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Effectiveness Evaluation of Safe City Programme in Relation to the Tourism Industry

A. N. Aris-Anuar* , N. Jaini, H. Kamarudin, R. A. Nasir

Faculty of Architecture, Planning and Surveying, Mara University of Technology (UiTM), 40450 Shah Alam, Malaysia

Abstract

Safety has been the main focus in many urban areas, including Malaysia. It is not only concern on the crime problems, but it is also important in promoting urban tourism. In 1996, UN-Habitat Nations emphasized the concept of Safe City due to the concern of the increase number of crime cases in urban areas. In Malaysia, Shah Alam and Putrajaya are some of the area that implemented the safe city programme. However, this concept is still questionable due to the frequent occurrence of crime has been reported. As such, this study explores the most importance steps of crime prevention and the effectiveness of Safe City Programme in Putrajaya. Putrajaya has been chosen as a case study as this area has applied the Safe City Programme since 2004. Local tourists have been selected as the main respondents because they are the major tourists in Putrajaya. Since Safe City Programme has been implemented in Putrajaya, many respondents presume that crime prevention steps in Safe City Programme were the "important" ways to ensure the level of tourist safety. On the other hand, in terms of the effectiveness, most of the respondents "satisfied" with the crime prevention steps in Putrajaya. In line of the findings, it is recommended that the tourism industry and law enforcement agencies collaborate to improve the crime prevention steps in Safe City Programme.

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Keywords: Safety, Urban Tourism, Safe City Program, Urban Safety

1. Background and Objectives

Safe city is a part of *liveable cities* concept focuses on the crime problem in urban areas. It has to become more essential when UN-Habitat Nations emphasized this concept in 1996 due to the increase of

* Corresponding author.
E-mail address: aek_2751@yahoo.com

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crime cases in urban areas [1]. Safe City Programme also beneficial in promoting urban tourism. However, the frequent occurrence of crime such as murders, robberies, carjacking and others involving tourists in urban areas can become threats to the tourism industry. Shah Alam City was the first safe city in Malaysia, ironically was ranked as the fifth highest in the crime rate index in Selangor [2]. This situation created some hesitation and doubtful about the effectiveness of Safe City Programme in Malaysia. The aim of this study is to review the implementation of Safe City Programme in Putrajaya relation to the tourism industry. The main objectives of research are to identify the importance of the crime prevention steps stated in the Safe City Programme and to identify the effectiveness of Safe City Programme implemented in Putrajaya.

2. The Necessity of Safety in Urban Tourism

The existences of urban area are caused by an urbanization process. Urbanization happened through the movement of backside from the suburban to urban which also changed the agricultural to non-agricultural economics, and as well the changes of cowing backside to more crowded and the changes of modernization of communities [3]. Due to this process, there are two conditions where the urban and tourism concepts should combine where the outcome is more complex between the urban features and tourism function that makes up the urban tourism [4]. An urban feature explains that the characteristic of urban as backside premises; it is also served as tourism areas and leisure activities after the function of urban tourism was proposed. On the other hand, tourism function looks at the leisure activities as the main factors in urbanization. Tourism elements were divided into primary elements, secondary elements and additional elements [5]. Primary elements refer to the elements that can attract visitors to urban 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 urban tourism because the urbanization process causes various implications and directly becomes main problem in urban areas. According to Kamus Dewan [2], safety can be defined as the state of being peaceful and prosperous [6]. The increasing number of criminal cases contributes to the anxiety and fear among visitors. There are four risk factors that cause negative impacts on tourism industry: war and political factor, health factor, criminal factor and violent factor [7]. With the combination of these factors, it is enough to influence the desire of visitors to visit tourism destination. There are two criminology theories used to understand how visitors become criminal victims: Hot Spot Theory and Routine Activities Theory. Hot Spot Theory explains how the destination can make a tourist become a victim. In addition, it explains a place or location where visitors can become a victim on the site. On the other hand, Routine Activities Theory can be divided into three criminal elements: what makes visitors as suitable targets? Motivated offender and absence of capable guardians? These theories are appropriate with visitor destination and the visitor's conditions. Normally, visitors become a suitable target because they always bring a lot of cash money, and they are not familiar with the current condition and situation of the visit area.

2.1. Safe City Programme as a Necessity of Safety in Urban Tourism

The understanding of Safe City Programme as 'free crime cities' actually came from the Safe City Programme launched at the global level by UN-Habitat in 1996. This program implemented through the local authority, and it carries two main objectives: to give full support to create awareness on the decreasing urban safety, and to contribute towards crime prevention development strategies. At the international level, UN-Habitat collaborated with various world agencies such as United Nation

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