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The Effectiveness of Safe City Programme as Safety Basic in Tourism Industry: Case Study in Putrajaya

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Abstract

In recent years, safety aspect becomes one of the prominent issues among tourists in the urban tourism. This issue has led to the implementation of Safe City Programme in Putrajaya since year 2004. Local tourists have been selected as the main respondents in this research. While Safe City Programme has been implemented in Malaysia, respondents believe that crime prevention steps in Safe City Programme are important approach to ensure the tourist's safety. However, if a measure from the effectiveness, a majority of respondents has preferred the "satisfied" to presume a level of crime prevention steps under Safe City Programme in Putrajaya.

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1. Introduction

Safe city concept is a one approach and as a part of *liveable city's* concept focuses on the crime problem in urban areas. Safe city concept also becomes more important when UN-Habitat Nations was emphasized this concept in 1996 after the crime cases in the whole cities in the world have been increased

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(UN-Habitat, 2009). A reporter namely Jane Jacobs has been proposed a concept of Safe City through journal entitled *Life and Death of American Cities* in 1961. Moreover, Safe City Programme has been used in tourism industry when urban tourism introduced especially in urban areas in Malaysia. The needs of safety in urban tourism have several definitions while involving in any tourism destination or any tourism main attractions, especially within in an urban area. The occurrence of crime such as murder, snatch, kidnap, robbery, rape, vehicle stealing and others frequently happen towards a tourist in urban areas. These scenarios can contribute the negatives impacts to the tourism industry and national economics where it was depended on tourism sector (Nurul Iswani, 2006). According to Richard George (2003), if a tourist were felt unsafely or threatened in some destination, this tourist can make some negative expectation towards this destination and indirectly will ruin the tourism industry in this destination causes by the decreasing of tourist's numbers.

In Malaysia, Johor Bahru and Shah Alam have been declared as the safe city under Safe City Programme. However, from the records in 2005 Shah Alam was ranked at the fifth level of the cities, which has the highest crime case index compared to other cities in Selangor. While Johor Bahru was pandemonium with the crime rate and social problem where was increased day by day. The crimes such killed, raped and tugged becomes as a daily shelf en masse and electronic media, especially in Singapore (Ahmad Nazrin Aris, 2009). This situation was contributing some uncertainty and scared among Singaporean, especially for their personal and property safety while visiting Johor Bahru city (Ahmad Nazrin Aris, 2009). With the link of a real situation, it was created some hesitation and doubtful of the effectiveness of Safe City Programme in Malaysia. Based on this statement, the main objectives of this research are to find out the effectiveness of Safe City Programme towards the tourist's safety in Putrajaya.

2. Urban tourism in generally

According to Katiman (1988), urbanization happened through the movement of backside from the suburban to urban and made changes of agricultural to non-agricultural economic. Johnson (1981) stated that urbanization process is an accumulation of population in areas what we called urban (Page & Hall, 2003). Due to this process, Asworth (1992) stated that there are two conditions where the urban and tourism concept could be combining, and the outcome is more complex between urban features and tourism function in order to make urban tourism. Urban features explained that characteristic of urban as a backside premise, it also served as tourism areas and leisure activities after the function of urban tourism was proposed. Whereas tourism function looked leisure activities as a main factor in urbanization aspect. Blank (1994) was identified five factors that make urban as an appropriate tourism destination, where;

- The urban location where has a high population and can be attract more visitors to visit their friends and siblings
- As a gateway for movement to others destination
- Focuses on the industrial, financial and trading
- As a centre of a various services such educational, administrative, government, health and others
- Place where serve a various experience of cultural, arts and recreation.

In urban tourism, there are six tourism elements were decided either their product can be attract more tourists to come. According to Jansen-Verbeke (1988), these tourism elements were separate from primary elements, secondary elements and additional elements. Primary elements as an ability to attract visitors to urban tourism areas, secondary elements talked about the element were used by visitors to visiting this destination with all services was served and will be used when they are stayed on there. Safety element was stated directly in Primary Elements, under the Socio-Cultural Features. It showed the

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