selamat merupakan suatu langkah yang penting bagi menjamin keselamatan pelancong semasa berada di Johor Bahru. Kebanyakan responden menyatakan bahawa sebahagian langkah-langkah di dalam Program Bandar Selamat memberi prestasi yang baik dan ada yang prestasinya sekadar memuaskan. Disini boleh disimpulkan bahawa langkah-langkah ini perlu diberikan perhatian oleh pihak yang terlibat dan mengambil peluang untuk meningkatkan lagi tahap kesedaran masyarakat dan pelancong mengenai Program Bandar Selamat.

TABLE OF CONTENTS

CHAPTER	TITLE	PAGE
	DECLARATION	ii
	DEDICATION	iii
	ACKNOWLEDGEMENT	iv
	ABSTRACT	v
	ABSTRAK	vi
	TABLE OF CONTENTS	vii
	LIST OF TABLES	xi
	LIST OF FIGURES	xiii
CHAPTER 1	INTRODUCTION	1
	1.1 Introduction	1
	1.2 Background of the Study	1
	1.3 Problem Statement	3
	1.4 Aim and Objectives	7
	1.5 Research Question	7
	1.6 Significance of Study	8
	1.7 The Scope of Study	9
	1.8 The Operational Definition	9
	1.8.1 Safety	9
	1.8.2 Security	10

1.8.3 Crime	10
1.9 Organization of Thesis	11
CHAPTER 2 LITERATURE REVIEW	14
2.1 Introduction	14
2.2 Tourism and Crime	14
2.3 Urban Tourism	15
2.3.1 Relation between Crime and Urban Tourism	16
2.3.2 The Requirement of Safety in Urban Tourism	17
2.4 Safe City	20
2.4.1 Overview of Safe City Program	21
2.4.2 The Importance of Safe City Program	24
2.4.3 Safe City Program in Malaysia	26
2.4.4 Safe City Program Principle and Objectives	27
2.4.5 Strategy and Implementation of the Safe City Program	28
2.4.6 Parties Involved in Safe City Program Implementation	34
2.5 Importance-Performance Analysis	36
2.6 Conceptual Framework	42
CHAPTER 3 RESEARCH METHODOLOGY	43
3.1 Introduction	43
3.2 Research Design	44
3.3 Study Sample	45
3.4 Questionnaire Design	47
3.5 Data Collection	49
3.6 Data Analysis	50
3.6.1 Quantitative Analysis	50

3.7	The Mean Range	51
3.7.1	Importance Performance Analysis	52
3.8	Content Analysis	54
3.9	Site Profile	55
3.9.1	Background of Study Area	55
3.9.2	Statistic of Tourist Arrivals	57
3.9.3	Crime Rate Index	57
CHAPTER 4 DATA ANALYSIS		60
4.1	Introduction	60
4.2	Characteristic and Travel Behavior Patterns of Tourist to Bandaraya Johor Bahru	61
4.2.1	Socio-Demographic Profiles of Respondents	61
4.2.2	Tourist Travel Behavior Pattern	63
4.3	Tourist Perception on the Implementation of Safe City Program	64
4.3.1	Respondents Awareness Level on the existence of Safe City Program in Bandaraya Johor Bahru	64
4.3.2	Bandaraya Johor Bahru as a Safe City for Travelers.	65
4.3.3	Type of Crime Faced by Respondents or Relation While Traveling to Bandaraya Johor Bahru.	66
4.3.4	Tourists' Perceptions of Locations frequently had Crime among Traveler in Bandaraya Johor Bahru	68
4.4	Respondent's Perception about Safety during Travel in Bandaraya Johor Bahru	69
4.5	Tourist Perception on the Importance and Performance of Safe City Program in Bandaraya Johor Bahru.	71
4.5.1	Evaluating the Importance of the Elements of Safe City Program in Bandaraya Johor Bahru	72

4.5.2 Identify the Performance of the Elements of Safe City Program in Bandaraya Johor Bahru	77
4.5.3 Importance –Performance Analysis (IPA) grid on elements of Safe City Program Perceived by Tourists.	82
4.6 Finding of Content Analysis for Strategies’ Suggestion of Tourist Regarding to the Importance and Performance of Safe City Program	86
4.7 Summary	88
CHAPTER 5 DISCUSSION AND CONCLUSION	91
5.1 Introduction	91
5.2 Discussion of the Study	91
5.2.1 Achievements of the Objective One	92
5.2.2 Achievements of the Objective Two	92
5.2.3 Achievements of the Objective Three	93
5.2.4 Achievements of the Objective Four	93
5.3 Implication of the Study	95
5.4 Limitation of the Study	95
5.4.1 Problem in Collecting Data	95
5.4.2 Limited Timeline	96
5.5 Conclusion	96
REFERENCES	98
Appendix A	106

LIST OF TABLES

TABLE NO.	TITLE	PAGE
2.1	Previous Studies of factor of sense of Security	20
2.2	Strategies and 23 steps for Safe City Program in Malaysia	28
2.3	Agencies Involved in the Implementation of Safe City Program	35
2.4	IPA Studies in Tourism Management	40
3.1	Determining sample size of a Known Population (Krejcie)	46
3.2	Distribution of Section for Questionnaire Survey	47
3.3	Scale for Level of Safety in Bandaraya Johor Bahru (Question 14)	48
3.4	Scale for Level of the Importance of the Safe City Program in Bandaraya Johor Bahru (Question 15)	48
3.5	Scale for Level of the performance of the Safe City Program in Bandaraya Johor Bahru (Question 16)	49
3.6	Mean score range towards the importance of the crime prevention steps stated in the Safe City Program in Johor Bahru.	51
3.7	Mean score range towards the performance of the crime prevention steps stated in the Safe City Programme in Johor Bahru.	52
3.8	Tourist Arrivals in Johor Bahru	57
3.9	Crime Rate Index in Johor Bahru	58

4.1	Socio-demographic profile of tourist to Bandaraya Johor Bahru	62
4.2	Travel Behaviors of Tourist in bandaraya Johor Bahru	63
4.3	Cross Tabulation between Genders and Frequent Locations that Crime Take Place in Bandaraya Johor Bahru	68
4.4	Mean Perception of Respondent about Safety While doing the Activities in Bandaraya Johor Bahru.	70
4.5	Mean Respondents' Perceptions of the Importance of elements of Safe City Program in Bandaraya Johor Bahru	74
4.6	Hierarchy of Respondents' Perceptions of the Importance of Crime Prevention Measures under Safe City Program in Bandaraya Johor Bahru.	76
4.7	Mean Respondents' Perceptions of the Performance of Crime Prevention Measurs under Safe City Program in Bandaraya Johor Bahru.	79
4.8	The Hierarchy of Respondents' Perceptions to the Performance of Criminal Prevention Measures under Safe City Program in Bandaraya Johor Bahru.	81
4.9	Gap between Importance and Performance of the Elements of Safe City Program in Bandaraya Johor Bahru	84
4.10	Code of suggestion of the Strategies regarding Importance and Performance of Safe City Program perceived by Tourists.	86

LIST OF FIGURES

FIGURE NO.	TITLE	PAGE
1.1	Organization of Thesis	13
2.1	Maslow's Hierarchy of Need	19
2.2	Image of Separation of pedestrian walkways from motorways	30
2.3	Image of Safety Mirror	31
2.4	Image of Street Lighting	32
2.5	Image of Police Booth in the City Area	32
2.6	Image of Closed Circuit Television (CCTV) in City Area	33
2.7	Campaign of the Safety	34
2.8	Different I-P Mapping Approaches	39
2.9	Conceptual Framework of Research	42
3.1	Quadrants used in an importance/performance analysis of service delivery.	53
3.2	Map of Bandaraya Johor Bahru	56
4.1	Level of Awareness on the existence of Safe City Program in Bandaraya Johor Bahru.	65
4.2	Respondents' Perceptions of Bandaraya Johor Bahru as a Safe City for Travelers	66
4.3	Type of Crime Been Faced by Respondents or Relation during Traveling to Bandaraya Johor Bahru.	67
4.4	Importance- Performance Analysis grid for elements of Safe City Program perceived by tourist.	85

LIST OF APPENDIX

FIGURE NO.	TITLE	PAGE
A	Tourist Survey Questionnaire Form	106

CHAPTER 1

INTRODUCTION

1.1 Introduction

This thesis looks forward into the perception of tourist on safety, particularly in term of the importance and performance of Safe City Program in Bandaraya Johor Bahru. This chapter provides an introduction, background of the study, problem statement, research objectives, research questions, the scope of study, the definition of terms, the significance of study and research methodology.

1.2 Background of the Study

Urbanization is a process whereby towns grow naturally or through migration and their societies become urban. Urbanization happens as the result of people migrating into urban areas seeking economic opportunities and improving their living conditions, especially in the developing countries (Ghani, 2017). The situation is because urban areas have most of the facilities and employment corridors provided to make life more comfortable. In another study, Soh (2012) supported the idea that it is in urban areas where all the facilities are well built to make human life more

comfortable, and the main attraction of urban is easy access to wealth. According to Zainuddin (2000), the comfort "conducive" and "well-being" characterized, the effect of urbanization in the country is not immune from problems such as the activities of crime. Prevalent of crime in urban areas make it seen as a space of geographical fear for many and the concern restricted not only to one's age, class, gender or race (Ghani, 2017).

Urban stability and sustainability have been connected to the safety of securing and policing of urban areas. Issues of personal safety and security became linked with urban 'liveability' and 'quality of life' and addressing crime has become a significant benchmark for a city's quality of life. (England & Simon, 2010; Tretter, 2013; Ahmed & Salihu, 2013). Maslow (1954) who has placed safety as the second most crucial measure of psychological needs to deliver a good quality of life has recognised the importance of this safety aspect. Among other things, he emphasised the necessity of cooperation of the community to enhance the security level of their residents.

Safety has been the focus in many urban areas, including Malaysia. It is not only concern about the crime problems, but it is also vital in promoting urban tourism. In recent years, safety aspect becomes one of the prominent issues among tourists in the urban tourism. This statement supported by Kovari and Zimanyi (2011) that state safety and security issues in travel and tourism came to the front by the evolution of the mass tourism from the beginning of the 1950s. Safety requirements in the tourist city have a variety of definitions that cover various aspects such as the level of safety of tourists when in a particular tourist destination, especially in big cities.

The tourism industry is one of the sectors that were sensitive to the situation of natural disaster, war, epidemic, crime and political crisis. Safety and security control in tourism is essential to ensure that it guarantees the safety of travellers to a destination. The most memorable impression to date was the 11 September attack in New York and Washington. As a result, this tragedy has caused a decline in tourist arrivals to the United States at that time and some years ahead before today recovering. Besides, a latest shocking event the murder of Kim Joong Nam, half-brother of the

Northern Korean prime minister at the Kuala Lumpur International Airport on 13th February 2017 which surprising all Malaysians as well as the world. This situation gives negative impact to the tourism industry, especially for Malaysia.

In Malaysia, the tourism sector gets serious attention by the government since the mid-1980s. Tourist arrivals to Malaysia are continually increasing from year to year. This entry was proved by the look at the number of tourist arrivals in 2016, which 26.8 million visitors compared to 25.72 million appearances in 2015. Accordingly, the national income also increased from RM69.1 billion in 2015 to RM 82.1 billion in 2016 that is a vast improvement on the national economy (Tourism Malaysia, 2017). Therefore, safety aspect plays a vital role in tourism industry because it can affect the behaviour of the tourist to a destination.

A safe city program is an approach taken by local authorities to resolve security issues that occur in urban areas. The implementation of the Safe City Program in Malaysia since 2004 is to create a safe living and reduce the chances of committing crimes (Mokhtar, 2013). The concept of the safe city is through the implementation of crime prevention measures prepared by the Federal Department of Town and Country Planning (JPBD). The crime prevention measures are contained 23 steps, which related to the design of a physical environment, empowering target areas, and create the awareness among public through education and community.

1.3 Problem Statement

Urbanization has created numerous social problems, among which is the crime that became a regular phenomenon in all urban areas in both developed and developing nations (Ghani, 2017). In any circumstances, an offence is a convergence of criminal, element for crime act (property/ victim) and place to perform crime activity. It is what Tabangin, Flores, and Emperador (2008) opined, where crime is not only about

offenders and attractor may also be about 'places'. Urban areas as places offer opportunities for various socio-economic activities, as well as potentialities for criminal behaviours and multiple crime spots (points) for those with criminal tendencies to hit a target.

Crimes such as murder, snatch thief, kidnapping, robbery, rape, car or motorcycle theft and so on are the most frequent events happen to the tourists in urban areas (Anuar, Bookhari, & Aziz, 2012). Crimes towards tourists usually restricted to bag-snatching, pickpocketing and petty theft. Keeping a close eye on valuable items is essential. Other previous studies such as Barker, Page & Meyer (2002) examine there are no significant differences of numbers of victims between domestic and foreign tourists. However, tourists and local communities experience different types of crime. Foreigners are more likely to suffer theft in places of entertainment and accommodation. Car theft is more common among domestic tourists than international tourists. These scenarios can contribute the negatives impacts to the tourism industry and national economics where it depended on tourism sector (Nurul Iswani, 2006).

It has been agreed that the absence of crime was necessary for the tourism industry in any country. Besides, when accidents occurred toward tourists create a terrible image for the destination and at the same time it gave negative impact to the tourism industry. According to Anuar, Khalifah, Jaini, & Nasir (2011) the destination that experience with the accident or crime involving tourist, the destination will be not the choice for tourist to travel. In another study, George (2003) discussed if the tourists felt not safe and threatened at the destination, they may give a wrong impression to the destination and will share with others about the situation. It will further spread the bad image about the destination and directly destroy the tourism industry of the destination because of the declined in tourist arrivals. This will happen when:

1. Travelers may not choose to visit the destination due to high crime rates.
2. If tourists feel unsafe, they will not make any activities outside their accommodation.

3. Travelers who feel threatened or insecure will not make a second visit and certainly will not propose the destination to their relatives and friends.

In addressing issues related to safety in the urban area especially Malaysia for example, Shah Alam was the first city in the country declared as a safe city. However, if the crime rate was being used as a measurement for the town to be declared as a safe city, the recognition given to Shah Alam can be questioned. According to Anuar et al, (2011) had found that Shah Alam was in ranked fifth with the highest crime rates index compared to other cities in Selangor in 2005. This shows that the implementation of Safe City Program is still under observation for improvement.

Bandaraya Johor Bahru is also one of the states that participate in the Safe City Program. The question is either the implementation of Safe City Program in Bandaraya Johor Bahru helps in the declined of crime rate in the city. The implementation of the safe city is still not able to bring Bandaraya Johor Bahru as a safe place for a visit. Johor police have admitted that the state's capital city remains a crime hotspot, despite improving crime statistics in the peninsula's southern-most state (Joseph, 2013). This situation has been proved when Johor police contingent headquarters administrative chief Assistant Commissioner of Police (ACP) Abdul Aziz Ahmad in the report of Singapore's Strait Times on November 11, 2013, said that 70 percent of crime in the state happens in Johor Bahru. Many studies reported urban crime activities are not uniformly performed across urban areas. Indeed crime can crop up anywhere, but certain areas will experience higher crime proportion (hotspots) than others (cold-spots) based on its density and location (Ahmed & Salihu, 2013; Badiora & Afon, 2013; Kumar & Chandrasekar, 2011; Sewuese, 2014; Tabangin et al., 2008; Song et al., 2013).

The daily news reports that crime prevention approaches implemented by the Johor Bahru City Council resulting in a crime index dropping by 6.83 percent during January to July that year (Suhaini, 2016). Although rates have declined, tourists are still worried about the crimes even present such as snatches, robbery, rape and murder.

In fact, it has made international tourists, especially tourists from Singapore was sceptical and afraid of their safety and their property security while travelling to Bandaraya Johor Bahru.

According to Chairman of Tourism, Trade and Consumerism Committee Datuk Tee Siew Kiong, Johor through Berita Harian, April 2017, the tourism sector is currently growing rapidly. The situation is evident with the trend of rising number of tourists to the state report from the statistic of Tourism Malaysia, since 2013 of 5.77 million people, 6.42 million people (2014) and 6.95 million people (2015). International tourists posted 2.5 million in 2015 as compared to 2.4 million in 2014, an increase of 6.75 percent. Johor recorded the highest number of tourists arriving in the country in 2016, 7.4 million compared to 6.4 million people in the previous year. The state government estimated tourist arrival would increase to 5.5 million visitors for the year 2017 (Tourism Malaysia, 2017).

Therefore, the researcher conducted a case study on Bandaraya Johor Bahru to clarify the importance and performance of the strategy that has already implemented in Safe City Program in Bandaraya Johor Bahru. Therefore, the researcher conducted a case study on Bandaraya Johor Bahru to clarify the importance and performance of the strategy that has already implemented in Safe City Program in Bandaraya Johor Bahru.

1.4 Aim and Objectives

This study aims to evaluate the importance and performance of crime prevention measures under the Safe City Program in tourist attractions of Johor Bahru City from tourists' perspective. To address the aim following objectives are identified:

- 1) To evaluate the importance of Safe City Program in Bandaraya Johor Bahru from tourist perceptions.
- 2) To identify the performance of the Safe City Program that in Bandaraya Johor Bahru from tourist perceptions.
- 3) To propose strategies for safety regarding the importance and performance of Safe City Program.

1.5 Research Question

As stated in the research objective, this study will evaluate and find out the study problem or issue that been studied. Therefore, it focuses on the following question:

- 1) What is the importance of Safe City Program in Bandaraya Johor Bahru from tourist perceptions?
- 2) To what extent the performance of the Safe City Program in Bandaraya Johor Bahru from tourist perceptions?
- 3) What is the propose strategies of safety regarding the importance of Safe City Program?

1.6 Significance of Study

In overall, this study was conducted to determine the level of importance and performance of the Safe City Program in the study area. It is significant to ensure which elements in Safe City Program is importance. This study also will look into the performance of each component that has been stated as important concerning tourist's perception to make sure the success of this program will give benefit to all parties. Furthermore, the implementation of Safe City Program is to create a safe city environment in the study area. The contribution that can be obtained through this study can be listed as follow:

1. Contribution to Tourist Safety

Based on the results that will be obtained from this study it will help in improving the performance of elements in Safe City Program that are important based on tourist's perceptions. Therefore, the effort will improve the safety of tourists in the Bandaraya Johor Bahru.

2. Contribution to Governance

The findings of the study can help the local authorities such as Johor Bahru City Council to perceive any problems or deficiency that may arise in the implementation of this program to the tourist safety. The findings also can be helping to assist other agency involved in Police Department as a way to improve their services in enhancing the sense of security among the tourist.

3. Contribution of Knowledge

This study can help academicians. The finding of the survey could guide other researchers in their research on the same topic of this study. Thus, it will continue to spread the knowledge about Safe City Program.

1.7 The Scope of Study

The Safe City program that had been implemented in Bandaraya Johor Bahru also applies the crime prevention guidelines set by Federal Department of Town and Country Planning (JPBD). The guidelines contain 23 elements that have been implemented based on physical and social environmental factors. Therefore, this study will evaluate the importance and performance of 14 features that available in the study area which are suitable for tourist convenience.

The study area is focusing on some destinations around Bandaraya Johor Bahru, which are Johor Bahru City Centre area, Bazar Karat area and others nearest area. These places frequent visited by tourists that interest in shopping and family activities. The study will involve tourist that travel in Johor Bahru. The study will involve tourist that travel in Johor Bahru. On the other word, the research area is the business centre and tourists spots.

1.8 The Operational Definition

This part explains the terms which will frequently be used during the study. More comprehensive definitions and concepts are provided in the second chapter.

1.8.1 Safety

According to Collier (2012) some inters tend to view safety as the state of being free from danger, or more practically, the use of methods and devices that reduce, control, or prevent accidents. Almost every kind of endeavour-occupational, recreational, domestic, or transportation-engaged in by a man is subject to risk, which

nevertheless can be prevented. The activities that seek either to minimize or eliminate hazardous conditions that can cause bodily injury. Safety precautions fall under two principal heading occupational safety and public safety. Occupational safety is concerned with risk encountered in areas where people work: offices construction site and commercial and retail facilities. Public safety involves hazards met in the home, in travel and recreation, and other situations falling within the scope of occupational safety.

1.8.2 Security

Security is define as any of various means or devices designed to guard persons and property against a broad range of hazards, including crime, fire, accidents, espionage, sabotage, subversion, and attack (Amir, Ismail, Hanafiah & Baba, 2012). For this research, the security approach is related with the implementation of Safe City Program as an effort of government to addressing crime in urban area.

1.8.3 Crime

According to Siegel & Williams (2003), crime is a violation of societal rules of behaviour as interpreted and expressed by the criminal law, which reflects public opinion, traditional values and the viewpoint of people currently holding social and political power. Individuals who violate these rules are subject to sanctions by the state authority and result in social stigma and the loss of status.

Crime is a term that seems to defy precise definition. The criminal is a behaviour in violation of criminal law. The criminal law is defined as a body of specific rules regarding human conduct. It is have been promulgated by the political authority

which applies uniformly to all members of the classes to which are enforced by punishment and administered by the state when Mthembu (2009), defines human-made law commits a crime. According to almost all criminal codes of the world, crime in general is defined as an action or behaviour that qualifies as crime by the order of the criminal law.

In this research study the most pertinent type of criminal behaviour which toward tourist when it happens in the context of urban tourism.

1.9 Organization of Thesis

The thesis is organised into five chapter as discussed in the following paragraph:

The first section explains the background of the study, problem statement, the scope of study and significance of the study. Research objectives and research question also explain in this chapter.

The second chapter focuses on reviewing previous literature related to the study. This section provides the brief explanation of urban tourism and the need for safety for tourists during travel. Apart from that, the previous research about Safe City Program are also detail discuss in this chapter that important for understand the concept, objective and other related elements in Safe City Program. By the end of the second section, the conceptual research framework is explained.

The third chapter provides an in-depth description of data collection and the way of questionnaire construct. Other than that, sampling method also is shown in this section. This chapter explains about the analysis that applies in the research for result

finding, and details clarify about the Johor Bahru profile, information about current tourist arrival and crime rate index in Bandaraya Johor Bahru.

The fourth chapter represents the findings of the research from a series of demographic, travel behaviour of tourist, the perception tourist on safety in Bandaraya Johor Bahru and also the result of importance and performance analysis and content analysis of Safe City Program's elements regarding tourist perspective.

The final chapter discusses the achievement of objective from the result. This chapter provides suggestions for the improvement of the elements of Safe City Program perceived by tourists and also suggestion for future studies and limitation of research.

Chapter 1: Introduction

- Explain background of study
- Identify the Problem statement and issue of study area
- Construct research objective and Research Question
- Determining the scope of study
- Determining the significant of study

Chapter 2: Literature review

- Brief explanation of urban tourism and the need for safety for tourists during travel.
- The previous research about Safe City Program
- Understand the concept, objective and other related elements in Safe City Program
- Conceptual research framework is explained

Chapter 3: Methodology

- Provides an in-depth description of data collection and the way of questionnaire construct
- Explains about the analysis that applies in the research for result finding,
- Details clarify about the Johor Bahru profile, information about current tourist arrival and crime rate index in Bandaraya Johor Bahru.

Chapter 4: Data Analysis

- The findings of the research from a series of demographic, travel behaviour of tourist, the perception tourist on safety
- The result of importance and performance analysis and content analysis of Safe City Program's elements regarding tourist perspective

Chapter 5: Discussion and Conclusion

- The achievement of objective from the result
- Suggestions for the improvement of the elements of Safe City Program
- Suggestions for future studies and limitation of research

Figure 1.1: Organization of Thesis

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