



**Perceptions of crime among international leisure tourists to Cape Town and the  
marketing implications for tourist destinations**

**By**

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**in the Faculty of Business and Management Sciences**

**at the Cape Peninsula University of Technology**

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**10 September 2019**

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**Date**

## ABSTRACT

Growth in the tourism industry has been a global trend in the past decades. People are adopting a lifestyle of travel, which led South Africa and Cape Town to welcome many visitors as recorded in the background to the study. Amid the high figures of tourist arrivals to South Africa and the City of Cape Town, there has been a continuous rise in the crime rate in the country, including destination Cape Town over the same period. However, if this is to continuously remain unaddressed or unattended, the tourism figures are likely to be affected.

Therefore, the primary research objective was seeking to determine tourist perceptions with regard to crime and its effect on visitors' decision-making processes and the impact it concurrently has on destination marketing. The study was seeking to establish whether demographic factors have an influence on tourists' perceptions on general safety and security safety information of the destination.

Furthermore, the study was investigating how tourist perceived Cape Town crime prior (pre-visit), during and post-visiting stages including their willingness to revisit the destination given their experiences. Through conducting the study, it revealed the information sources that were used by tourists before travelling as well as those used during their stay within the destination. Lastly, the study aimed to find out if there are any significant differences between demographic factors and crime related factors.

A post-positivist deductive research approach was used by conducting Individual Depth Interviews (IDIs) and surveys in Cape Town's tourist attractions. A structured questionnaire was used for the surveys, while some interview schedules were used for IDIs both on the supply and demand side. A sample size of 140 tourists was issued with questionnaires to determine the participants' perceptions of crime in Cape Town, while 15 additional in-depth interviews were also conducted. This sample size reflected an 8.1% margin of error at 95% level of confidence.

The results of this study also reflected that prior to their visit, the visitors perceived the destination to have a higher crime rate. This resonates with some tourists who witnessed instances of criminal activities in the tourist attraction centres, while others became victims of crime. Importantly, most tourists indicated that they would not be deterred by crime to visit Cape Town as a destination in their future travel plans. Therefore, tourists' perceptions of crime with regard to their destination appear to have little or no influence on their travelling decisions.

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## **DEDICATION**

I dedicate this thesis to my parents for the role they played in my upbringing.

## TABLE OF CONTENTS

|                             |             |
|-----------------------------|-------------|
| <b>Declaration</b>          | <b>ii</b>   |
| <b>Abstract</b>             | <b>iii</b>  |
| <b>Acknowledgements</b>     | <b>iv</b>   |
| <b>Dedication</b>           | <b>v</b>    |
| <b>Terms &amp; concepts</b> | <b>xiii</b> |

### CHAPTER ONE: INTRODUCTION

|         |   |    |
|---------|---|----|
| 1.1     | Introduction                              | 1  |
| 1.2     | Background of the research problem        | 1  |
| 1.3     | Tourism crime in Cape Town                | 3  |
| 1.3.1   | Crime                                     | 3  |
| 1.3.2   | Crimes that affect leisure tourists       | 5  |
| 1.3.2.1 | Socially-related crimes                   | 5  |
| 1.3.2.2 | Property-related crimes                   | 6  |
| 1.3.2.3 | Money-related crimes                      | 6  |
| 1.3.3   | Effects of crime on a tourist destination | 7  |
| 1.4     | Previous research on tourism and crime    | 8  |
| 1.5     | Research problem statement                | 8  |
| 1.6     | Aims and objectives of the study          | 9  |
| 1.6.1   | Primary objective                         | 9  |
| 1.6.2   | Secondary objectives                      | 9  |
| 1.7     | Research questions                        | 10 |
| 1.8     | Research design and methodology           | 10 |
| 1.8.1   | Research approach                         | 11 |
| 1.8.2   | Research strategy                         | 11 |
| 1.8.3   | Data collection techniques                | 12 |
| 1.8.4   | Pilot study                               | 13 |
| 1.8.5   | Data presentation and analysis procedures | 13 |
| 1.9     | Ethical considerations                    | 13 |
| 1.10    | Demarcation/Limitations of the study      | 14 |
| 1.11    | Significance of the study                 | 14 |
| 1.12    | Chapter outline and content analysis      | 15 |

### CHAPTER TWO: TOURIST PERCEPTIONS

|     |              |    |
|-----|--------------|----|
| 2.1 | Introduction | 17 |
| 2.2 | Perceptions  | 17 |

|         |  |    |
|---------|--|----|
| 2.3     | Perceptual process   | 19 |
| 2.3.1   | Perceptual input   | 20 |
| 2.3.2   | Perceptual mechanism   | 21 |
| 2.3.2.1 | Learning   | 21 |
| 2.3.2.2 | Memory   | 22 |
| 2.3.2.3 | Interpretation and application                                     | 24 |
| 2.3.3   | Perceptual output  | 25 |
| 2.3.4   | Other factors influencing tourist perceptions                      | 25 |
| 2.3.4.1 | Characteristics of the perceiver                                   | 25 |
| 2.3.4.2 | Situational characteristics  | 27 |
| 2.3.4.3 | Characteristics of the perceived stimuli (Objects or destinations) | 28 |
| 2.3.5   | Effects of perception on tourist purchase behaviour                | 29 |
| 2.3.5.1 | External factors influencing perceptions of a destination          | 31 |
| 2.3.5.2 | Internal factors influencing perceptions of a destination          | 32 |
| 2.3.5.3 | Lifestyle  | 32 |
| 2.3.5.4 | Purchase decision  | 33 |
| 2.3.6   | Theories of perception   | 35 |
| 2.3.7   | Tourist perceptions of crime                                       | 36 |
| 2.3.7.1 | Tourist perceptions of high crime rate                             | 37 |
| 2.3.7.2 | Tourist perceptions of low crime rate                              | 37 |
| 2.3.8   | Tourist perceptions of a destination                               | 38 |
| 2.3.8.1 | Tourist perceptions and destination image                          | 40 |
| a.      | Role of information sources on perceptions of a destination        | 41 |
| b.      | Influence of personal factors on perceptions of a destination      | 41 |
| 2.3.8.2 | Perceptions of a good destination                                  | 41 |
| 2.3.8.3 | Perceptions of a bad destination                                   | 43 |
| 2.4     | Summary  | 45 |

### **CHAPTER THREE: DESTINATION MARKETING**

|       |                                     |    |
|-------|-------------------------------------|----|
| 3.1   | Introduction                        | 46 |
| 3.2   | Tourist destinations                | 46 |
| 3.3   | Elements of a tourist destination   | 47 |
| 3.4   | Destination marketing organisations | 50 |
| 3.5   | The role and duties of DMOs         | 52 |
| 3.6   | Branding of a destination           | 54 |
| 3.7   | Marketing of a tourist destination  | 57 |
| 3.7.1 | Marketing a high crime destination  | 57 |

|         |  |    |
|---------|--|----|
| 3.7.2   | Destination marketing vehicles                               | 59 |
| 3.7.3   | Media options available for the DMO's communication strategy | 61 |
| 3.7.3.1 | Conventional media   | 63 |
| a.      | Print media  | 63 |
| b.      | Broadcast media  | 63 |
| c.      | Electronic media   | 64 |
| 3.7.3.2 | New media  | 64 |
| a.      | Social media platforms                                       | 64 |
| b.      | Online media   | 65 |
| 3.7.3.3 | The role of the internet in using online media               | 65 |
| 3.7.3.4 | Other communication tools                                    | 66 |
| 3.8     | Summary  | 67 |

## **CHAPTER FOUR: RESEARCH METHODOLOGY**

|         |   |    |
|---------|---|----|
| 4.1     | Introduction  | 68 |
| 4.2     | Research methodology and design                       | 68 |
| 4.2.1   | Research philosophy                                   | 70 |
| 4.2.2   | Research approach                                     | 70 |
| 4.2.3   | Research strategy                                     | 71 |
| 4.2.3.1 | Exploratory research design                           | 71 |
| 4.2.3.2 | Descriptive research design                           | 72 |
| 4.2.4   | Time frame  | 72 |
| 4.2.5   | Data collection technique, instruments and procedures | 72 |
| 4.2.5.1 | Literature review                                     | 73 |
| 4.2.5.2 | Individual depth interviews (IDIs)                    | 74 |
| 4.2.5.3 | Pilot study   | 78 |
| 4.2.5.4 | Face-to-face intercept sample survey                  | 79 |
| 4.2.6   | Data presentation and analysis procedures             | 82 |
| 4.2.7   | Ethical considerations                                | 83 |
| 4.3     | Summary   | 83 |

## **CHAPTER FIVE: PRESENTATION OF FINDINGS, INTERPRETATION & ANALYSIS**

|       |   |    |
|-------|---|----|
| 5.1   | Introduction  | 85 |
| 5.2   | Tourism demand side analysis  | 85 |
| 5.2.1 | Descriptive statistics on international leisure tourists to Cape Town | 85 |



|         |   |     |
|---------|---|-----|
| 5.2.1.1 | Visitors profiles   | 87  |
| 5.2.1.2 | Visitors' travel habits   | 87  |
| 5.2.2   | International leisure tourists' crime related perception constructs                               | 89  |
| 5.2.2.1 | Crime perceptions "Pre-visit"   | 89  |
| a.      | 2010 FIFA World Cup   | 89  |
| b.      | Value for money   | 90  |
| 5.2.2.2 | General safety information  | 96  |
| 5.2.2.3 | Security safety information   | 98  |
| a.      | Tourists as witnesses to criminal activities  | 99  |
| b.      | Tourists as victims of crime  | 100 |
| c.      | Those who neither witnessed nor became victims to crime   | 100 |
| 5.2.2.4 | Crime related perceptions "During visit"  | 102 |
| 5.2.2.5 | Crime related perceptions "Post-visit"  | 103 |
| a.      | Tourists' assessment of information sources   | 106 |
| b.      | Tourists' chances of revisiting the destination   | 107 |
| c.      | Advice to other potential visitors  | 108 |
| 5.2.3   | Reliability & validity  | 110 |
| 5.2.4   | The significance of tourists' crime related perception constructs                                 | 112 |
| 5.2.5   | Influence of demographic and crime-related factors on international leisure tourists' perceptions | 112 |
| 5.3     | Tourism supply side assessment  | 118 |
| 5.3.1   | Service providers' roles  | 118 |
| 5.3.1.1 | Role of service providers in the pre-visit stages   | 119 |
| 5.3.1.2 | Service Providers' awareness campaign during the visit  | 120 |
| 5.3.1.3 | Service providers' post-visit programmes  | 122 |
| 5.3.2   | DMO's role  | 123 |
| 5.3.2.1 | DMO's communication platforms with tourists   | 123 |
| 5.3.2.2 | Comments by the DMO   | 124 |
| 5.3.2.3 | DMO's views on crime experiences in Cape Town   | 125 |
| 5.3.2.4 | DMO's post-visit tourism development and crime management plan                                    | 126 |
| 5.3.2.5 | DMO's safety improvement strategy   | 126 |
| 5.3.2.6 | DMO's recommendations   | 127 |
| 5.4     | Summary   | 127 |

## **CHAPTER SIX: CONCLUSIONS AND RECOMMENDATIONS**

|     |                          |     |
|-----|--------------------------|-----|
| 6.1 | Introduction             | 128 |
| 6.2 | Presentation of findings | 128 |

|         |  |     |
|---------|--|-----|
| a.      | Primary objective                                    | 128 |
| b.      | Secondary objectives                                 | 129 |
| 6.2.1   | Crime preparations and visitors' demographics        | 129 |
| 6.2.2   | Tourists' experiences and their perceptions of crime | 132 |
| a.      | Victims  | 133 |
| b.      | Travel documents                                     | 133 |
| 6.2.2.1 | Pre-visit perceptions                                | 134 |
| 6.2.2.2 | During-visit perceptions                             | 134 |
| 6.2.2.3 | Tourist perceptions in the post-visit stages         | 134 |
| 6.2.3   | Effects of crime on future travel plans              | 134 |
| 6.3     | Overall recommendations on general safety            | 135 |
| 6.3.1   | South African Police Services                        | 136 |
| 6.3.2   | Tourists   | 136 |
| a.      | Safety and security tips                             | 136 |
| b.      | Valuables and cash handling tips                     | 136 |
| c.      | Education  | 137 |
| 6.3.3   | Tourism associations                                 | 138 |
| 6.3.4   | Legalities   | 138 |
| 6.4     | Significant differences between tourist demographics | 138 |
| 6.5     | Conclusion and further research                      | 139 |

## **LIST OF REFERENCES** **140**

### **LIST OF TABLES**

|                   |  |           |
|-------------------|--|-----------|
| <b>Table 1.1:</b> | <b>Foreign arrivals in South Africa</b>  | <b>1</b>  |
| <b>Table 1.2:</b> | <b>Tourist destinations with high crime rate</b>   | <b>4</b>  |
| <b>Table 1.3:</b> | <b>Incidence of police-reported social crimes in Cape Town</b>                           | <b>5</b>  |
| <b>Table 1.4:</b> | <b>Incidents of property related crimes reported at Cape Town central police station</b> | <b>6</b>  |
| <b>Table 3.1:</b> | <b>DMO's roles and responsibilities</b>  | <b>52</b> |
| <b>Table 4.1:</b> | <b>Demand schedule for conducting IDIs</b>   | <b>75</b> |
| <b>Table 4.2:</b> | <b>List of DMOs and tourism offerings in Cape Town that were Considered</b>              | <b>75</b> |
| <b>Table 4.3:</b> | <b>Supply schedule for conducting IDIs</b>   | <b>76</b> |
| <b>Table 4.4:</b> | <b>Schedule for conducting surveys</b>   | <b>80</b> |
| <b>Table 5.1</b>  | <b>Demographic &amp; crime-related factors "Independent variables"</b>                   | <b>85</b> |
| <b>Table 5.2:</b> | <b>Tourists' total visits to South Africa in the past 5 years</b>                        | <b>88</b> |

|                    |  |            |
|--------------------|--|------------|
| <b>Table 5.3:</b>  | <b>Number of nights tourists stayed in the destination</b>   | <b>88</b>  |
| <b>Table 5.4:</b>  | <b>List of information sources consulted during pre-visit stages</b>   | <b>91</b>  |
| <b>Table 5.5:</b>  | <b>Tourists' preparations against crime</b>  | <b>95</b>  |
| <b>Table 5.6</b>   | <b>Respondents who witnessed crime being committed in Cape Town</b>  | <b>99</b>  |
| <b>Table 5.7:</b>  | <b>Respondents who became victims of crime during their visit</b>  | <b>100</b> |
| <b>Table 5.8:</b>  | <b>Tourists' personal opinion on Cape Town's crime situation</b>   | <b>106</b> |
| <b>Table 5.9:</b>  | <b>Advice to other potential visitors</b>  | <b>109</b> |
| <b>Table 5.10:</b> | <b>International leisure tourist crime-related perceptions exploratory factor analysis (Factor loadings, AVE, CR &amp; Cronbach's Alpha)</b> | <b>110</b> |
| <b>Table 5.11:</b> | <b>Component correlation matrix</b>  | <b>111</b> |
| <b>Table 5.12:</b> | <b>International leisure tourist crime-related perception constructs (Mean; SD &amp; P)</b>  | <b>112</b> |
| <b>Table 5.13:</b> | <b>Influence of demographic and crime-related factors on international leisure tourist crime related constructs</b>                          | <b>113</b> |
| <b>Table 6.1:</b>  | <b>Crime will deter me from visiting South Africa again</b>  | <b>133</b> |

## **LIST OF FIGURES**

|                     |  |           |
|---------------------|--|-----------|
| <b>Figure 1.1:</b>  | <b>Research approach</b>                             | <b>11</b> |
| <b>Figure 2.1:</b>  | <b>Basic perception steps</b>                        | <b>18</b> |
| <b>Figure 2.2:</b>  | <b>Detailed perceptual process</b>                   | <b>19</b> |
| <b>Figure 2.3:</b>  | <b>Basic perception process</b>                      | <b>20</b> |
| <b>Figure 2.4:</b>  | <b>The learning process</b>                          | <b>22</b> |
| <b>Figure 2.5:</b>  | <b>Memory process</b>                                | <b>23</b> |
| <b>Figure 2.6:</b>  | <b>The relationships between memory systems</b>      | <b>23</b> |
| <b>Figure 2.7:</b>  | <b>Theory of knowledge application</b>               | <b>24</b> |
| <b>Figure 2.8:</b>  | <b>Hawkins model of consumer behaviour</b>           | <b>30</b> |
| <b>Figure 2.9:</b>  | <b>The influence of lifestyle</b>                    | <b>33</b> |
| <b>Figure 2.10:</b> | <b>Buyer behaviour</b>                               | <b>34</b> |
| <b>Figure 2.11:</b> | <b>The Gestalt theory of perception</b>              | <b>36</b> |
| <b>Figure 2.12:</b> | <b>The customer's journey</b>                        | <b>39</b> |
| <b>Figure 2.13:</b> | <b>The formation of destination image</b>            | <b>40</b> |
| <b>Figure 2.14:</b> | <b>Perception of risk</b>                            | <b>44</b> |
| <b>Figure 3.1:</b>  | <b>Geographical elements of tourism</b>              | <b>47</b> |
| <b>Figure 3.2:</b>  | <b>Destination management</b>                        | <b>49</b> |
| <b>Figure 3.3:</b>  | <b>DMO relationships with other tourism partners</b> | <b>51</b> |
| <b>Figure 3.4:</b>  | <b>Functions of a brand to a tourist destination</b> | <b>55</b> |
| <b>Figure 3.5:</b>  | <b>Destination marketing vehicles</b>                | <b>62</b> |

|                    |  |            |
|--------------------|--|------------|
| <b>Figure 4.1:</b> | <b>Overview research methodology and design</b>                          | <b>69</b>  |
| <b>Figure 4.2:</b> | <b>Literature sources available</b>                                      | <b>73</b>  |
| <b>Figure 5.1:</b> | <b>Tourists' perceptions of crime in Cape Town before booking a trip</b> | <b>93</b>  |
| <b>Figure 5.2:</b> | <b>Crime preparations (pre-visit) frequency</b>                          | <b>94</b>  |
| <b>Figure 5.3</b>  | <b>Contact frequency</b>   | <b>96</b>  |
| <b>Figure 5.4:</b> | <b>Safety and security frequencies</b>                                   | <b>98</b>  |
| <b>Figure 5.5:</b> | <b>Impact of crime on planned activities</b>                             | <b>101</b> |
| <b>Figure 5.6:</b> | <b>Crime perception frequencies (during visit)</b>                       | <b>103</b> |
| <b>Figure 5.7:</b> | <b>Post-visit perception frequencies</b>                                 | <b>104</b> |
| <b>Figure 5.8:</b> | <b>Cape Town crime situation was much worse than expected</b>            | <b>105</b> |
| <b>Figure 5.9:</b> | <b>Tourists' expectations of revisiting the destination</b>              | <b>107</b> |
| <b>Figure 5.10</b> | <b>Effects of crime with reference to revisiting the destination</b>     | <b>108</b> |
| <b>Figure 6.1:</b> | <b>Considerations for DMO</b>  | <b>135</b> |

## **APPENDICES**

|                    |   |            |
|--------------------|---|------------|
| <b>Appendix A:</b> | <b>Demand side interview schedule</b>                 | <b>157</b> |
| <b>Appendix B:</b> | <b>Supply side interview schedule</b>                 | <b>159</b> |
| <b>Appendix C:</b> | <b>Research questionnaire</b>                         | <b>161</b> |
| <b>Appendix D:</b> | <b>Consent form (Kirstenbosch Gardens)</b>            | <b>165</b> |
| <b>Appendix E:</b> | <b>Consent form (Table Mountain Aerial Cable Way)</b> | <b>166</b> |
| <b>Appendix F:</b> | <b>Grammarians certificate</b>                        | <b>167</b> |
| <b>Appendix G:</b> | <b>Originality report</b>                             | <b>168</b> |

## TERMS AND CONCEPTS

| <b>Terms/Acronyms/Abbreviations</b>       | <b>Definition/Explanation</b>   |
|---|---|
| <b>ATM</b>                                | Automated Teller Machine.   |
| <b>Crime</b>                              | An act in violation of criminal law, committed without defence or excuse, and penalised by the state as a felony or misdemeanour (Brown et al., 1991:3-9).  |
| <b>CCID</b>                               | City Continuous Improvement District.   |
| <b>CRS</b>                                | Central Reservation System/Computer Reservation System.   |
| <b>CVBs</b>                               | Convention Visitors' Bureaux.   |
| <b>Deductive reasoning</b>                | Moves from the general to specific outcomes, through which the conclusion is based on facts assumed to be true (De Vos et al., 2011:48).  |
| <b>Destination image</b>                  | According to Cooper et al. (1993:62), destination image is an individual's awareness of a destination which is made up of the cognitive evaluation of experiences, learning, emotions and perceptions.                                    |
| <b>Destination marketing</b>              | According to George (2008:501), destination marketing involves all the activities of communicating the destination offerings in relation to accessibility, ambience, amenities and its attractions to tourists.                           |
| <b>Destination Marketing Organisation</b> | A destination-based organisation tasked with the responsibility of coordinating and managing destination activities including planning, organising, coordination, and implementation of promotional activities (Cooper et al., 1993:725). |
| <b>DMO</b>                                | See Destination Marketing Organisation.   |
| <b>ESP</b>                                | Extrasensory perception.  |
| <b>GDS</b>                                | Global Distribution System.   |
| <b>GPS</b>                                | Global Positioning System (Candela & Figini, 2012:33).  |
| <b>IDI</b>                                | In-depth Interview.   |
| <b>International tourists</b>             | People who travel outside the borders of their home country to stay over for at least one night (Bennett, 2000:6).  |
| <b>ISS</b>                                | Institute of Security Studies.  |
| <b>ITB</b>                                | International Tourism Board.  |
| <b>ITM</b>                                | International Travel Market   |
| <b>LDCs</b>                               | Less-developed countries.   |
| <b>Leisure tourists</b>                   | These are travellers visiting a destination for holiday or relaxation purposes, mainly taking some time off from their work schedules or needing a different environment from their daily routines (Hall & Page, 2000:229).               |
| <b>LTM</b>                                | Long-term memory.   |
| <b>Marketing</b>                          | It is a combination of management tasks and decisions aimed at meeting opportunities and threats in a dynamic   |

environment in such a way that its market offerings lead to satisfaction of customers' needs and wants so that the objectives of the enterprise, the consumer and society are achieved (Cant et al., 2010:16).

**Money related crime**

Crimes that involve cash, electronic cash transactions as well transactions that include automated teller machines, through which individuals competitively strive for material possessions, giving rise to the crime of theft by stealth or force, fraudulently converting part of or all the monetary value involved (Brown et al., 1991:493-524).

**Natural tourist attractions**

Include climate, beaches, wildlife, scenic landscapes, that are naturally present and offering different values to tourists (George, 2001:291).

**NMAD**

New Media Access Devices (Fabricius et al., 2007:132).

**NTA**

National Tourism Administration or Authority.

**Perception**

It is the process by which individuals select, organise, and interpret information input to create a meaningful picture of the world (Kotler, 1997:185-186).

**Positivism approach**

An approach to social research that seeks to apply the natural science model of research to investigations of a social problem (de Vos et al., 2011:6-7).

**PDA**

Personal Digital Assistant (Fabricius et al., 2007:132)

**SA**

South Africa.

**SAPS**

South African Police Services.

**SM**

Sensory memory.

**STM**

Short term memory.

**TMNP**

Table Mountain National Park

**USP**

Unique selling point.

**UNWTO**

The United Nations World Tourism Organisation.

**Violent crime**

Crimes that are committed with some acts of violence inflicting fear on the victims, as defined by Brown et al. (1991:445-524).

**WOM**

Word of mouth.

**WTM**

World Travel Market

**KEYWORDS**

Crime; Perceptions; Tourists; Tourist perceptions; Travel decisions; Cape Town; Tourist destination; Destination Marketing Organisation (DMO); Destination marketing.

# CHAPTER ONE

## INTRODUCTION, BACKGROUND, PROBLEM STATEMENT, OBJECTIVES AND METHOD

### 1.1 Introduction

This research focuses on tourist perceptions with regard to crime in Cape Town. It presents an overview of crime in South Africa and Cape Town, its impact and influence on tourist perceptions and finally the implications it has on the marketing of tourist destinations.

### 1.2 Background of the research problem

The international tourism sector has been continuously growing, according to the United Nations World Tourism Organisation (UNWTO) (2015:16) report which provided countries' tourism rankings based on tourist arrivals. A detailed analysis of these figures confirmed growth in about 75% of the countries on the list. South Africa was ranked number 28 out of 188 countries on this list in 2013. The statistics on tourist arrivals in South Africa and Cape Town show some increase in the past decade as highlighted by Thornton (2013:2-23). This can be evidenced by the figures on tourist arrivals as shown in Table 1.1 below, confirming growth from 2009 to 2018.

**Table 1.1: Foreign Arrivals in South Africa (to the nearest million)**

| Foreign Arrivals | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016  | 2017  | 2018  | % change |
|------------------|------|------|------|------|------|------|------|-------|-------|-------|----------|
| South Africa     | 8.0m | 8.1m | 8.2m | 9.2m | 9.6m | 8.2m | 8.9m | 10.1m | 10.3m | 10.5m | +3.0%    |
| Western Cape     | 2.3m | 2.5m | 2.4m | 2.4m | 2.6m | 2.8m | 2.9m | 3.2m  | 3.3m  | 3.4m  | +4.0%    |
| Cape Town        | 1.2m | 1.6m | 1.8m | 1.9m | 1.7m | 1.9m | 1.4m | 2.1m  | 2.5m  | 2.6m  | +9.6%    |

Source: Anon (2018:26-28)

Furthermore, according to Table 1.1 adapted from Statistics South Africa, the country's international tourist arrivals grew by 3.0% in 2018 to reach 10.5 million. This was up from 8.0 million tourists in 2009. However, Cape Town recorded the highest growth rate of 9.6% up from 7.5% in the year 2009 to reach 13.9% in 2018. Likewise, Stats SA (2012:47) also indicated that 95.8% of the international visitors to Cape Town were leisure tourists while the remaining 4.2% constituted business, educational and other tourists. Most of these international tourists visiting the country were from Europe, Asia and the USA according to the World Tourism Organisation (Anon, 2015:1-16).

The increases in tourist arrivals caused the revenue generated from foreign tourism to escalate by 7.6% from R5.4 billion to 5.8 billion in 2012, as highlighted by Thornton (2013:14). However, tourists help to generate foreign currency earnings in the visited destination despite their countries and places of origin as explained by Usher and Kerstetter (2014:322).

Furthermore, there were increases in local government revenue collections and taxes through accommodation and restaurant taxes, airport taxes, park entrance fees, sales tax and employee income tax, according to the report by Williams (2016). The revenue may continue to increase if tourists visit the country frequently and encourage others to visit the country as well.

Van Der Merwe and Van Niekerk (2013:58-68) point out that tourism also contributes to the economic development of a destination through its induced Gross Domestic Product (GDP). Alonso and Liu (2012:992) contend that tourism helps in boosting and stabilising the local economy, provided the figures of tourist arrivals continue to grow. According to the report of Western Cape (South Africa), 2015:67, tourism contributed 2.9% (R103.6 billion) to the South African economy in 2015. Likewise, the Western Cape GDP also shows economic growth from R12,4 billion in 2009 to R15 billion in 2011. The growth in the tourism sector, as evidenced by Statistics SA's figures adapted from SA Tourism 2012, concurs with Thornton's report on Cape Town tourism.

Furthermore, given the contribution to GDP, tourism provided employment opportunities to the local people in various sectors. According to Statistics South Africa (2013:7-10), Cape Town created about 737 500 jobs between 2015 and 2016 of which 4.5% were in the tourism sector, even though the provincial unemployment rate stood at 23,9%. Snyman (2012:404); Saayman et al. (2012:466); and Cubizolles (2012:108) all seem to agree that tourism can help to create jobs in other sectors, such as the construction industry. According to Marschall (2012:720-725), this will be done through building the tourism infrastructure.

Despite the benefits of tourism and the status of the City of Cape Town, crime statistical figures provided by Statistics SA reveal that crime levels and social instability are proving to be on the increase, the same sentiments shared by Ferreira and Harmse (2000:80). Crime statistics are showing a general rise as indicated by Ferreira (1999:313-324) and George (2010:806-815). They all voice their concerns about visitors' safety and security, citing crime as a deterring factor to the growth of the tourism industry. Nott et al. (1990:10) states that crime is becoming a challenge and a threat to the city's aspiration of being a competitive tourist destination. Authors like Breetzke (2010:445) as well as Binns and Nel (2002:252) are of the opinion that tourism can greatly benefit



the local communities, if the people are willing and participating in the tourism development strategies. They are against the idea of people engaging in criminal activities that can negatively impact on the efforts of the destination marketing organisations, thereby limiting the tourism potential.

### **1.3 Tourism crime in Cape Town**

The literature presents an overview of crime in the tourism industry, its impact and influence on tourist perceptions and finally the implications it has on tourism marketing, planning and implementation. The review of related literature explored crime in South Africa, narrowed down to the Western Cape Province and finally focus on Cape Town. Literature was explored in three main categories, namely crime, tourist perceptions and destination marketing organisations. The study gave an overview of crime, its causes, as well as detailed crime statistics of Cape Town. Furthermore, an analysis of the current crime situation in the city in comparison to other towns and how it affects the tourism industry was discussed.

#### **1.3.1 Crime**

According to Brown et al. (1991:3-5), crime is prevalent in communities across the world. It involves some intentional act in violation of the criminal law, committed without defence or excuse, and is penalised by the state.

There are no traceable references documented to track the origins of crime on mankind. Authors and researchers point out that crime is the end result of the struggle as people compete for resources. Brown (2011:1) lists racism and class struggle, culture, historical background, biological factors, economic and social classes as the causes of crime among other factors. Adding to this argument, Nott et al. (1990:2-12) are of the opinion that people commit crimes as a way to get recognition and control in their communities. There are several reasons as highlighted by Nott et al. (1990:13-15) that could lead a person to commit a crime. However, this study will focus on crimes that mostly affect leisure tourists.

Despite the reasons and causes of crime mentioned above, research shows that South Africa has high levels of crime (Pillay, 2008:146). In 2003 South Africa was also rated to have the highest murder rate in sub-Saharan Africa with 27 murders a day (Salfati et al., 2015:18-43). This figure was nine times above the international average and Salfati points out that South Africa could be regarded as a country with the highest crime rate in the region when it comes to crimes such as murder, carjackings and homicide. Nott et al. (1990:20-23) and Brown et al. (1998:27-95),

however, argue that these were common crimes in each and every country in the world, hence could not deter tourists from visiting the country.

The crime statistics published by Statistics SA and the SAPS confirm high crime figures dating back to 1994 and even before (Du Plessis & Louw, 2005:427-446). Inasmuch as the local (Cape Town) crime statistics are high, South Africa also experiences serious crimes in comparison to other world tourist destinations (Ferencz, 2016:189-213). Notably, Table 1.2 shows the world's top ten countries with the highest crime rates classified under three different categories as follows:

- a) Countries with the highest crime rate: South Africa was rated number three (William, 2015).
- b) Cities with highest crimes based on culture: Cape Town was rated number eight in this category (Anon, 2017).
- c) Most dangerous tourist destinations, in which South Africa was also ranked number three (Blodget, 2016).

**Table 1.2: Tourist destinations with high crime rate**

| Description<br>➔<br>Rank/Number | Countries with highest<br>crime rate (2015) | Cities with highest crimes based<br>on culture 2017 |                     | Most dangerous tourist destination 2014 list |                             |
|---------------------------------|---|---|---------------------|--|-----------------------------|
|                                 | Country                                     | City  | Country             | Country                                      | Murders per 100<br>Thousand |
| 1                               | Venezuela                                   | San Pedro Sula                                      | Honduras            | Jamaica                                      | 45.1                        |
| 2                               | South Sudan                                 | Karachi   | Pakistan            | Belize                                       | 44.7                        |
| 3                               | <b>South Africa</b>                         | Kabul   | Afghanistan         | <b>South Africa</b>                          | <b>35.7</b>                 |
| 4                               | Papua New Guinea                            | Baghdad   | Iraq                | Trinidad and Tobago                          | 35.3                        |
| 5                               | Honduras                                    | Acapulco  | Mexico              | Brazil                                       | 32.4                        |
| 6                               | Nigeria                                     | Guatemala City                                      | Guatemala           | Bahamas                                      | 32.1                        |
| 7                               | Trinidad and Tobago                         | Rio de Janeiro                                      | Brazil              | Dominican Republic                           | 25.4                        |
| 8                               | El Salvador                                 | <b>Cape Town</b>                                    | <b>South Africa</b> | Mexico                                       | 22                          |
| 9                               | Brazil                                      | Ciudad Juarez                                       | Mexico              | St Lucia                                     | 15.3                        |
| 10                              | Kenya                                       | Caracas   | Venezuela           |  |                             |

Sources: <http://gazettereview.com>; <https://www.escapehere.com>; <https://www.oyster.com>

South Africa, having appeared in all the categories as reflected in Table 1.2, is consequently perceived or classified as a high crime destination by some tourists as well as Arslan et al. (2018:338) who had the same views. However, this information displayed in the table did not stop or prevent visitors from arriving in the country. This is contrary to the case of India where a medical student in Delhi was gang raped and consequently foreign tourism arrivals dropped by nearly 5% (Parida, 2018:336).

### 1.3.2 Crimes that affect leisure tourists

All crimes directly or indirectly affect visitors at any tourist destination. Crime is more prevalent in some South African provinces than others, and according to Salfati et al. (2015:42), public violence is more common in Johannesburg, Durban and Cape Town. However, all crimes have some effect on tourists. According to Brás (2015:8), tourists are most affected by those crimes that are money-related, socially-related and property-related. Bloom et al. (1997:95) mention that according to research, muggings and robberies are the crimes most perpetrated against tourists. Nevertheless, these crimes are under socially-related crimes as they affect the tourist on a personal level.

#### 1.3.2.1 Socially-related crimes

According to Brown et al. (1991:9), assault, rape, muggings and prostitution affect people on a personal level and are therefore categorised under social crimes. The table below shows the crime figures between 2011 and 2018, providing an analysis of muggings and assaults as social related crimes common in Cape Town.

**Table 1.3: Incidence of police-reported socially-related crimes in Cape Town (to the nearest 1000)**

| Crime type category          | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | Average % change |
|------------------------------|------|------|------|------|------|------|------|------|------------------|
| Assault Common & Assault GBH | 802  | 821  | 837  | 798  | 734  | 742  | 791  | 862  | +1.04%           |
| Muggings                     | 2140 | 2175 | 2350 | 2356 | 2368 | 2388 | 2629 | 2672 | +2.88%           |

**Source:** SAPS 2018 (adapted from Crime Statistics series report volume 2).

Table 1.3 shows a 1.04% increase in assault cases from the year 2011 to 2018, while a 2.88% increase is reflected on muggings. These were the crime categories with the highest incidences reported to the police over the years. The data provides useful statistical information with a clear indication of the extent and magnitude of crime in South Africa as highlighted by Pillay (2008:141-158).

In continuation of the above, Guttaman (1995:78-85) indicates that the crime figures in the city could be high, but media publicity makes them even worse through the manner they are reported. The prominence given to crime in the media creates anxiety and uncertainty in the minds of tourists.

Lastly, Table 1.3 shows the general crime statistics on social levels, while Table 1.4 is showing statistics for crimes reported at Cape Town Central Police station that have an effect on tourists' property or personal possessions. Both tables confirm that the figures are rising on a year to year basis.

### 1.3.2.2 Property-related crimes

According to Stephens (2003:8) and Adam (2016:60), property related crimes result in tourists losing their valuable possessions such as laptops, camera equipment, tablets, cell phones, watches and possibly clothing while on holiday. Table 1.4 has crime categories including robbery, theft of and from motor vehicles, and burglary at holiday homes.

**Table 1.4: Incidents of property related crimes reported at Cape Town Central Police Station**

| Crime category                   | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | Average % change |
|----------------------------------|------|------|------|------|------|------|------|------|------------------|
| Theft of or from motor vehicle   | 3051 | 3474 | 3294 | 3612 | 3441 | 3509 | 3770 | 3956 | +3.49%           |
| Robbery at residential premises  | 21   | 14   | 21   | 17   | 18   | 21   | 35   | 27   | +8.0%            |
| Burglary at residential premises | 666  | 712  | 811  | 828  | 800  | 539  | 686  | 758  | +3.08%           |

**Source:** Cape Town Central Police Station: adopted from SAPS 2015 source Institute for Security Studies.

The crime statistics show a 3.49% increase in motor vehicle cases while there is a 3.08% rise in burglary incidents from 2011 to 2018. Likewise, robberies at residential premises recorded an 8% change within the same period. In both tables, the crime figures are growing on a year to year basis as noted by Stone (2006:48).

However, statistical information was not easily accessible or available to show crimes against tourists or those committed by international tourists. Lastly, the statistical figures also do not show any reported incidents of money related crimes such as ATM or credit card fraud in the areas tourists frequently visit.

### 1.3.2.3 Money-related crimes

The advancement in global technologies has led to the increase of the number of cases involving pickpocketing, and credit card and ATM fraud as a way of depriving tourists of their money. Steinberg (2011:349) and Breetzke (2010:448) mention the prevalence of these crimes in London and US cities, as well as the extent to which they are on the increase in South Africa. The study

conducted by Buck and Ruetz David (2016:30) which was presented at the ITB Berlin 2016 indicates that global statistics on tourists becoming victims to cybercrimes, show escalating figures over the past two decades. This report concurs with the South African situation on such crimes. As a result, banks are now printing flyers with tips for their clients and tourists on how to protect themselves and not to fall victim to these crimes. According to Ferreira (1999:329), Kealing (2016:1) and Hacaoglu (2016:1), even though South African crime is high, tourists do perceive the country to be better compared to other world destinations.

On the other hand, Du Plessis and Louw (2005:431-432) agree with Ferreira (1999:316) that South African crime has some negative implications for the tourism industry even though the impact has not been quantified. The numbers of tourists visiting the country in various destinations are likely to be affected by high crime statistics. To add to that, Karimi (2015) states that high crime has negative implications on Brand South Africa and concurrently affects the image of Cape Town as a city and a tourist destination.

### **1.3.3 Effects of crime on a tourist destination**

Burger et al. (2010:2-6) and Nott et al. (1990:24) concur with Brown et al. (1991:512). They are of the opinion that crime affects the image of a destination as well as the entire tourism industry. This is mainly due to media reports on international platforms. Loughran et al. (2016:350-3) and Nott et al. (1990:16-18) explain the effects that crime may have on a destination. This occurs as a result of tourists' perceptions about a destination; therefore, perception is a key factor that should be clearly understood by a DMO as it goes on to affect the image of a destination.

Likewise, destination image can either be positive or negative as perceived by tourists and is formed by a number of factors which includes crime. Mendes et al. (2014:1-8) in their research conclude that high crime creates an unfavourable image while less or no crime at all creates a good destination image. This concurs with writers and researchers such as Gordon (2001:57-59), Ferreira (1999:313-315) and Brown et al. (1991:472-481) who suggest that crime has a negative impact on the image of a destination. There are several factors that are perceived to affect the image formation process of a destination.

However, research has shown that the destinations that are perceived to have a lower crime rate, are frequently visited (Lemanski, 2004:101-106). On the other hand, those destinations that are considered to be risky are usually associated with the probability of fewer visitations because tourists opt for alternatives. The frequency of visits or opting for alternative destinations is all centred on tourists' perceptions.

#### **1.4 Previous research on tourism and crime**

Previous research has been done internationally, focusing political unrest, violence and crime in the tourism industry (Pizam 1982:8). Further studies were also done on tourists' safety and security issues and their (tourists) concerns whilst visiting different destinations (Mansfeld & Pizam 2006:78). These studies were as a result of incidents due to tourists falling victim to different crimes internationally hence it was perceived to affect planned visits to such destinations (Pizam & Mansfeld 1996:92). Out of many cases, crime was realised to have an effect on tourists' planned visits to a destination, citing the case of American travellers to Aruba island decreased by 16% on year to year statistics, after a touring student disappeared while visiting in 2012 (Brown, 2015:267). Similarly, in other countries including China, previous studies were also focusing on the challenges that travellers faced with regard to their safety, security as well as financial lose while on vacations (Pearce, 2016:304).

Likewise, previous research on the African continent focused on residents' perceptions on international visitors (tourists), visiting to local attractions (Teye et al., 2011:178). Similar studies were also done in South Africa including recent studies on tourist perceptions of Mega events such as the 2010 FIFA World Cup and its impact on the tourism industry (George & Swart, 2012:204-206; Mopeli, 2009:76-98). Ferreira and Harmse (2000:80-83) as well as Perry and Potgieter (2013:106) had their studies on the impact of increased numbers of tourist visits to the destination in relation to its (destination) crime statistics.

According to George (2010:6), little has been researched with regard to tourist perceptions of crime and its effects on their decisions to visit a tourist destination. Nonetheless, previously much has been researched focusing on factors that affect growth in the Cape Town tourism industry as well as safety and security issues.

#### **1.5 Research problem statement**

There has been continued growth in tourist arrivals in Cape Town over the past decade, amidst high crime levels, as indicated by Breetzke (2010:453). Vaughan and Ardoin (2014:53) are of the opinion that local people perceive crime to be high in their city, while on the other hand international tourists have a different perception. This could be due to the fact that high crimes are recorded in areas not frequently visited by tourists. In addition to that, tourist attractions are situated in low crime areas due to high security measures put in place.

This study is aimed at investigating how tourists' opinions of and perceptions of crime influence their travel decisions and behaviour when choosing to visit Cape Town as a holiday destination.

Furthermore, the study will investigate leisure crime perceptions on three different trip phases. Firstly, pre-visit assessment of the destination and information that influenced travel decisions. Secondly, during the visit (the actual experience) did the tourist witness or become a victim of crime? Thirdly, post-visit perceptions, which are the tourists' recommendations and the likelihood of a revisit. In addition to the above, the study also seeks to establish the tourists' opinions with regard to their repeated visits to Cape Town and recommending the destination to other potential international visitors despite the crime situation.

Investigating issues pertaining to crime in Cape Town tourism is very important as it will equip the destination marketing department with proper information to be included in their promotional campaigns going forward. Backenbury and Zoreda (1999:71) outline that knowing the information about tourist expectations in South Africa and in Cape Town, enables the Destination Marketing Organisation (DMO) to deliver effectively and efficiently. Lastly, adopting recommendations of this report will help manage crime and provide more focused prevention measures.

### **1.6 Aims and objectives of the study**

According to Burns and Bush (2010:126) aims and objectives of the study specify what the researcher hopes to achieve by the end of the dissertation. Haydam and Mostert (2013:33) suggest that objectives entail a road map stating how the project evolves. Likewise, Wild and Diggins (2013:48) concur with others that these were statements expressed in general terms and include the specific means of answering the research questions as outlined under primary and secondary objectives. Babin and Zikmund (2013:58) also state that the objectives must be simple and clearly state and address the problem.

#### **1.6.1 Primary objective:**

To establish the perceptions of crime in Cape Town as a tourist destination from a visitor's perspective and its effect on his or her travel decisions.

#### **1.6.2 Secondary objectives:**

Given the above primary objective, the secondary research objectives are as follows:

- 1.6.2.1** To establish whether demographic factors have an influence on tourists' perceptions on general safety and security safety information of the destination.
- 1.6.2.2** To investigate how tourists perceived Cape Town crime prior, during and post-visiting stages including their willingness to revisit the destination given their experiences.
- 1.6.2.3** To find out if there are any significant differences between demographic factors and crime related factors

## **1.7 Research questions**

Babin and Zikmund (2013:132) and Aaker et al. (2011:54) agree that research questions are there to ask for specific, required information in order to achieve the desired purpose. Based on the above-mentioned information, this study's main question reads:

In relation to crime, how do tourists perceive Cape Town as a destination?

According to Cooper and Schindler (2006:145) the investigative questions of this study were in support of the main research question, and covered the three important trip phases as follows:

- 1.7.1** Do demographic factors have any influence on tourists' perceptions on general safety and security safety information of the destination?
- 1.7.2** What were the tourists' perceptions about crime in Cape Town prior, during and post-visiting stages and whether they are willing to revisit the destination given their experiences?
- 1.7.3** Are there significant differences between demographic factors and crime related factors?

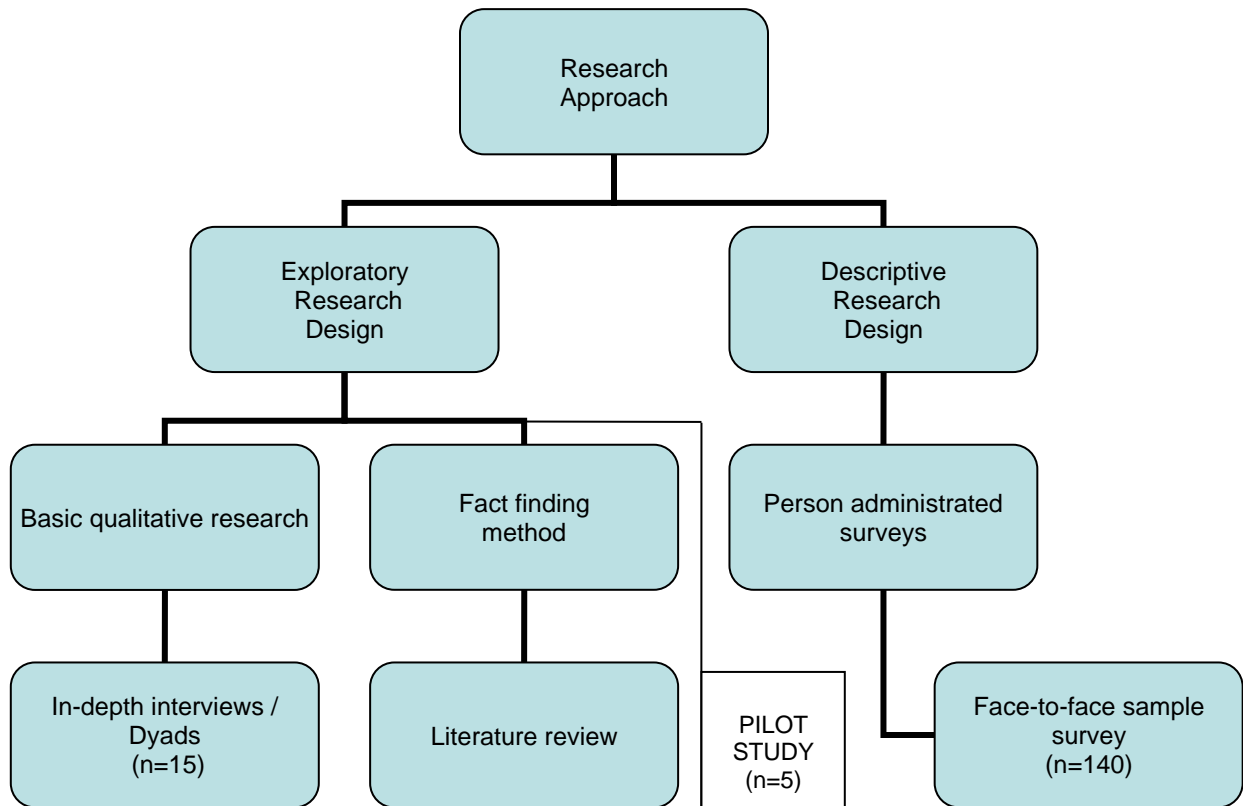
## **1.8 Research design and methodology**

Babin and Zikmund (2013:418) indicate that a research design is a clear plan of action to be followed in order to achieve the desired results. They state that research methodology is the total strategy, from identification of the problem, collecting the data, up to the final stages of analysing the data. Haydam and Mostert (2013:59) also concur with the above-mentioned and add that the methodology provides the research engagement. However, this study was conducted as a non-experimental research which is of a survey design (Wild & Diggines, 2013:49). This means the process of collecting the data will be done through surveys as explained below under research approach.



### 1.8.1 Research approach

The researcher will undertake to use both exploratory and descriptive research designs so as to maximise chances of getting more conclusive and accurate results.



**Figure 1.1: Research Approach** *n= number of interviews / responses*

Source: Author

Furthermore, the diagram on the research approach provides a guideline to be followed as depicted in Figure 1.1.

### 1.8.2 Research strategy

This is a plan of action as indicated or shown in the diagram above. It provides the researcher with a sense of direction to conduct a number of scheduled actions during the study. It is further explained under exploratory and descriptive research designs in Chapter 4.

The study adopted both the basic qualitative research through IDIs and fact-finding approach by reviewing related literature. The findings on exploratory research were used as input to descriptive research.

The study made use of the face-to-face sample survey. This was done through intercepting tourists while they were on tour in the tourist attractions. Little was known about the perceptions of tourists with regard to crime in Cape Town. However, it was only during the surveys that tourists indicated their perceptions.

In addition to the above, and the main study being a post-positivist philosophy, the descriptive research measured the extent of the incidences uncovered in the exploratory research design.

### **1.8.3 Data collection techniques**

Wilson (2006:37) is of the opinion that data can either be collected in primary or secondary forms. In this study both were adopted. However, a two-tier approach was used when collecting the data. It was collected over a period of four months using a sample of 160 participants that were interviewed. The study used a random cross-sectional survey design for the subjects in Cape Town tourist attractions. The selection of the attractions was also done using the interviewer's personal judgment. As outlined in the research approach, literature review was the first tier, followed by the five pilot study questionnaires which were used for interviewing tourists. Data was collected from the exploratory and descriptive research designs. The third and last tier comprised of 140 questionnaires and 15 IDIs conducted with the service providers and tourists. The pilot study, being the initial data collection process, gave insights and useful information for the design of research instruments for the main document.

Personal interviews were conducted through intercepting 140 tourists in the tourist attraction centres such as Table Mountain, Signal Hill, Cape Point and the Waterfront. The reason for using 140 participants was only for the need of collecting answers for perceptions, as many factors had already been identified in the qualitative section.

The sample according to Sauro and Lewis (2016:337) shows the likelihood of how many percentage points the results would differ from the actual or real population results. Having a sample of 100 respondents at 95% level of confidence, the study was likely to have a 9.9% margin of error representing the tourist population with similar perceptions regarding crime.

#### **1.8.4 Pilot study**

According to De Vos et al. (2011:236-246), a pilot study is conducted in order to establish suitability of the data collection instrument among other factors. Consequently, during a pilot study, a self-judgemental approach was used to select five subjects in the Cape Town tourist attraction centres. These subjects completed the pilot questionnaires. It gave an opportunity to test suitability of the sampled population.

It also allowed for the testing of the content and structure of questions used in the measuring instrument. Furthermore, it gave an opportunity for testing the measuring instrument before it was used in the actual study. Another purpose of the pilot study was to test for the validity of the questionnaire, type of questions, and the approach that was to be used to select the subjects, ensuring its practicality and viability so as to produce the best results.

#### **1.8.5 Data presentation and analysis procedures**

De Vos et al. (2011:402), indicated that the data has to be carefully analysed and interpreted. The process was based on the investigative questions and objectives of the study. It was presented mostly in diagrams, charts, tabular form and, where necessary, commented upon, depending on the complexity of the data that was available for presentation. The simplified presentation of data made it easier for the readers to understand, while complexly presented documents are difficult to be understood by people.

The full argument and discussion on this heading can be found in Chapter 4.

#### **1.9 Ethical considerations**

According to Aaker et al. (2011:21), ethics relates to the values and moral principles that govern human behaviour within groups or at individual level. Therefore, having said this, the validity and reliability of this study were maximised by the researcher adhering to the following ethical requirements as proposed by Merriam (2009:228):

Voluntary participation - Respondents had to participate based on their own free will. They could choose not to answer selected questions or terminate the interview at any time, if the need arose.

Informed consent – Interviewees were given an opportunity to accept their consent to participate in the study.

Confidentiality – The information received from respondents was treated as highly confidential. If respondents felt they wanted some confidentiality forms to be signed, their rights were respected by signing such documents.

Anonymity- Respondents could also choose to be treated as anonymous after completing the questionnaires, meaning their names remained unpublished in any way despite their contribution.

Publication of the findings – The researcher undertook to publish the report findings in written form so that people would accept it as a professionally written document. If it is not formally publicised, the subjects are likely to associate it with a worthless document just to waste their time by engaging in the study.

The researcher ensured that the highest ethical standards were upheld, and all necessary paperwork, forms and documentation were completed in this study.

#### **1.10 Demarcation/Limitations of the study**

The study was only applicable to Cape Town and the limitations and delimitations are as follows:

Limitations of this study are influences that the researcher cannot control. Those are the shortcomings, conditions or influences that place restrictions on the methodology and conclusions and that cannot be controlled by the researcher.

The results of this study are only applicable to or within the context of Cape Town. There are greater chances of these results reflecting mainly the European and African perceptions due to a general fact that Asians are difficult to approach because of poor language communication (Morrison, 2013:366).

Delimitations include the population of this study and the geographical area being focused for this research. The researcher focused on interviewing international leisure tourists in Cape Town. The study only focused on Cape Town in order to reduce some travelling expenses as well as to be able to finish the study in the anticipated time frame.

#### **1.11 Significance of the study**

This study could be of significant importance to South Africa and the City of Cape Town as a tourist destination. It promotes a safe environment that helps to build a better image for the destination, hence further increasing the numbers of international tourist arrivals. Gaining some understanding of tourist perceptions about crime in the city helps to equip the destination

management authorities with proper strategies to communicate with their customers as well as provide ways to manage crime. Burns and Bush (2010:143) indicate that every study is important. However, to clarify that statement, this study is of importance to the following population groups: tourists, researchers and to the academic sector, as explained below.

To the academic sector, the study provides some knowledge that was not previously explored in Cape Town tourism. It also adds knowledge about how tourists perceive crime in the city and help to prescribe various solutions.

Tourists were provided with information on what they should expect at the destination based on the conclusions and recommendations of the study. Secondly, the study provides information on an area which was not previously covered.

The researcher gained greater understanding of the problem and prescribed some solutions, thereby increasing his practical and academic knowledge. Furthermore, the study provides other destinations with information which can be learnt from and adopted, or implemented, thereby improving on their strategies.

## **1.12 Chapter outline and content analysis**

In Chapter 1 the scope of the research is presented and discussed particularly issues pertaining to the tourism sector. Furthermore, the research problem is elaborated upon, setting the scene for the research. In addition, aspects relevant to the research process, investigative questions, research objectives, research design and methodology, assumptions and significance of the research are elaborated upon. The research environment not only provided context to the research problem, but it also furnished a comprehensive background to aid the understanding of the reader of not only where the research took place, but also why research into crime in the Cape Town environment had to be conducted.

In the next chapter, literature on tourist perceptions of crime in South Africa and Cape Town as a destination is reviewed. The review of literature reduces the problem into a more realistic and manageable area of study. It also helps the researcher to understand the problem much better by the reading of some related content on perceptions of crime.

In Chapter 3, DMOs are explained in detail, together with their engagement in marketing Cape Town as a tourist destination. Literature continues to be reviewed on the marketing implications of a destination that is affected with crime. Review of related literature gives a better

understanding of the problem. More specifically, the literature review provides academic context to the unique aspects that lessened the research problem.

In the next chapter, research methodology, data collection tools, and data collection methods are highlighted and discussed. This covers the quantitative and qualitative aspects of data collection and reflects the approach to data collection.

Chapter 5 brings into context the data gathered from the data collection process. It was then analysed, processed, interpreted and presented. Presentation of data was done in the form of graphs, tables, and charts, taking into consideration complexity of the available information.

Finally, Chapter 6 is the concluding chapter in which all the key aspects pertaining to this study are revisited. Research findings are brought into the context of the overall research, recommendations are made, and final analogies are drawn. More specifically, in this chapter the research problem is mitigated through the implementation of a problem-solving mechanism to the benefit of the community and Cape Town Tourism.

## CHAPTER TWO

### TOURIST PERCEPTIONS OF CRIME

#### 2.1 Introduction

Reviewing of literature on tourist perceptions of crime focuses on how it influences or affects tourists when making travel decisions. The aspect on how demographic characteristics can contribute to the way and manner in which individual tourists perceive crime when making decisions, is also reviewed. This process also requires exploring the meaning and application of the word 'perception'. Lastly, tourist perceptions on destinations are explored, including the effect of crime on tourist perceptions of destinations.

#### 2.2 Perceptions

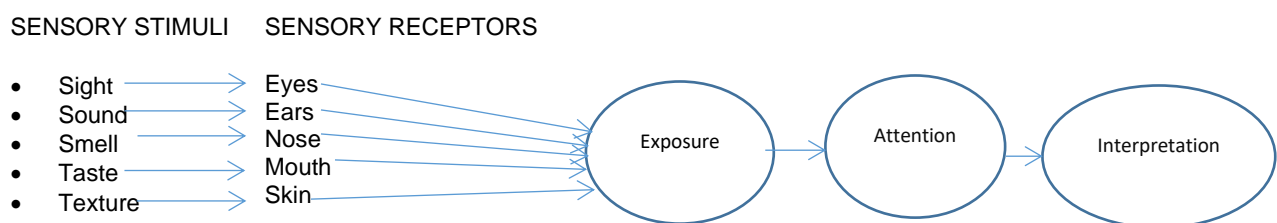
The word 'perception' has a broad meaning and application. The Oxford dictionary explains it as the ability to notice and understand something within the environment, while Kotler (2006:186-187) views it as a process by which individuals try to make sense of their surroundings. On the other hand, the latest version of Kotler (1997:185-186) identifies perception as a process of organising information and creating a personal picture from it. Adding on to the argument, Myrstad (1998:77-90) and Weiten (2002:95-127) seem to agree with Kotler and emphasise that perception will take place if there is a stimulus or an object being observed.

However, perception is critical to tourism as it determines the visitors' behaviour before, during and after a tourism experience. According to Hoffman (2016:2), the goal of perception is to estimate the true properties of the world, that is, trying to figure out the possible realities based on the information that is provided. It is helpful in trying to determine the choice of a destination to be visited. Gibson (1978:231) suggests that perception is like a painted drawing that tries to provide a true interpretation or meaning of the original stimulus/object. Gleitman et al. (2000:141-183), though they agree with the other psychologists, highlight an important factor: people perceive differently, depending on the prevailing factors and situations. They also indicate that stimulus information from the environment is frequently ambiguous; hence people interpret it differently, based on their past experiences or previous knowledge in order to make inferences about different travel decisions.

Furthermore, according to Seaton and Bennett (1996:72), perception does not end with choosing a destination. Instead, the tourist continues with perceiving during the trip or tour. During the trip

perception is influenced by the events and activities of the day which include deciding on issues of accommodation, sightseeing, and satisfaction from other services as provided in the attractions and from tour operators. These processes will continue within the minds of the visitors up to the post-trip or post-visit stages, when the visitors have conclusive information that helps to define their actual perceptions.

In continuation of the above discussion, it has become clear that for an object to be observed there should be some sensory stimuli evoked through the five senses (Solomon, 2006:49). The sensory receptors cause some exposure of the stimuli. The receiver of the stimuli (in this instance the tourist) becomes aware of it and finally interprets it. This interpretation will be an effort of trying to make sense of the real world as explained in paragraph 2 above as well as shown in the following model.



**Figure 2.1: Basic perception steps**

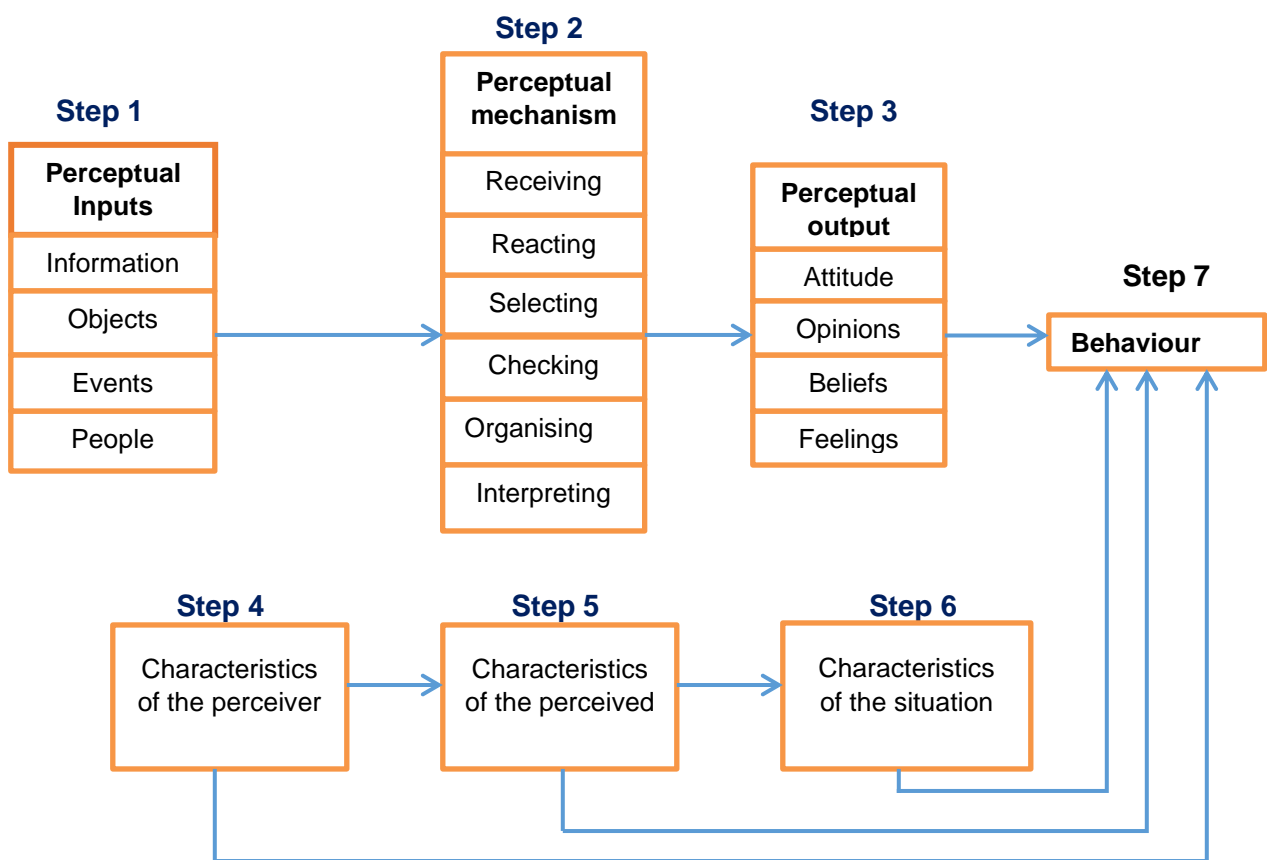
Source: Solomon (2006:49)

Inasmuch as the psychologists and writers unanimously agree on the meaning and interpretation of the word “perception”, Engle and Snellgrove (1989:252-262) are of the opinion that information is a critical element to influence people’s perceptions. Perception allows sensory information to be received in a person’s brain through the five senses, namely hearing, touch, smell, taste and sight. The perceiver will in turn make something meaningful out of the information. Gibson (1978:228) states that by processing the information, people tend to perceive the stimuli differently than they were before receiving the information. Furthermore, information is an important aspect when tourists are making their travel decisions and perceiving a destination. However, in order for tourists to be able to make those travel decisions they should undergo a detailed and complete perceptual process as outlined in Figure 2.2. on the next page. There are seven major steps in the process, explaining how every factor will influence the final behaviour (starting with perceptual inputs and ending with behaviour). This final behaviour will be as a result of the tourist’s perception.



## 2.3 The perceptual process

According to Bodenhausen and Hugenberg (2009:8), perception is a process which starts with perceptual inputs. These include information, objects, events and people. These four factors are the inputs to the process of perception. Any one of these elements makes the perceiver aware in various ways that include internal or external factors. According to Kotler (2003:118), a visitor can acquire information from promotional messages, by word of mouth (WOM), and recommendations from other people or by observing some objects in his or her environment.

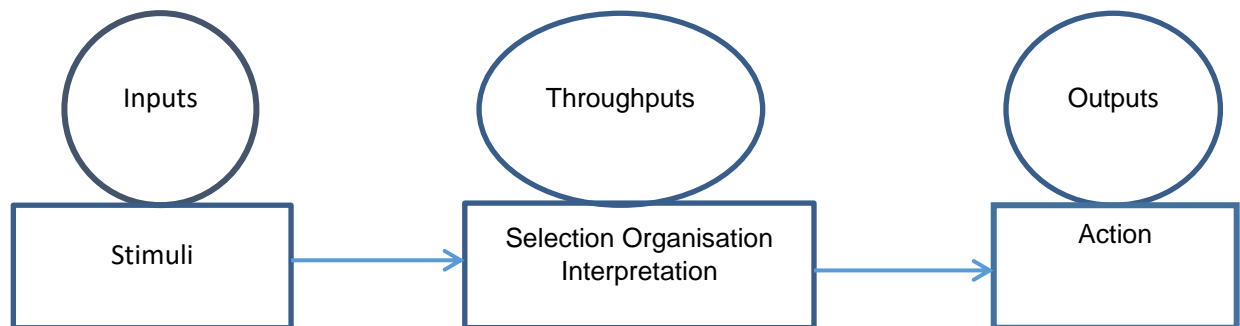


**Figure 2.2: Detailed perceptual process**

Source: Kashyap (2012:3)

These inputs are explained according to the criteria and the manner in which the results will be presented through a tourist's behaviour as outlined in the following model illustrating the stages of the perceptual process.

Figure 2.2 shows the detailed perceptual process, while Figure 2.3 is a basic model highlighting that there are only three major steps in both models. These are inputs, throughputs and outputs, as explained by Solomon et al. (2006:50). Throughputs are referred to as the perceptual mechanism, which according to Kashyap (2012:3), is where the major processes take place in both models. Likewise, perceptual inputs are similar in both models as well and this is clearly explained below. However, Figure 2.3 of Solomon et al. (2006:50) does not show how factors such as personal, stimulus and situational characteristics influence the tourist's behaviour.



**Figure 2.3: Basic perception processes**

Source: Solomon et al. (2006:50)

### 2.3.1 Perceptual input

Green (1999:211) indicates that stimulation can take place through any one of the five senses, as discussed in paragraph 4 of 2.1 above. Stimulation, in the form of perceptual inputs, will make someone aware that something is taking place... This is also when one becomes aware of one's surroundings or environment. It could be information about an object (destination), people (tourists) or an event (attraction). Breetzke and Cohn (2013:388) also state that tourists can access information on crime reports of a potential destination and this becomes a basis for their perceptual assessment. Visitors will seek more information about the crime situation in the destination they intend to visit.

However, in most cases people tend to select the information from the input sources as there are obviously many things happening in the environment at the same time. Arens (2006:147) suggests that, while selection is taking place, the person's mind is checking for the authenticity of the facts

as well as organising them. This process also involves careful interpretation of all the necessary information in order to apply it correctly.

### **2.3.2 The perceptual mechanism**

Information from perceptual inputs is processed through the systematic mechanism to produce perceived output. According to Seaton and Bennett (1996:158), the major steps that should be completed under this systematic mechanism are selection, organising and interpretation. It is important for the tourists to access the necessary information as required at all these stages.

Furthermore, tourists react to the information obtained from the perceptual input in many ways. When individuals receive new or unfamiliar information, they will undergo a learning process, either consciously or unconsciously. Arens (2006:142) is also of the opinion that visitors will react by putting parts of information together or breaking down larger components so that it can give a clear meaning to them. This is done by carefully analysing all the available facts, thereby getting a clear meaning or interpretation of the stimuli which produce a change in their ways of thinking as discussed below.

In addition to that, the brain also memorises the events and experiences in some form of long-term storage, as discussed under memory systems. This will be retrieved in the future, only if the information becomes necessary. According to Kashyap (2012:11), the process of information retrieval is 'recalling' which enables tourists to complete the perceptual process.

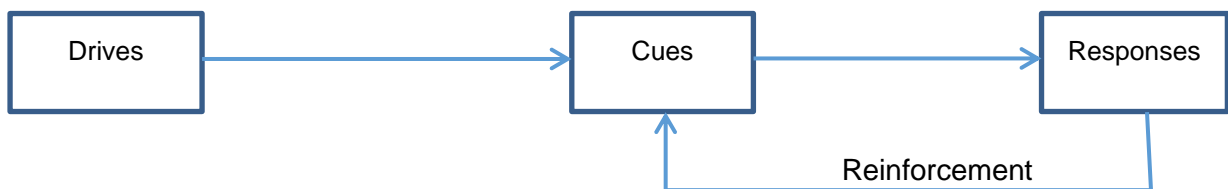
#### **2.3.2.1 Learning**

Learning is an important aspect of the perceptual mechanism due to the fact that as soon as the tourist receives information from the perceptual inputs there are reactions that will take place to confirm that learning is taking place (Dale, 2013:13). According to Dale (2013:14), learning takes place the moment new information is added to the tourist's brain. However, there is greater retention if he or she is exposed to that same information for the second time. It will then be classified as experience, depending on how frequently and for how long the tourist has been exposed to those stimuli (Merrill, 2002:45). Still, learning is basically a change in the individual's thought processes that will determine his or her behaviour.

Learning normally takes place as a result of some past experiences or by accessing new information about a destination from marketing or non-marketing activities (Perrealt & McCarthy, 2002:161). At times, a tourist indirectly receives information about a destination, either from friends

or family, which prompts him or her to search for more information. This then results in detailed knowledge about the potential destination or attraction.

On the other hand, learning also occurs through interplay of drives, cues and responses which are reinforced. Finally, that is facilitation of learning as shown in Figure 2.4. Drives are strong internal stimuli which push for an action, while cues within the external environment include products, signs and marketing messages that will determine a person's response. In continuation to that, a response is an effort to ensure the drives are satisfied, while reinforcement enhances the response rate from cues (Perrealt & McCarthy, 2002:162).



**Figure 2.4: The learning process**

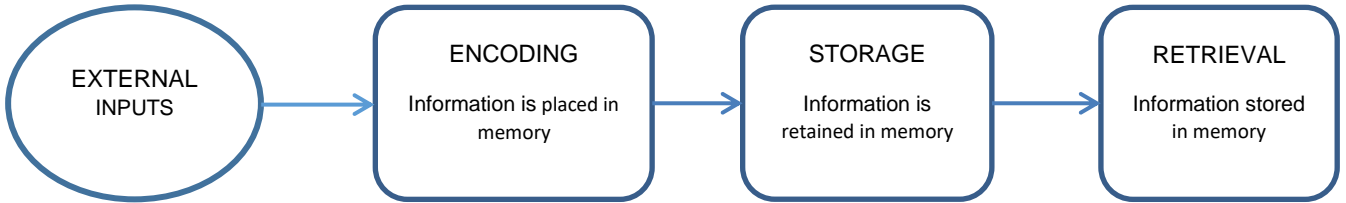
Source: Perrealt and McCarthy (2002:161)

Likewise, after new ideas or information has been learnt, it has to be stored for future uses or application. This is when the tourists have to use their memory function as shown below.

### **2.3.2.2 Memory**

Memory is a function or process through which a tourist acquires information and stores it over a period of time, as shown in the model below. It will only be retrieved when needed. Solomon (2006:97) indicates three major steps that all take place as events are memorised or stored. This helps tourists to have proper reflections of the stimuli when necessarily required.

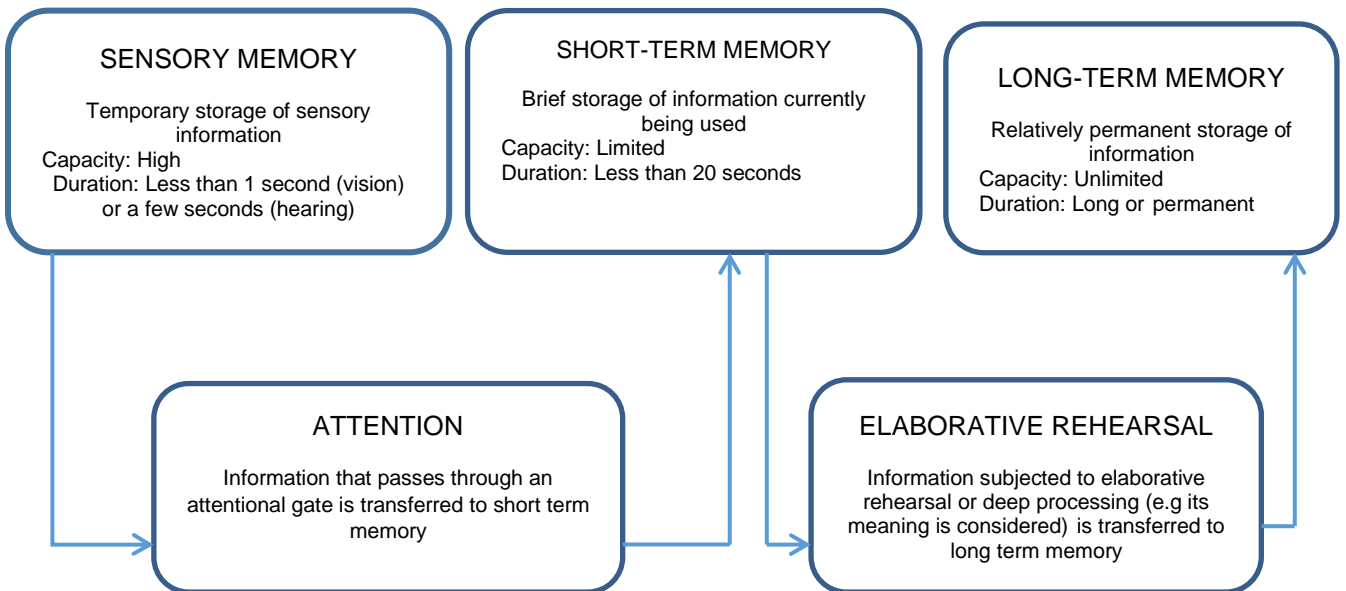
The stages involved in a memory function are: encoding, storage and retrieval as reflected in Figure 2.5. Memory encoding refers to how data and facts about a trip are received from various sources and how they enter the tourist's brain. It is then converted into meaningful information to be retained (Solomon, 2006:97). Information retention is referred to as storage and is classified in three different types of memory systems, depending on the time and period in which the information has to be stored.



**Figure 2.5: Memory process**

Source: Solomon (2006:97)

In continuation to the above discussion, the memory process has three distinct sub-systems, namely the sensory memory (SM), short-term memory (STM), and long-term memory (LTM) (Solomon, 2006:99). The SM is a very temporary storage facility which can last for a few seconds, while the STM is also capable of storing information that is concurrently in use. On the other hand, LTM is a system that stores unlimited information on a relatively permanent basis as depicted in Figure 2.6 below.



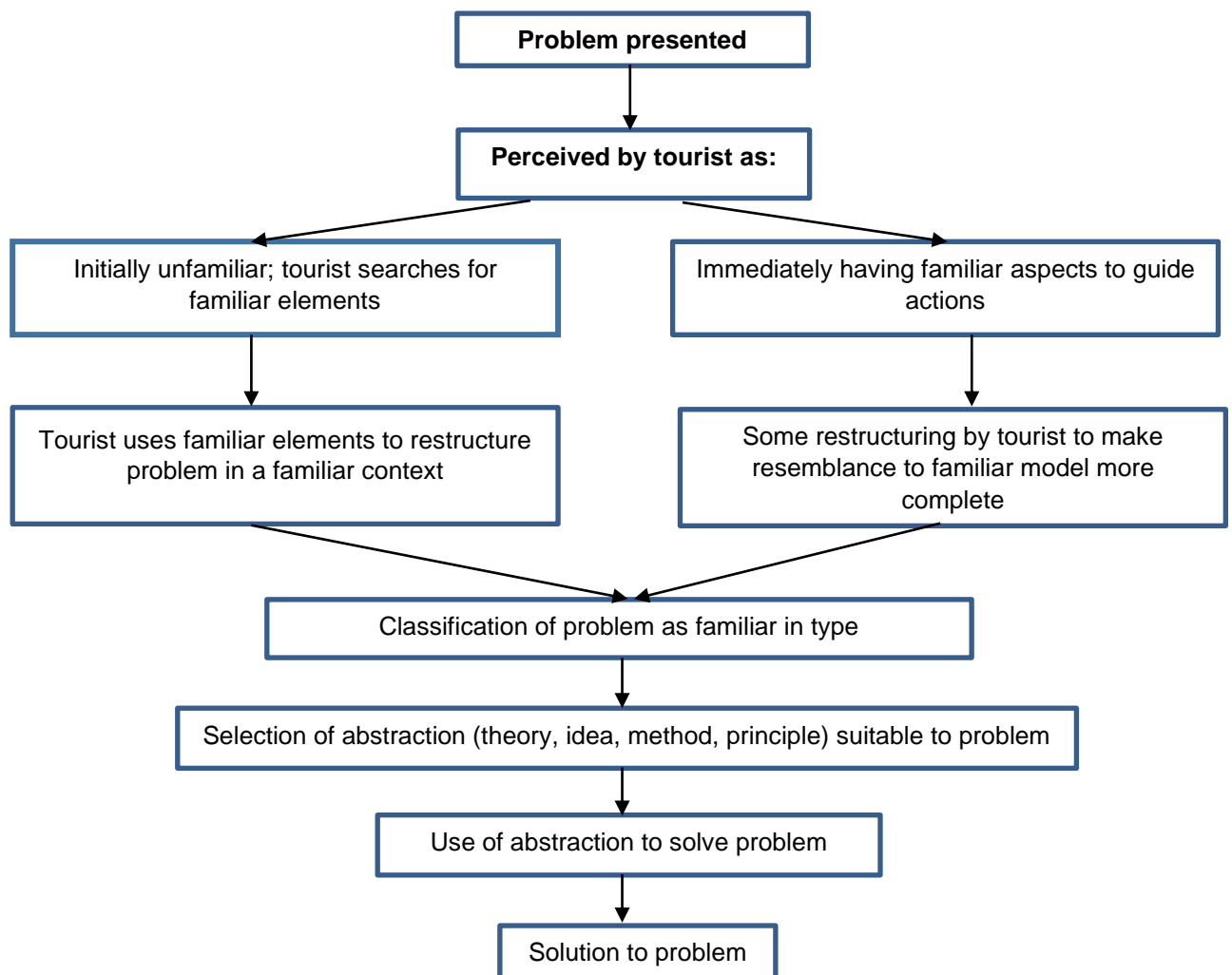
**Figure 2.6: The relationships between memory systems**

Source: Solomon (2006:100)

According to the model, sensory memory acts as a reception for information from information sources as it comes to the tourist's attention and is quickly transferred to the short-term memory (Solomon, 2006:101). Dale (2013:36) concurs with this model and adds that from the STM tourists would undergo elaborative rehearsal which will result in the reinforcement of the information processed. It will finally be stored in the LTM where it can be clearly interpreted and applied as shown in Figure 2.7 below.

### 2.3.2.3 Interpretation and application

According to Bloom et al. (1956:121), interpretation of information from the memory systems and its subsequent application will undergo various steps starting with realising that there is a problem.



**Figure 2.7: Theory of knowledge application**

Source: Bloom et al. (1956:121)

According to Rani (2014:54), the tourist's need to travel is actually a problem that requires a solution in the form of travel to an expected destination. The tourist receives information about a destination and perceives it to be either familiar or unfamiliar. If it is perceived to be unfamiliar, the visitor seeks more information about the intended destination, until all the questions have been answered. This becomes evidence that the problem has been solved and the tourist perceives the trip to meet desired expectations and satisfaction (Yang et al., 2014:1734). A decision either to purchase a trip ticket or not, is the final step of the model, signalling the application of the acquired knowledge according to the model.

### **2.3.3 Perceptual output**

In continuation of the above discussion, perceptual output is the overall result from the perceptual process which includes factors such as attitudes, beliefs, feelings and opinions (Kashyap, 2012:8). These factors are finally reflected through the tourist's behaviour. It will either be the purchase of a trip ticket, indicating a positive behaviour, while the negative behaviour has an unfavourable change of mind with regard to visiting a preferred destination. Attitudes and beliefs form part of psychological factors which influence the tourist behaviour as well as his or her decision-making process. However, there are a few other factors that also affect the same process as mentioned below.

### **2.3.4 Other factors influencing tourist perceptions**

According to Kashyap (2012:4), the other factors that influence perception are the perceiver's characteristics, situational factors, as well as the stimulus (object or destination). These factors are all explained as follows:

#### **2.3.4.1 Characteristics of the perceiver**

The perceiver/tourist is influenced by demographic factors as listed below. According to Mendes et al. (2014:7), the differences in opinion and/or perception can be as a result of the perceiver's age, gender, level of education, economic status, marital status, income level, employment status, place of origin, culture and tradition, or past experiences.

Firstly, the age of a person does influence perception. For example, older couples are likely to perceive crime in the townships as abnormal, while teenagers perceive some criminal elements as fun and being adventurous, as explained by Loughran et al. (2016:351). Teenagers can enjoy carrying guns and firing for fun, while elderly people perceive them to be dangerous and life

threatening. Adult visitors are unlikely to be willing to spend time in areas perceived to be risky. These include high crime areas as they equally affect how tourists perceive the destination.

Secondly, people who have children perceive crime to be harmful to the community (Cannon, 1995:22). They fear crime can affect their children's behaviour or learning processes in school. On the other hand, some people of the same age who do not have children may argue to say crime does not affect anyone psychologically.

Thirdly, gender also tends to influence perception: females tend to be more emotional and forgiving, while men are perceived to be ruthless and prone to commit serious crimes as discussed by Otieno et al. (2016:307). This perception can be proved to be old-fashioned and outdated since currently there are women performing the same roles as men in any profession and industry. In a similar way, women can be criminals committing serious crimes.

In addition to the above, the level of education has its role, as it is perceived that the more people become educated, the more they will desist from committing crimes and become more responsible citizens. Education requires a person to reason properly and to treat others with respect. Consequently, it will include disengaging themselves from criminal activities.

On the other hand, the economic and employment status of a person can influence the perceiver's way of thinking and behaviour. For instance, the unemployed person may perceive theft by shoplifting as normal and a chance to put some food on the table. Conversely, an employed person may think that the shoplifter is lazy and negatively affecting the country's economy by stealing.

Furthermore, the tourist's place or country of origin can influence how he or she perceives crime or certain crimes. Tourists from Asian countries and Islamic states shun theft and adultery due to the prevalence of sharia law and its penalties in their countries (Anon, 2008:4). On the other hand, the same group of tourists may be ruthless when it comes to killing people due to religious differences. Contrary to Asia, European and American tourists may perceive murder as a serious crime, while theft and adultery are considered to be petty crimes. This was argued by Morgan et al. (1986:127-129), as they pointed out that people's perceptions are influenced by their motives and personal intentions rather than beliefs based on their places of origin.

In continuation of the above factors, culture and tradition of the perceiver influence perception. For example, there are some crimes that people commit after being exposed to violent games and films (Lamson, 1995:25-28). Subsequently that will develop into a culture perpetuating crime



arising from these social and cultural values. Likewise, children from urban environments are likely to commit crimes that involve the use of guns, while those from rural communities take a long time to engage in such crimes. This is mainly because of the influence of films featuring guns thereby influencing criminal behaviour and attitudes.

On another note, tourists are also likely to make decisions based on their past travel experiences. According to Buhalis (2009:116), they can even help a DMO spread a good word on a destination, based on their past experiences. He suggests that it is a very easy way to convince potential tourists, if they are getting information about a destination from people that have visited it before them. It will even be more convincing, if they are getting that information from people they trust. These will include their family members and friends. It will also be helpful if they are getting the information from their role models or celebrities. Kotler (1997:184) indicates that people tend to follow what the opinion leaders have done which also includes visiting potential destinations, among other factors.

Lastly, leisure tourists are likely to perceive crime in a destination as normal and similar to their home environment. According to Craven and McCormack (2014:27), tourists might only start to worry if it is affecting them on a personal level or if they have become victims of such crimes. This is when tourists realise the situation they are faced with, as discussed under situational factors below.

#### **2.3.4.2 Situational characteristics**

Tourists make important decisions at any given time (George, 2003:576). The context in which we see objects or events is important. The surrounding environment and the elements present in it influence people's perception of a particular situation or event. Natural and unplanned events such as crime or a crisis arising in a destination can contribute to a negative or positive influence during the process. Inasmuch as these developments occur, what is important is how to manage the situation as pointed out by Scott et al. (2010:1-14) and Prideaux et al. (2010:163-174). They all emphasised developing positive marketing programmes that can motivate and arouse the tourists' interests for the destination.

The circumstances or state of affairs in a destination also constitutes the situational factors. Harper (2000:518) Coon and Mitterer (2007:209-219) as well as Kozak (2007:238) are of the view that factors such as safety, security and crime have an effect on tourists' perceptions. Any changes in the normal or common situation can cause tourists to react either in a favourable or unfavourable way.

Obviously, a good or favourable situation, such as a major event, may arise. This can lead to tourist demand increasing for a destination. People will take advantage of visiting places they are interested in and combine that with a major activity also taking place at the same time. Event turnout at a popular destination is likely to be greater than turnout at the same event if it was hosted in an unpopular destination.

Adding on to the favourable situations, tourists are likely to like it or may even stay longer than originally planned, should the local currency lose value against the major currencies thereby increasing their trip budgets. Marschall (2012:723) mentions that tourists normally spend according to their proposed budgets. However, they tend to enjoy it more, if the trip expenses are fewer or better than what had been planned.

On the other hand, an unfavourable situation causes a measure of fear among tourists. Galamboš et al. (2014:15-25) find that some airline passengers, citing safety reasons, were willing to cancel their flights or pay premium prices, and avoided airlines perceived to have high accident rates.

Furthermore, the same fears will apply to destinations that are perceived to have a high crime rate. This implies that crime situations within a destination can affect tourists when making their travel decisions. Tourists might also hesitate to visit or revisit a destination which was associated with some criminal experiences during their stay on the previous visit. Situational factors can arise from a single or a number of reported crime incidents. This will influence the perceptions about a place or destination.

#### **2.3.4.3 Characteristics of the perceived stimuli (objects or destinations)**

A person's perceptions are not necessarily identical to the stimulus objects or events being perceived. However, perceptions about an object or stimulus are shaped and influenced by the information that people receive about it. It could be good or bad information about a destination. This is illustrated in Figure 2.11 on the Gestalt theory of visual perception. The author seems to suggest that tourists are likely to pay attention to the changes in the element crime rate within a destination, which is a change in stimulus.

For example, a local place that is frequently visited by well-known criminals in the area could be perceived as dangerous. On the other hand, if the same place implemented extreme security measures, people would start to perceive it as safe and secure. When the same place is frequented by celebrities, people will in turn associate it with those who visit the place and treat it

with respect by assigning some form of value to the place. They might even be willing to pay a premium price in order to access the place as well.

Likewise, Van Selst (2014:11-13) mentions that characteristics of a person being observed can affect what is perceived. People's perceptions are influenced by their appearance, age, gender or manner of communication as well as their personality and behaviour as discussed under 2.1.1.1. For example, a loud person is more likely to be noticed in a group than one who is quiet. Similarly, events or places that appear to be similar to each other tend to be grouped together by perceivers. The process of grouping certain objects or stimuli together is according to the results of the individual's assessment or perception.

Lastly, according to Qiong (2017:20), all the factors of the perceptual process try to explain how people receive information through their five senses and in turn process it in order to make meaningful decisions. The results of the processed information become their perceptions and these are able to influence their purchase behaviour.

### **2.3.5 Effects of perception on tourist purchase behaviour**

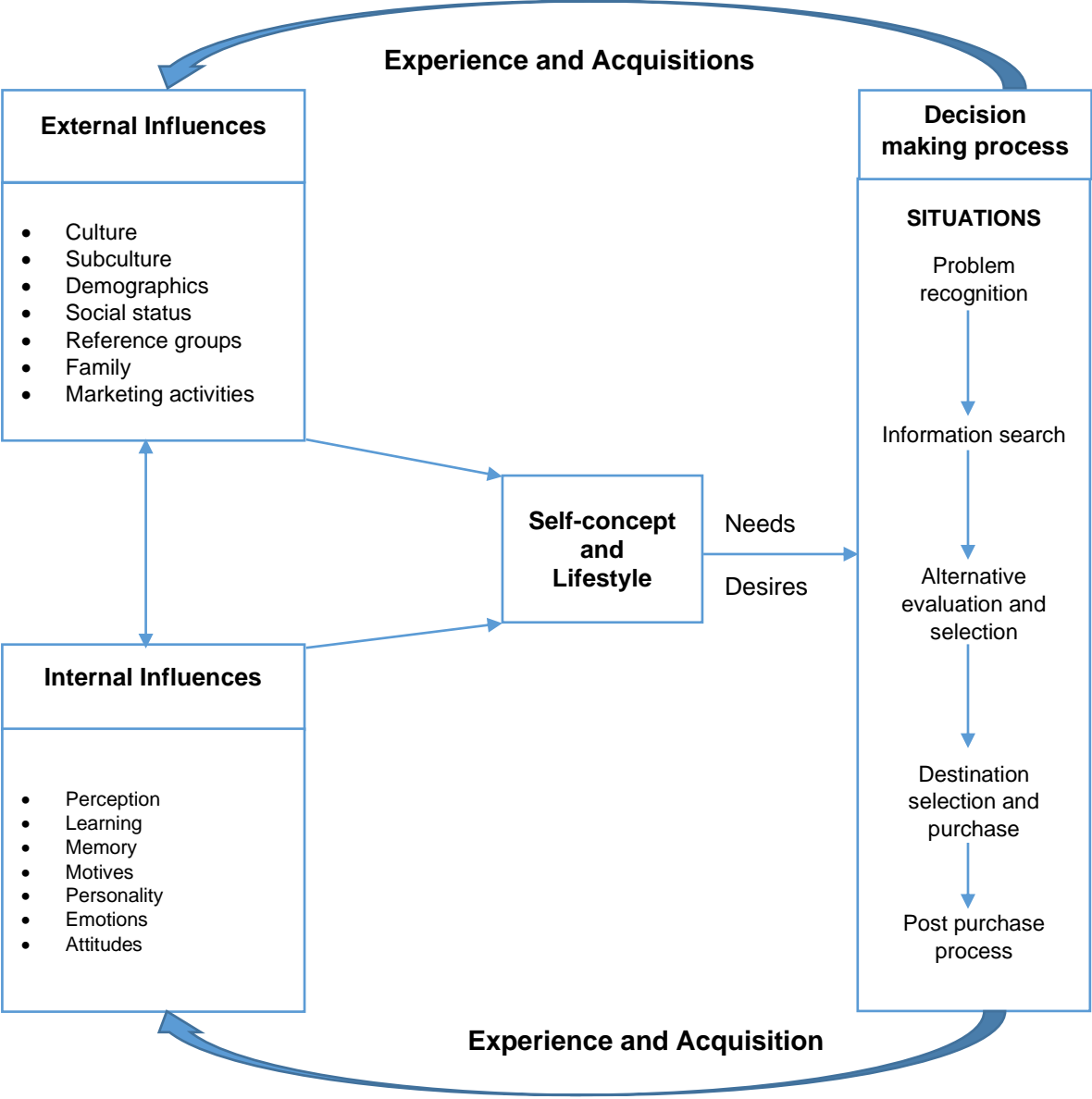
The behaviour of tourists can be reflected in two ways: through positive behaviour (purchasing a trip ticket), or negative behaviour (refusing to purchase a trip ticket) (Pike & Page, 2014:43). Perceptions influence tourist behaviour in either way.

Hawkins's model of consumer behaviour outlines that the consumer's decision making process is influenced by internal and external factors. Rani (2014:52) proposes that buyers' or tourists' decisions are modelled by their environmental forces in an attempt to satisfy their needs and desires. However, according to Hawkins et al. (2001:436), the person's lifestyle will ultimately determine when, how and what the tourist will decide to buy and this is referred to as the acquisition experience as depicted in Figure 2.8 below.

Conversely, tourist purchasing behaviour can be displayed at various trip stages, which are pre-visit, during the visit, and post-visit. Consumers continuously make decisions about products and services they want to consume. Most importantly, tourists make travel decisions and choose destinations to be visited (Pike, 2010:43).

Adding to the above discussion, lifestyle is shaped and also nurtured by a person's perceptions. Kotler (1997:186) suggests that consumers' perceptions are usually determined by their attitude towards environmental assessment. He mentions that there are customers who are willing to take some risk when making their purchase decisions and they are in the category of opinion leaders.

Hawkins et al. (2001:26) are also of the opinion that those consumer needs and desires push them to act even though it is as a result of strong influence from external and internal factors.



**Figure 2.8: Hawkins Model of Consumer Behaviour**

Source: Hawkins et al. (2001:26)

### **2.3.5.1 External factors influencing perceptions of a destination**

Hawkins et al. (2001:26) highlight several external factors that influence the behaviour of a buyer and list the following: culture, subculture, reference groups, family, social status, and marketing activities.

Firstly, culture and subculture are so complex in nature and include factors such as knowledge, beliefs, art, law, morals, values, customs, and those habits that distinguish groups of people from other groups or members of society (Solomon et al., 2006:532-4). Cultures tend to set boundaries and parameters to which tourists, or any buyers, will possibly adopt when making decisions. Tourists will be guided by norms, and any violation of them will result in disapproval from other members of the group, while conforming to the norms will be credited and rewarded. Some norms are not rewarded but still have to be respected. These include joining the queue while buying goods in a shop or being polite and respectful to other group members.

In addition to the cultural norms, Hawkins et al. (2001:717) indicate that consumers are usually not aware of how culture influences their lives and purchasing behaviour. This includes influencing their purchasing attitude, personality traits and how individuals will value a certain product being purchased. Consumers think and act in similar ways as acceptable to the group and feel that is the right thing to do. This generally explains why certain behaviour is acceptable in some cultures, while on the other hand it offends another culture.

Likewise, marketing activities are aimed at ensuring that customers receive the product information in an effective and efficient manner. In doing that, all the marketing messages have to appeal to the tourists' or customers' cultural backgrounds (Solomon et al., 2006:533).

Tourists also make their decisions based on what their opinion leaders have done or which places they have visited before (Kotler, 2000:198). People tend to follow the decisions of a group of people who are risk takers. They are willing to try new products as well as visit those destinations that other people have not visited before. These people are in the category of reference groups and they are important to the DMO (Solomon et al., 2006:542).

On the other hand, family also influences the consumer decision making process (DMP). This will be based on the person making the decision i.e. whether the consumer is the decision maker or has to consult another person responsible for a purchase decision. Purchases in a family set-up are subject for discussion and agreement (Kotler, 2000:161). Destination marketing organisations must try to figure out those individuals who are responsible for making or approving the purchase

decisions within a family. Inasmuch as decisions are made in a family, there are some internal factors which also influence tourist decisions as mentioned below.

### **2.3.5.2 Internal factors influencing perceptions of a destination**

According to Hawkins et al. (2001:26), internal influences are capable of affecting the consumer's behaviour and they include factors such as perception, memory, learning attitude, motivation and emotion.

Perception, learning and memory have been discussed under perceptual process above. Attitude and motivation have also been covered under the tourist's decision-making process and the only outstanding factor is emotion.

Hawkins et al. (2001:378) state that emotion is a mental or instinctive feeling that affects the behaviour of tourists due to natural factors beyond their control. There will be changes that are likely to occur such as sweating, high blood pressure, rapid breathing. All consumers experience different emotions at different times as a consequence of environmental influences (Kotler, 2000:556).

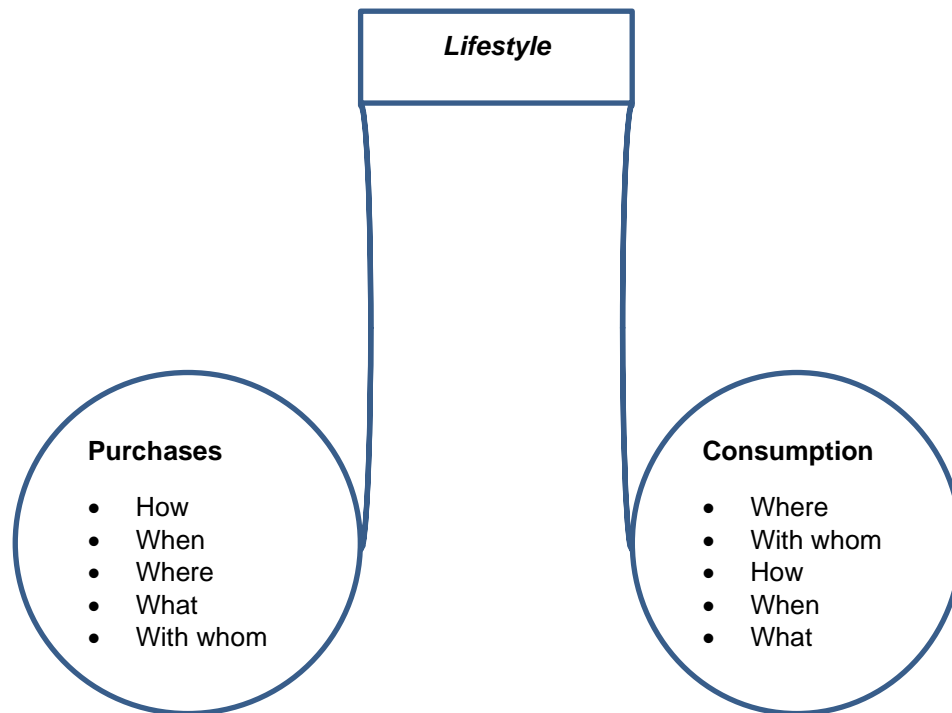
However, the level or degree of emotion is dependent on the individual and varies from moderate to extreme. Solomon et al. (2006:300) indicate that people can also be subjected to feelings of anger, jealousy and fear which ultimately affect their behaviour and decision-making process. In the case of purchasing a trip ticket to visit a high crime area, perceptions of crime can arouse feelings of fear in the tourist thereby affecting a purchase decision.

### **2.3.5.3 Lifestyle**

Likewise, lifestyle has two major driving forces, namely purchases and consumption decisions which are depicted in Figure 2.9. According to Hawkins et al. (2001:436), consumers have to answer a series of questions and in attempting to do so, they will go through the decision making process.

As illustrated in Figure 2.9, the concept of consumer behaviour revolves around the individuals' lifestyles. Kotler (2000:168) also states that it will determine persons' patterns and way of living as expressed in their activities, opinions and interests. Lifestyle refers to how people interact with their environment which includes how, why and where they spend their money. Lifestyle is also determined by consumers' past experiences, current situation as well as their future expectations (Solomon et al., 2006:538). Inasmuch as lifestyle is affected by both the external and internal

influences as shown earlier in Figure 2.8, it also influences every aspect of the DMP. Lastly, lifestyle confirms the social classes of the consumers, which are categorised with an individual's ability to buy goods and services.



**Figure 2.9: The influence of lifestyle**

Source: Hawkins et al. (2001:436)

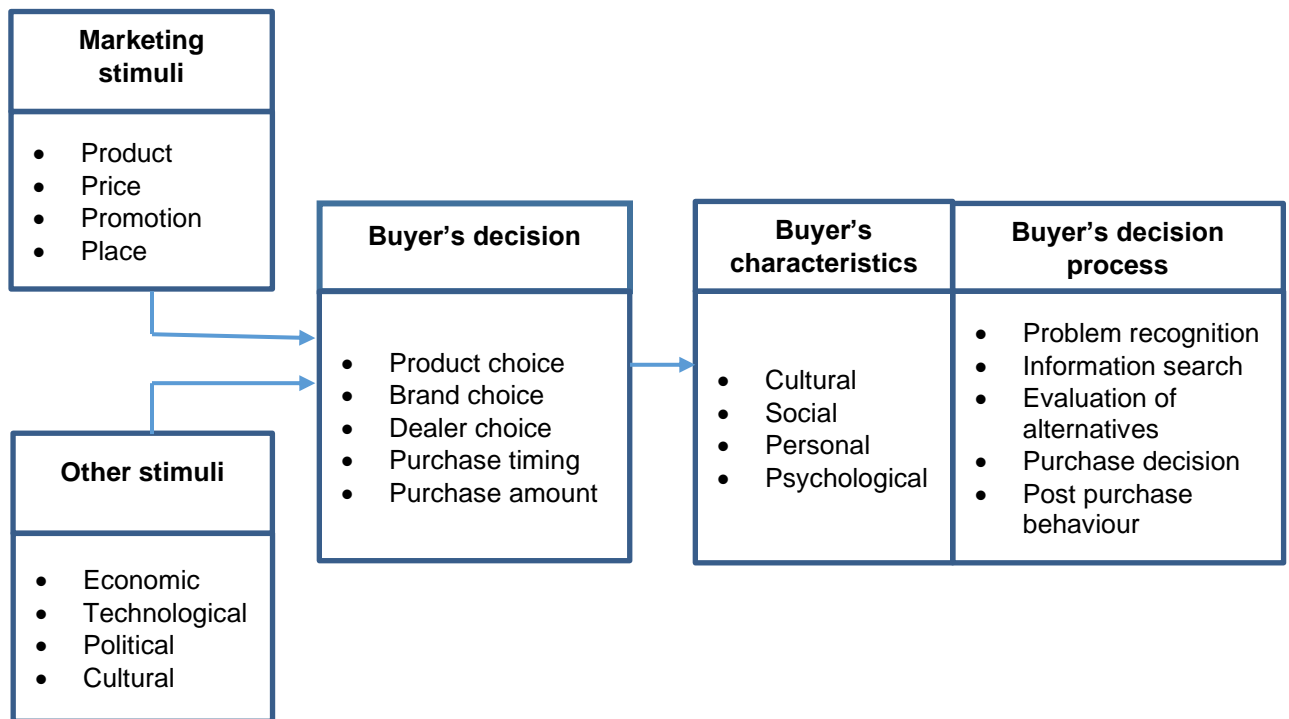
#### **2.3.5.4 Purchase decision**

Even though the external and internal factors affect a purchase decision in many ways, ultimately the tourist will have to make that decision at some stage (Hawkins et al., 2001:26). A purchase decision has a number of factors involved as shown in Figure 2.10.

This model is aimed at elaborating the earlier model on the perceptual process through explaining the decision-making process. According to Kotler (2000:161), the tourist receives information from marketing stimuli and any other stimuli in the tourism environment. This provides the perceiver with enough facts to make informed decisions about the choice of destination and attractions, including the potential budget as well as the perfect time to visit. However, the buyer's personal,

social, cultural and psychological characteristics can still have some impact on the overall process. These might include perceptions on crime within a destination and also issues of security (George, 2003:577).

Likewise, the buyer decision making process starts with problem identification. Upon receiving information from various sources, the tourist becomes aware of the need to travel. According to North et al. (2003:59), the tourist even searches for more information in order to increase options and alternative travel destinations as well as attractions.



**Figure 2.10: Buyer behaviour**

Source: Kotler (2000:161)

Furthermore, according to Hawkins et al. (2001:26), the tourist's final decision will be influenced by his or her personal needs and desires requiring satisfaction. Motivation also acts as a drive that influences the tourist to aim for higher achievement based on the traveller's psychological and social needs (Kotler, 1997:184). As soon as these needs have been satisfied through purchasing a trip ticket to the preferred destination, the tourist will start further assessments based on the actual trip experiences as well as service delivery processes. Lastly, the questions such as how



successful this trip was, versus the perceived or expected satisfaction, will then be asked as the tourist evaluates the post-purchase experiences (North et al., 2003:64). This will then be portrayed as the post-purchase behaviour, exhibited either through revisiting or recommending other potential visitors.

### **2.3.6 Theories of perception**

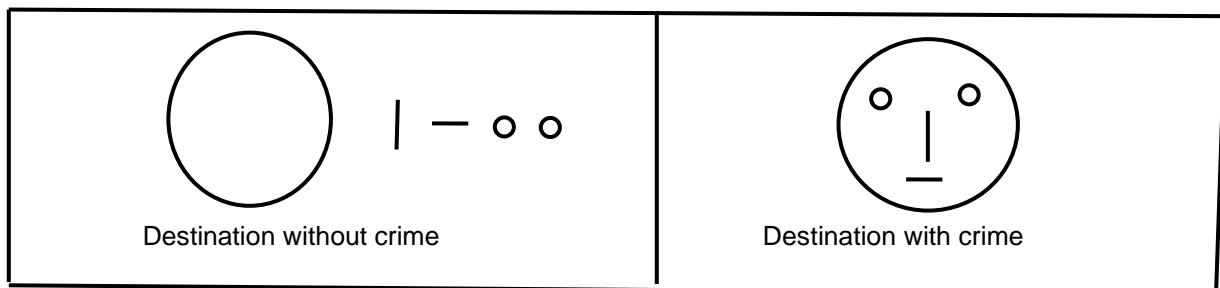
Perception is rooted in the study of psychology where a number of documents and articles were published as early as the 1930s and 1950s, according to Costall (1984:109). Gibson and Skinner are mentioned as pioneer authors on theories of perception. Green (1999:212) is of the opinion that Skinner's publication on learning in the 1950s was instrumental in the evolution of perception as well as on the theories of perception.

However, there are several theories of perception which are based on all the five senses as mentioned in paragraph 4 of 2.1 above. Marieb (2006:48) and Heffner (2014) listed these theories as follows: hearing (audioception), smell (olfacoception or olfaccception), sight (ophthalmoception), touch (tactioception), and taste (gustaoception) However, the study will only focus and discuss the theory of visual perception and Extrasensory Perception (ESP).

In addition to the above discussion, Qiong (2017:23-28) suggests that perception only takes place after a person has received some information that manipulates his or her way of viewing an object or stimulus. On the other hand, Myers (1986:169-189) and Griggs (2009:85-94) indicate that people perceive what they receive through their sense called extrasensory perception (ESP). This refers to the ability of obtaining information about the world without using the normal five senses. Some researchers suggest that ESP is the sixth sense which includes the reception of information not gained through the recognised physical senses but rather sensed by the mind. This implies that as soon as a tourist hears about crime in a destination, what comes to mind is to picture all the bad things that are likely to happen, when he or she is at that destination. There are many theories as to what causes extrasensory perception. Some individuals believe that all humans have some degree of ESP and have involuntarily experienced it on several occasions.

Likewise, the mind can quickly process and attach meanings to a given stimulus as shown in Figure 2.11. The figure illustrates the rearranging of shapes and the meaning that will be attached to the stimulus under observation. This is referred to as the Gestalt theory of visual perception. It applies to this study as follows: If the element of crime is added to the destination, it acquires a new image within the minds of the tourists (Gordon, 2004:19). By rearranging the parts within a

circle, i.e., to bring the element of crime into a destination, the perception changes from good to bad.



**Figure 2.11: The Gestalt theory of perception**

Source: Gordon (2004:19). *The mutual interaction of parts and wholes: The simple shapes, when assembled in a certain manner become a recognisable pattern, a face. But within the face the parts acquire new meaning.*

Rajesh (2013:67-78) concludes that tourists perceive a destination with less crime as a good destination. Therefore, the theory is correct. Some researchers, including George (2008:31-32) and Lour et al. (1993:117-169), maintain that some tourists are hesitant in deciding to visit high crime areas; they perceive them as bad destinations.

### **2.3.7 Tourist perceptions of crime**

George (2010:807) suggests that the more visitors a destination receives, the higher the chances that the crime rate will also increase. He also finds that this is due to the fact that criminals take advantage of the influx of tourists and commit all sorts of crimes against the unsuspecting visitors. However, this is a common phenomenon in the world's top tourist attractions, including South Africa. George (2010:809) maintains that even though tourist arrival figures may continue to rise, research has proved that the affected visitors tend to stay for a shorter period than initially planned. Consequently, they have fewer opportunities of revisiting the same destination. In continuation with the argument, George (2003:576) mentions that visitors described Cape Town as a high crime area but in spite of this stayed much longer. This proves that they, except for the victims of crime, enjoyed their stay. In most cases victims tend to abandon their stay and are quick to move out of the crime destination.

In addition to the above, Donaldson and Ferreira (2009:15) are of the opinion that visitors prioritise their safety and security issues during trip planning and travelling. This means tourists consider

visiting low crime destinations, where there is peace and higher security mechanisms in place. They recommend that security measures be put in place in South Africa's tourist attractions as visitors would feel safe and protected, resulting in increased tourist arrival figures. Mendes et al. (2014:7) concur with this, arguing that high security measures must be put in place for visitors to feel comfortable and relaxed as leisure tourists.

#### **2.3.7.1 Tourist perceptions of high crime rate**

According to Loughran et al. (2016:350), people usually associate high crime rates with the number of reported incidents. The more cases are reported, the higher the rate of crime at that given destination, it seems. Mendes et al. (2014:3) state that high crime does not necessarily translate into insecurity among visitors or members of the community,, as they can still carry on with their daily routines soon after an incident has occurred. Montague et al. (2014:6) argue that crime plays an important role when people are making personal decisions obviously influenced by their perceptions. Lambrechts (2012:789) states that high crime areas are usually associated with the prevalence of consistent statistically recorded crimes and it has an effect on tourist travelling decisions.

On the other hand, Stephens (2004:5) is of the opinion that high crime areas are mostly located in the highly populated suburbs, which is not common with the major tourist attractions. Most tourist attractions are located further away from residential areas, except for cases of cultural tourism where tourists would experience the local people's culture and traditions.

However, George (2010:807) argues that high crime rates can be experienced even in those attractions that are not highly populated. He mentions Table Mountain as one of the areas that has been affected with high crime rates in the past few years. In his conclusion, he states that even though most tourists expressed fears on a personal level, and the aspect of a high crime rate, they did mention Cape Town as a good destination to visit.

#### **2.3.7.2 Tourist perceptions of low crime rate**

It is the desire of any tourist to visit a destination that is associated with low crime rates. An attraction that reflects low statistics on reported crimes is an important characteristic that helps a destination to be viewed or perceived as good (George, 2010:808). Apel (2013:69) concurs with this idea and adds that tourists make their travel decisions based on the information that has been gathered regarding a potential destination. Therefore, it means if tourists learn that the destination

they intend visiting has a statistical record of a low crime rate, it will motivate them to choose the destination based on perceived personal safety.

According to Breetzke and Cohn (2013:389), criminals normally take their chances and commit crimes, but there has to be a coincidence or a combination of three factors prevailing to give them an opportunity. These factors include a victim, an item of value and lastly, the absence of law enforcement personnel. The presence of patrolling security personnel in any location or tourist attraction helps to reduce the occurrence of crime incidents (Salfati et al., 2015:23). On the other hand, police visibility gives tourists some hope and assurance of safety.

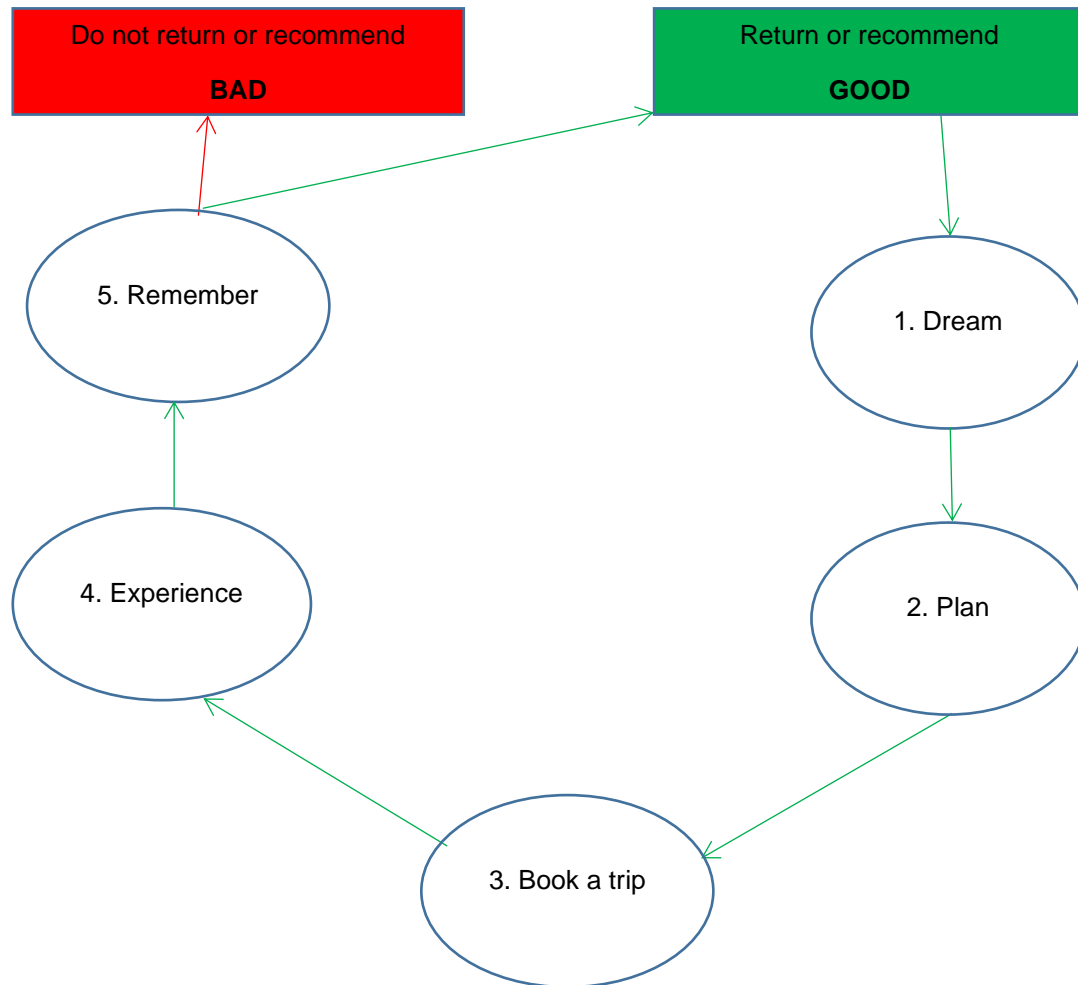
Likewise, visitors are of the opinion that a tourist attraction must be properly policed with efficient security management systems in place (Lambrechts, 2012:789). On the same note, tourists perceive an attraction with a well-resourced security system to be associated with a low crime rate. This will include an effective number of police officers with the required resources.

Lastly, according to Labuschagne and Salfati (2015:4), visitors will pay attention to information pertaining to statistics on past criminal cases, the number of arrested offenders, as well as the judicial processes. The effectiveness of the judicial system will give tourists the perception and hope that they will be protected by the law.

### **2.3.8 Tourist perceptions of a destination**

Fabricius et al. (2007:19) find that tourists are of the opinion that a destination can either be good or bad depending on what is being offered to them as shown below. Tourists go through various stages from dreaming, to visiting (actual experiences) and to memories of the destination as depicted in Figure 2.12. The visitor will then either have good or bad memories about the destination.

Fabricius et al. (2007:19) argue that tourists' perceptions are determined by what they experience from the time they think of visiting a destination. Robinson (2013:187) concurs that this journey starts with dreaming, followed by planning, booking and then the experience. However, it is the actual experience which determines future actions of either perceiving the destination as good or bad as discussed in the previous paragraph. Positive memories call for a re-booking or recommendation, while bad memories result in the likelihood of tourists not returning. Pike et al. (2010:444) suggest that destination marketing organisations should strive to deliver beyond the expectations of their visitors as this will help them to have good memories about the destination and hence perceive them to be good.



**Figure 2.12: The customer's journey**

Source: Fabricius et al. (2007:19)

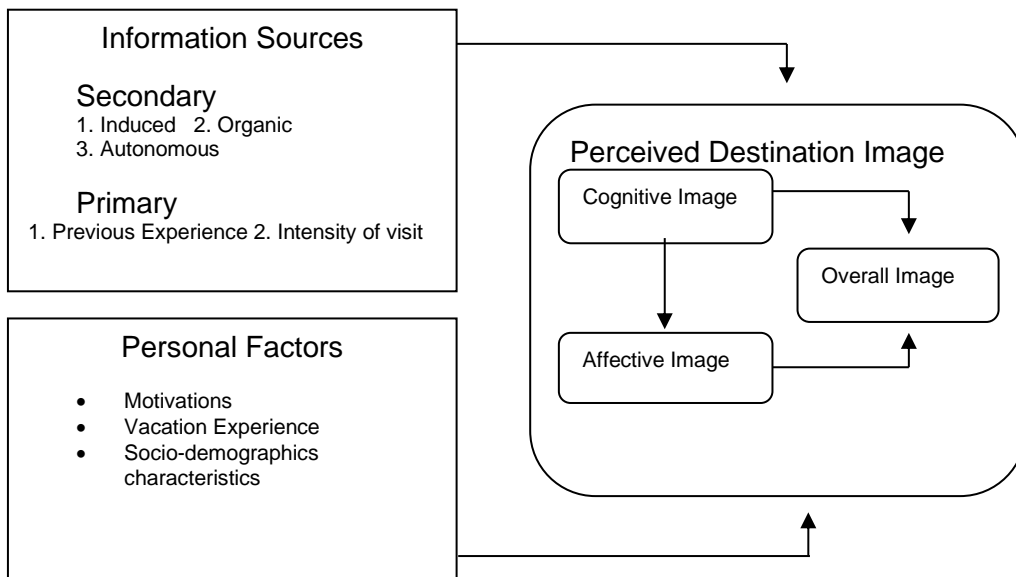
Likewise, Pike (2010:36) is also of the opinion that most visitors expect an attraction to be accessible and well connected to basic facilities. Other factors influencing tourist perceptions of a destination will include safety, appearance of the buildings, cleanliness, accommodation choices as well as availability of a variety of activities.

On the other hand, even though Beerli and Martin (2004:659) seem to agree with the above. They have produced a model which concurs with both the perceptual process model on page 18 and Figure 2.12 above. However, it further outlines two major factors, namely information sources and personal factors as key contributory elements to the formation of a perceived destination image in the mind of the tourist. According to Beerli and Martin (2004:662), these factors also influence the

final output in the form of tourist perception of a destination. In all the models that have been discussed earlier, perception is influenced by information as further illustrated in Figure 2.13.

### 2.3.8.1 Tourist perceptions and destination image

In continuation of the above discussion, Beerli and Martin (2004:660) concur with the other authors on perceptual processing done by the tourists. However, they highlight the importance of information on tourist perceptions as indicated in the model. In their model they mention that when informational factors are combined by personal factors, it will help tourists to have an overall perception of a destination. Perceptions of a destination are dominated by the available information.



**Figure 2.13: The formation of Destination Image**

Source: Beerli and Martin (2004:660)

Tourists' final interpretation of the place, their perception, will be expressed as a destination image. According to Beerli and Martin (2004:663), visitors will either describe the destination as good or bad, depending on their personal experiences and/or information available to them.

#### **a. Role of Information sources on perceptions of a destination**

Information is obtained from two main sources: secondary and primary. Beerli and Martin, (2004:661) further show that primary sources of information are obtained from previous experiences and intensity of visits in a destination. Conversely, secondary information sources are the induced or organic sources. Destination images are formed in the minds of tourists as a result of their perceptions developed through receiving information as explained above. Likewise, tourists' personal experiences and situational factors can also influence how they view a destination.

The information that is exposed to the tourist will in turn influence his or her decision making process. Beerli and Martin (2004:657-659) and Ritchie et al. (2010:1049-50) agree that information sources act in the formation of images in the minds of the tourists on an individual basis. It is based on individual knowledge and experience as well as exposure to various stimuli through information delivered via the mass-media, print-media and electronic media. Destination image can be created through exposing potential tourists to selected information about Cape Town. This will positively influence the decision to visit and also spread the information through WOM. Chew and Jahari (2014:382-5) point out two categories of information sources, namely organic and induced. The induced are those designed by DMOs for advertising and marketing purposes, while organic sources include books, newspapers, visits to destinations and films.

#### **b. Influence of personal factors on perceptions of a destination**

Personal factors are shaped and influenced by socio-demographic factors, motivation and past travel experiences of the visitors intending to travel to a perceived destination. In addition to that, some elements of motivation, WOM from friends, family and role models can also influence a decision to consider visiting a destination. (Pike, 2004:31). Motivation can be aroused through various means which include the influence of promotional strategies by the DMO. Lastly, the socio-demographic factors also play a role in forming destination image. These include friendly people and an environment that has less crime which may be preferable to tourists. By evaluating personal and information sources, the tourists will be trying to form and pronounce what they perceive in a destination, as explained below.

#### **2.3.8.2 Perceptions of a good destination**

A good destination is the one that offers a value-oriented package to tourists. The tourism product must be priced with the objective of offering the best value as suggested by the UNWTO (2015)

report. Furthermore Yang et al. (2014:1733-6) concur with this report and add that a good destination must deliver best value to tourists. Go and Klooster (2006:137-9) list factors that include services and attractions; and social, technological, economic, cultural and personal factors as adding up to build a good destination. In the opinion of Dwyer and Kim (2003:369) the destination must offer a competitive advantage over other destinations in the mind of the tourist.

In addition to the above factor, a destination with attractions that has adventure and leisure activities such as those that have been developed around the Cape Town's natural resources, proves to be a competitive one. Sharief (2014) notes that tourism is a key driver of the city's economic advancement. However, local tourism authorities should remain focussed to provide better services to visitors so that they perceive the destination positively.

Distinctively, some tourists are attracted to the architecture of a city with buildings which are unusually tall or oddly shaped (Dwyer & Kim, 2003:381). For example, the Empire State Building in New York City is a tourist attraction. Built in 1931, it was once the tallest building in the world with 102 floors. Research has proved that visitors can still purchase tickets to view New York City from the top of the Empire State Building. This is also a unique feature to Cape Town as there is the Castle of Good Hope and the Slave Lodge, all built in the early 17<sup>th</sup> century (Collison, n.d.). These ancient buildings in Cape Town provide tourists with background and history of the city.

According to Dwyer and Kim (2003:380), the natural resources also provide a unique experience to the visitors in a destination. These could range from waterfalls, canyons or beaches. Surprisingly, according to George (2010:806), seven of the top ten places to visit in South Africa are all situated in the Western Cape, with four of them in Cape Town. This suggests that Cape Town has the potential to be perceived as a good destination in the Republic of South Africa.

On the other hand, leisure tourists spend most of their time shopping. A destination with a variety of shopping malls where they can conveniently shop around is perceived as good. Yang et al. (2014:1734) concur with the idea of ensuring that tourists are satisfied by providing for their needs. These will range from a range of shops with a wide selection of products while on the other hand they should trade for long hours. According to Vengesayi (2003:638), a destination can only attract visitors as evidence and reflection of their positive feelings and opinions in support of the tourism strategy.

Pike (2004:138) mentions that an attraction that is situated in proximity to public transport routes, shopping malls and accommodation will be preferred by leisure tourists. This appears to be



contrary to adventurous visitors who are prepared to experience life completely different from their normal environments (Pike, 2004:142).

Despite safety and accessibility, tourists also prefer attractions that are clean and well maintained where they can relax in comfort. Pike (2010:11) states that tourists consider places where they can sit and relax without disturbances and interruption. He also indicates that the relaxation can be disturbed by weather conditions. Therefore, it makes it important for the DMO to ensure tourists' comfort is not compromised.

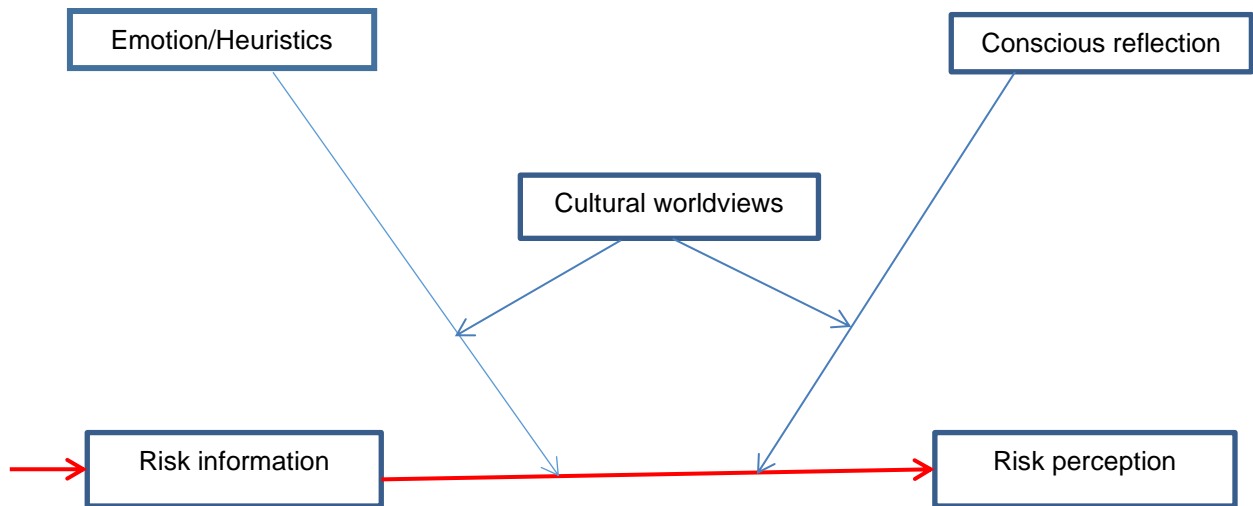
Likewise, visitors tend to consider accommodation options as a way of evaluating whether a destination can be considered either first-rate or unsatisfactory. Vengesai (2003:639) also maintains that a competitive destination is one that offers a variety of accommodation options for all social classes and groups of people. The accommodation should range from hotels, guest houses, lodges and backpackers. However, the most important factors that are likely to be considered by visitors will include cleanliness and availability of additional services such as Wi-Fi, satellite dishes and room service. Research has also revealed that some visitors view a variable payment system as adding to the favourable reputation of the destination. On the other hand, failing to provide such services can be perceived by some tourists as a characteristic of an inadequate destination (Buhalis, 2009:19).

Lastly, according to Pike (2004:187), most visitors prefer to have people around them whom they can greet, interact, and make friends with. It is these social aspects that make tourists view an attraction as great and unforgettable.

### **2.3.8.3 Perceptions of a bad destination**

According to Buck and Ruetz (2016:30), there are several factors that result in a destination being perceived as poor. These will include infrequently updated information about the destination as well as social factors including high crime rates, as depicted in Figure 2.14. In most instances it is a result of DMOs that fail to listen to their clients' needs or requests.

According to Figure 2.14, when people receive information they consider to be risky, it will create elements of fear in them. George (2003:579) indicates that this fearful mind-set will be worsened by cultural beliefs or recognisable patterns within the society which will confirm the information to be true and authentic. This information will consciously affect the perceiver who can physically appear to be emotional, confirming their perception of risk in the stimulus/object or destination under observation.



**Figure 2.14: Perception of risk**

Source: Solomon et al. (2006:42)

In continuation of the discussion above, tourists would also perceive places that are unsafe to travel to or walk in as risky at most times of the day. According to George (2003:574), visitors felt unsafe to travel to the Cape Town attractions at night. These tourists would have preferred to have been outdoors, if it had not been for their safety concerns. George (2003:576) believes if tourists had felt safe it would have been evidenced by them staying outdoors most of their time. On the other hand, their unsafety is evidenced by their staying indoors and booking in areas where there are secured complexes and accommodation such as hotels and lodges.

Lindberg and Johnson (1997:405) emphasise that the residents' attitude towards the visitors within a tourist attraction will contribute towards the overall destination image as perceived by the tourists. Their argument is based on some residents who physically show that tourists are not welcome in their community by failing to be of assistance on travel directions or any relevant information when requested to do so. This lack of cooperation from residents may cause visitors to struggle during their stay. Han et al. (2010:326) adds that the residents' attitudes towards visitors will influence tourist perceptions of a destination.

Moreover, Perkins et al. (1992:) are of the opinion that the physical appearance and architecture of the buildings, blocks of buildings or shops might not appeal to the visitors' expectations. This is because most shopping malls frequently visited by tourists become naturally busy and overcrowded and most criminals take advantage of that to commit crimes. George (2010:807)

concur with this idea and indicates that criminals like to commit crimes in busy places in order to easily disappear into the crowd.

Inasmuch as crowded places appear to be inviting criminal activities some tourists associate the hive of activity as interesting. It makes it easier to meet new friends and adapt to their culture and tradition. Usher and Kerstetter (2014:328) maintain as well that tourists appreciate and consider spending time in those attractions where the residents participate or are involved in most of the activities. They find that if residents are not involved in any activities, it (trip) becomes boring and the result is a decline in tourist arrivals.

Then an attraction that is poorly marketed can also become unpopular as visitors are not informed of any new activities and developments (Grunwell & Steve Ha, 2013:43). Most tourists consider such attractions to be boring as well, due to lack of information. They are also of the opinion that the success of an attraction lies in the effectiveness of its marketing strategies. Visitors need to be frequently updated on current developments within the tourist destination. However, some DMOs concentrate on maximising marketing strategies with the aim of increasing bookings, while forgetting to listen to visitors' requirements or demands.

On a different note, untrained management and staff at tourist attractions contribute to poor service. The result is that staff members are ill-informed about the destination, and in turn fail to satisfy their customers. Consequently, poor relationships are being established, causing visitors to perceive the destination as unsatisfactory. Lastly, George (2003:576) emphasises that crime, especially a high crime rate, is a major factor contributing to destinations being perceived as unsatisfactory. Crime does not only affect tourism, it also affects residents and investment opportunities. Investors shy away from setting up their businesses in crime-ridden areas.

## **2.4 Summary**

This chapter outlined theories of perception, tourist perceptions in general, as well as tourists' perceptions about their destination's crime rates. Furthermore, the chapter also deliberated on how perception can possibly affect the activities offered in the attractions and their perceived expectations. The perceptual process was also explored, that is, trying to understand why it is important for tourists to make certain travel decisions. Lastly, the literature revealed the importance of knowing and understanding the information that tourists access, as it will influence the overall perceptual process with a possibility of affecting the tourists' final behaviour (purchase decision). Importantly, understanding the tourist perceptions also helps to put in place appropriate destination marketing strategies, as will be discussed in the following chapter.

## **CHAPTER THREE**

### **DESTINATION MARKETING**

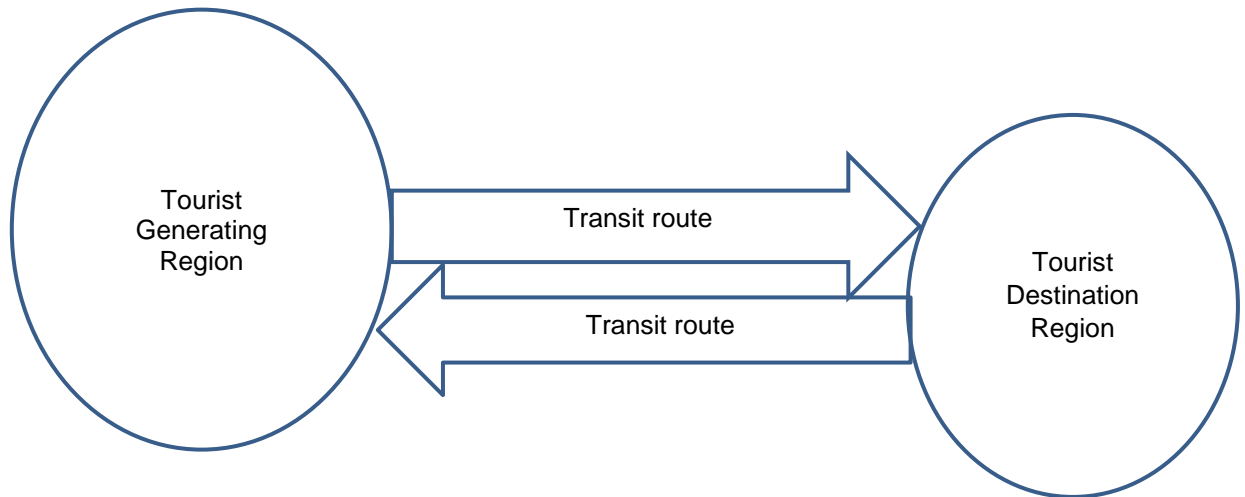
#### **3.1 Introduction**

Inasmuch as the previous chapter reviewed literature on tourist perceptions of crime and its effects on tourist destinations, the current chapter focuses on Destination Management Organisations (DMOs), their roles and duties, including how they manage those perceptions of crime. In this regard, it explores the types and meaning of tourist destinations, and the purpose of branding them. The chapter further investigates destination marketing and destination promotional vehicles, and how these can be used to communicate information to tourists through the available media and how they can use this information to plan their trips as well as make important travel decisions.

#### **3.2 Tourist destinations**

Tourist destinations are places that attract local, national, regional and international visitors (Pike, 2010:17). These destinations can be viewed as an amalgamation of spaces or locations such as towns, islands, or communities generating a number of tourism experiences. They can also be referred to as having some form of actual and perceived boundaries with both physical and administrative demarcations enabling them to be managed through defined marketing strategies (Fabricius et al., 2007:2). It is normally within these physical spaces that visitors mostly find themselves attracted to some activities that will cause them to travel from one region to another (Pike & Page, 2014:17-32). Most importantly, according to Pike (2008:22), there should be some components to attract tourists and provide for their needs so that they can stay for at least one night or longer within the destination.

According to Robinson (2013:191), when travel is motivated by internal forces (i.e. the need to take a break/holiday/time away) it is referred to as the tourist generating region, while the external forces (i.e. safety, affordability, cultural difference) can be seen as the tourism destination itself. A tourist generating region (i.e. a place where travelling begins) is generally characterised by travellers who have the desire to travel to other places are able to pay for their own travel expenses during trips. Conversely, a tourist destination region provides common characteristics (destination offerings) that tourists need or look for in a destination. This movement of tourists from the tourist region to the tourist destination follows possible transit ways or routes leading them to different types of destinations, as depicted in Figure 3.1.



**Figure: 3.1: Geographical elements of tourism**

Source: Pike (2010:2)

Three different types of tourism destinations can be identified, namely urban, rural and coastal (Pike, 2010:2). They all have the potential of attracting tourists who seek an atmosphere which is different from their home environments (Buhalis, 2009:2). According to Fabricius et al. (2007:1), travellers are attracted to the tourist destination region through a combination of the seven elements a tourist destination has to offer, namely Attractions, Accommodation, Activities, Amenities, Accessibility, Awareness, and Ancillary services. These elements are also referred to as the A's of a tourist destination. These seven elements entail those variables that, when carefully managed within a destination, enable visitors to obtain a good tourism experience (Pike & Page, 2014:15).

### **3.3 Elements of a tourist destination**

These tourist destination elements will differ from one destination to another, with some destinations having more offerings than others (Cooper et al., 1993:778).

Firstly, according to Nowacki (2013:11), the success of a destination is through tourist attractions which can be specific sites that have characteristics which are of focus (reason for travel) to the visitors or the DMO for management purposes. These sites can have natural or artificial features. They may also have, for example, cultural or historical significance, motivating tourists to visit the destination (Pike, 2010:14). This also includes factors that contribute to the offerings of a

destination's uniqueness or emotional experiences and memories that attract tourists in different ways (Fabricius et al., 2007:8).

Secondly, having attractions within a destination will not be sufficient without accommodation for visitors (Macchiavelli, 2001:7). In this regard adequate accommodation at a destination provides advantages over others. However, a destination's accommodation would have to cater for various tourist requirements, i.e. type and functionality. Bed & Breakfast camp sites, backpacking and self-catering are some of the choices. There would also have to be types of accommodation that answer to financial requirements, those ranging from the cheaper to the more expensive. On a different note, Breetzke and Cohn (2013:391) are of the opinion that tourists would prefer to stay or sleep over where there are fewer crime incidents or reports.

The third destination element is supporting activities which comprise of indoor and outdoor activities. These activities include games, shopping, entertainment, and sports among others. It is also important for a destination to offer supporting activities that are of interest to tourists, as these activities tend to be one of the reasons tourists visit the destination (Nowacki, 2013:26).

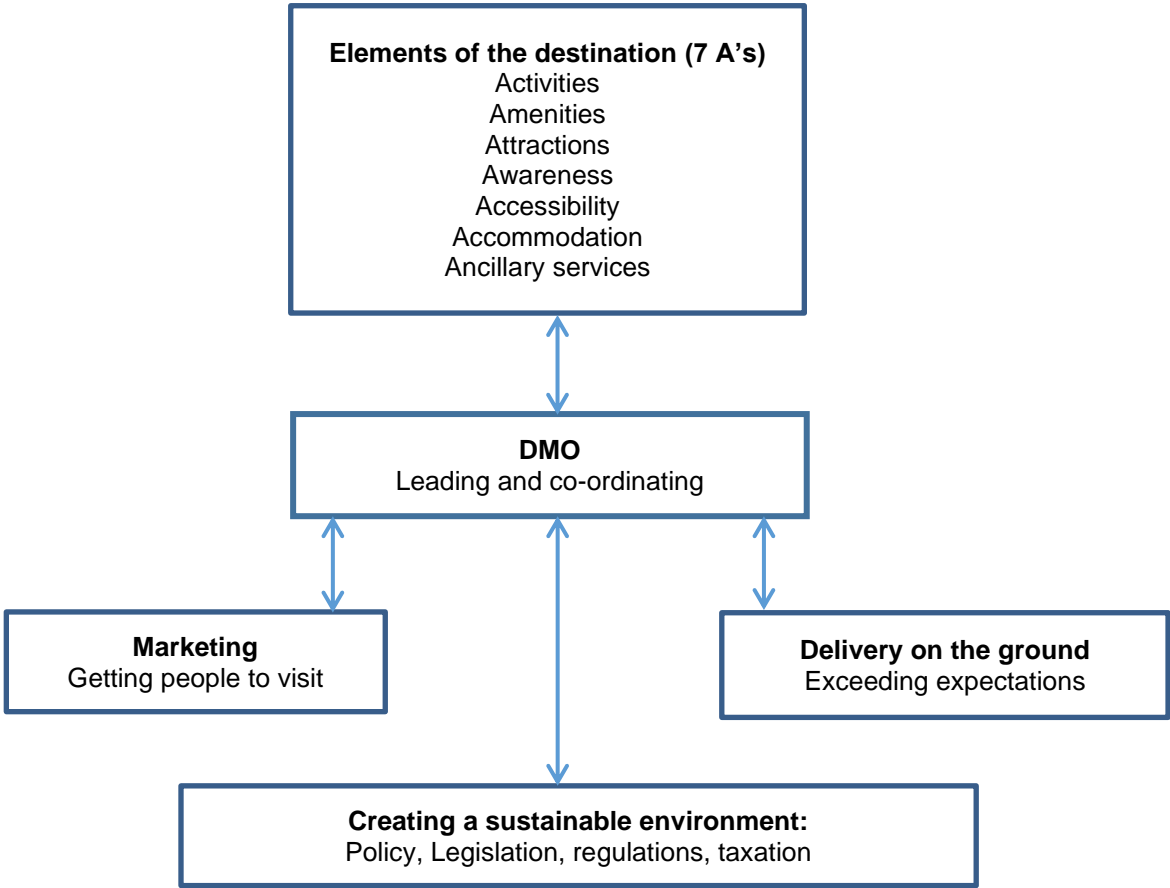
The next element is access which provides the link to a tourist destination as well as connecting it to nearby tourist attractions and other destinations (Pazarlamasında et al., 2015:6598). The easier and more flexible it is for tourists to move between attractions, the higher the chances of their developing positive perceptions about the destination. Access also includes factors such as visa requirements, tourism legislation, and any other travel restrictions and conditions for travellers and visitors that could contribute to making the destination less attractive (Nowacki, 2013:21).

Ancillary services as the fifth destination element, refer to the unique offerings from service providers and interaction skills among destination personnel that include information desk attendants, tour operators, tour guides and accommodation staff (Echtner & Ritchie, 1991:4). Additional services such as travel insurance, car rentals and foreign currency exchange are also part of these ancillary services. The services rendered to visitors by employees within the tourism industry through their skills and experience help to make visitors feel welcome at the destination and to enjoy their visit or stay. Personnel in the industry may need to exhibit the ability to deliver ancillary services which influence the duration of the visitors' stay at the destination (Brown, 2015:9).

Amenities, on the other hand, include a range of public or private supporting facilities, services or systems that augment a destination (Candela & Figini, 2012:19). It is through amenities that a tourist is convinced that the decision to visit was justified or that there is need for him or her to

move to another destination. Ultimately, the success of a destination lies in the provision of amenities which invokes the tourist to think of a revisit as well as recommend it to others to visit.

The last element is awareness through which DMOs ensure that the people and staff members working for the service providers within the tourism industry are aware and appreciate as well as value the presence of visitors at the destination (Swart et al., 2017:2-3). It goes a step further to include the efforts of the DMOs of making sure that the destination's offerings are known to the world from a marketing point of view. This includes the aspect of getting people to visit and to communicate the destination's brand image as depicted in Figure 3.2.



**Figure 3.2: Destination Management**

Source: Fabricius et al. (2007:4)

Most importantly, the success of a destination revolves around the management of a destination, be it rural, urban, or coastal (Fabricius et al., 2007:4-10). These elements of a destination under discussion require the DMO to effectively and efficiently co-ordinate its management and leadership efforts in order to deliver an overall satisfactory service to all visitors. In this regard, a destination's ability to provide a good service to tourists entails a DMO managing all the elements of a destination effectively (Jonsson, 2017:2).

According to Fabricius et al. (2007:4), this includes planning and coordination of all the activities within the destination. It also entails ensuring the legal environment is conducive for tourists to visit the destination through visa and travel regulations. (see also Section 3.2) Legislation, according to Breetzke and Cohn (2013:442), is to be seen much wider. It includes making sure that crime is managed through policies, regulations and laws within the tourism industry. Legislation helps for justice to be observed by managing crime which gives tourists the opportunity to trust in the authorities managing a destination or the country (Lambrechts, 2012:788). This could either be through the apprehension of criminals or the implementation of crime prevention measures.

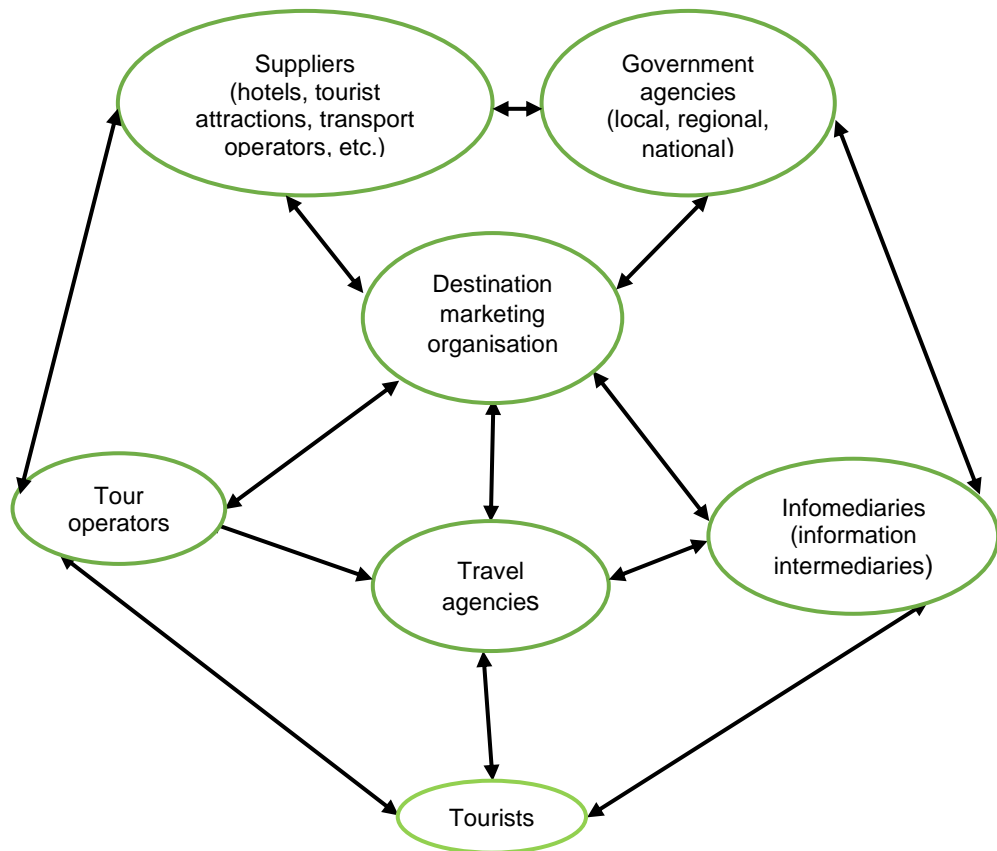
In the end it becomes clear that visitors are attracted to destinations that are properly managed. The management of these elements within a destination is done by destination marketing organisations through their monitoring and control measures (Pike & Page, 2014:12).

### **3.4 Destination Marketing Organisations**

The DMOs date back to as early as the 16th century in France and their intention was to promote tourist destinations at local level (Pike & Page, 2014:8-10). Their purpose and objective have remained the same throughout the years: to attract visitors through destination marketing strategies (Pike, 2008:22; Marshalls, 2007:22). Moving on, DMOs in the 21<sup>st</sup> century continue with the marketing of destinations as they used to do in the earlier days (Pike & Page, 2014:10-14). Fabricius et al. (2007:58) observe that DMOs can operate at any level with the objective of marketing and designing strategies. These are aimed at bringing or persuading visitors to the destination by means of the way they perform their daily duties (Pike, 2008:22).

Furthermore, the success of a DMO is through working and establishing close relationships with partners in the tourism industry who include suppliers, government agencies, travel agencies, tour operators and intermediaries (Shen et al., 2015:90). Figure 3.3 depicts the many relationships between the DMO and its partners in the tourism industry, highlighting the extent of the challenge.





**Figure 3.3: DMO relationships with other tourism partners**

Source: Adapted from Palmer (2010:131)

According to Palmer (2010:131), in any form of a relationship there is great need for communication (as information supplied and feedback) to take place. In this regard it is between the DMO and all the other partners. Furthermore, Figure 3.3 shows the tourist as the focal point of these relationships through the integrated communication process. The model also highlights the interrelatedness of the relationships or the need for the DMO to include all the stakeholders during the planning, booking, travelling and duration stages of the tourists' stay (tourism experience). This means that inasmuch as the DMO works with these partners, it will be performing its role and duties by co-ordinating activities taking place within the destination (Awaritefe, 2004:35).

### 3.5 The role and duties of DMOs

The Destination Marketing Organisation's main duty or goal is to promote the destination to potential visitors and facilitate their visits to local tourist attractions. This is achieved through working closely with the local, regional and international partners (Beerli & Martin, 2004:660). DMOs can also facilitate interaction between service providers and tourists which results in their (tourists) booking hotel rooms, buying airline tickets, making use of airport shuttles and visitor information services, for instance. In this regard, DMOs go a step further in assisting the tourists by facilitating bookings with tour operators for the visitors to tour around the attractions during their visit.

On the other hand, the DMOs concentrate on planning for the destination's developmental and expansion strategies (Pike & Page, 2014:9). They comment on the integration of the three levels, namely national, regional and international. Some partnerships can also be formed with international service providers which enable ways to communicate or pass promotional messages from the destination to the other countries. This denotes information sharing with other international partners, which then helps to ensure that tourists and potential travellers are aware of the important developments in the destination and tourist attractions. The information to be shared may include providing safety and security tips as well as crime related information to tourists.

**Table 3.1: DMOs' roles and responsibilities (concentrate on the integration of 3 levels)**

| <b>Roles and responsibilities of DMOs</b>           | <b>National DMO</b> | <b>Provincial/ Regional DMO</b> | <b>Local tourism authority</b> |
|---|---------------------|---------------------------------|--------------------------------|
| Destination promotion, including branding and image | ✓                   | ✓                               |                                |
| Campaigns to drive business, particularly to SMMEs  | ✓                   | ✓                               | ✓                              |
| Unbiased information services                       | ✓                   | ✓                               | ✓                              |
| Operation/facilitation of bookings                  |                     |                                 | ✓                              |
| Destination coordination and management             |                     |                                 | ✓                              |
| Visitor information and reservations                |                     |                                 | ✓                              |
| Training and education                              |                     | ✓                               | ✓                              |
| Business advice                                     |                     | ✓                               | ✓                              |
| Product "start-up"                                  |                     | ✓                               | ✓                              |
| Events development and management                   |                     |                                 | ✓                              |
| Attractions development and management              |                     |                                 | ✓                              |
| Strategy and research development                   | ✓                   | ✓                               | ✓                              |

**Source:** Fabricius et al. (2007:135)

In addition to the conventional role of marketing and promotion, DMOs also perform key duties as listed in Table 3.1. The table outlines the list of functions for local, provincial and national tourism authorities.

It can be seen that local DMOs execute functions such as the planning of events and general management of the day-to-day activities in the attractions, as opposed to the national DMOs that concentrate on branding and marketing of the destination (Fabricius et al., 2007:135).

Destination Cape Town, for example, has a number of organisations such as Cape Town Tourism, Wesgro, and My Guide Cape Town acting as DMOs. All of these marketing organisations work hand in hand with suppliers, government departments, tour operators and travel agencies, as well as all partners in the tourism industry, in an effort to provide a competitive tourism product for the city and the region. This may be achieved through a number of initiatives such as offering a variety of activities at the tourist attractions. The intention is to enhance the services provided to the visitors among other factors. Hence, the attractions are promoted with the objective of offering value to tourists, as suggested by the UNWTO (2015:14) report. It is from this point of view that a destination providing valuable services as perceived by visitors will have an advantage over others (Yang et al., 2014:1733-6 and Go & Klooster, 2006:137-9).

In this regard, Cape Town Travel is an interactive platform where tourists and visitors can access online information about the destination. The platform facilitates accommodation and transport bookings, including video clips of activities in the attractions (Hamill, 1997:307). Visitors also have an option of asking for assistance from travel agents who can help them with planning their travel arrangements. It also allows the customers to plan activities and daily tours at various attractions around the City of Cape Town. This online platform is easier to use and it gives the tourists access to all the essential services on the webpage (Hamill, 1997:305). Adopting new technology facilitates visitors to use integrated systems where they can book and make payments online.

Over and above the functions listed in Table 3.1, DMOs also need to manage crime by engaging with law enforcement agencies and conducting crime prevention campaigns in the tourist destination (Buhalis, 2009:142; Smith, 1997:16). This is due to the fact that managing the crime rate at lower levels may help tourists to perceive the destination as favourable (Dwyer & Kim, 2003:369). Lower crime rates, coupled with good tourism products and services, should work better for a destination in terms of tourists' perceptions, as it also enables it to attract international tourists (Voase, 1995:36-44; Bennett, 2000:10-12). Importantly, any information influencing favourable perceptions of destination Cape Town can be consolidated, designed and

communicated to formulate an overall brand perception. This also relates to the attractions that have their origin in both the artificial and the physical environments as offered by destinations (Bennett, 2000:8).

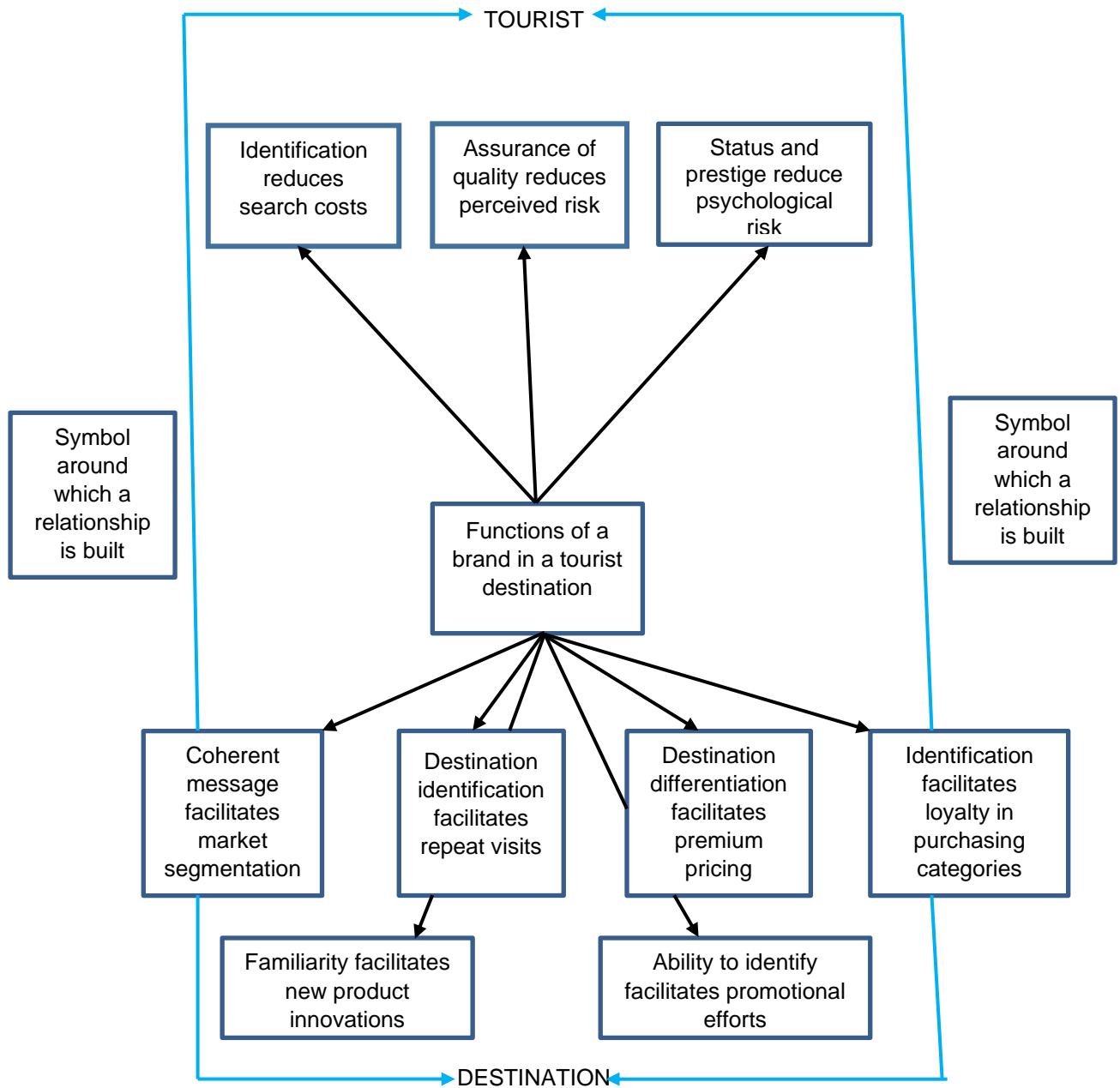
Finally, these destination offerings may perhaps get more tourists visiting the destination, if they have unique selling points (USPs) crafted around the destination's seven A's. (see Section 3.3.) These elements, coupled with the services rendered to tourists during their visits, provide some form of meaning, reflection or perception about the destination. The DMOs can also differentiate these destination elements' USPs which are supported by the destination's weather and climate conditions when reaching out to tourists (Blain et al., 2005:330-335 and Buhalis, 2009:140). It is through these campaigns that a DMO pursues its aim and ensures that the destination is branded and then marketed accordingly, in order to persuade visitors to come to the destination.

### **3.6 Branding of a destination**

The DMO's aim, among others, is to create a unique and appealing destination identity for travellers or tourists. This can be done by assigning a name, sign, design or any combination that can help visitors to differentiate it from others (Blain et al., 2005:332 and Williams et al., 2004:6). However, destination branding can only be achieved in the context of a brand's main purpose which is to provide a visible symbol through which a relationship is built amongst all the destination partners as depicted in Figure 3.4 on the following page. At times watching the brand or hearing its name might help to stimulate tourists to such an extent that they may consider visiting a destination.

A brand is therefore a symbolic representation of a tourist attraction or destination as well as the activities and services which set them apart from their competitors (Schaar, 2013:2). It is to be noted that brands are not only for identification purposes, but they also stand for the destination itself, its reputation and values.

Berthon et al. (1999:56) are of the opinion that a brand has some functions it performs for the tourists, attractions, tour operators, travel agents and the destination. Firstly, a brand can be an encapsulation of unique functional characteristics. From a tourist's point of view, this could be considered to hold the information of a destination that gives relevant meaning to the visitors (Williams et al., 2004:5-6). On the other hand, it also provides the non-functional characteristics including feelings and experiences through which tourists associate themselves with the destination (Schaar, 2013:3).



**Figure 3.4: Functions of a brand to a tourist destination**

Source: adapted from Berthon et al. (1999:56)

Branding assists DMOs to develop or launch new activities (i.e. tourism offerings) aimed at enhancing the overall brand image. Branding also gives a framework for those activities to take place within the destination. This can be achieved through innovation assisting familiar brands to become more successful than others. In this regard, the essence of branding a destination is to enable it to become visible in the market, thereby simplifying and facilitating its promotional efforts.

Kotler (2011:133-134) therefore recommends that tourism marketers be sincere about the quality of their services due to the fact that some tourists are not willing to commit themselves to a brand (tourism activity) failing to meet their expectations.

Furthermore, branding helps tourists to experience minimised psychological risk. As a result, it becomes much easier for them to make travel decisions to visit destinations based on the quality of services rendered to them as visitors (Berthon et al., 1999:57).

According to Kreag (1988:13), tourists like to be associated with brands (destinations) that are safe and popular. In turn these accord them some perceivable status from visiting such destinations. In this regard, brand popularity influences visitors to become personally attached to their preferred tourist attractions which inspire them to consider revisiting (Blain et al., 2005:331).

In addition to the above, branding makes it possible for tourists to prefer some destinations to others. This saves them time and eliminates costs by making any search for information concerning the destination unnecessary. These brand preferences also influence tourists to become loyal to the destination. Fabricius et al. (2007) indicate that loyalty can be obtained through tourists receiving the destination's clear messages facilitating destination marketing for the benefit of both the DMO and the tourists.

According to Buhalis (2009:1), branding therefore makes it much easier for the DMOs to market and promote the destination to potential travellers. This also enables them to communicate the destination's unique characteristics. (see Section 3.5.)

Branding also helps DMOs to establish a brand image for the destination, thereby assisting the service providers to deliver as to tourist expectations. The image can be either good (positive) or bad (negative) as a result of tourists receiving services within the attractions, These services may be perceived by visitors as to be meeting their expectations, or to be below their expectations (Echtner & Ritchie, 1991:3). Perceptions are most likely to be affected resulting from visitors experiencing crime or becoming victims of crime or, on the other hand, through witnessing criminal activities within the destination.

In this regard, the negative impact of crime prevalence on branded destinations sometimes causes price reductions as a way of trying to lure visitors to the destination. Likewise, deducing from the crime levels, it also triggers the issue of tourists' perceptions on a destination (see Section 2.3.8.). These tourists' perceptions are important for the DMO during branding since the brand image is

measured against the perceptions. In this regard, tourist perceptions of the destination influence the DMO's marketing approach as well as its strategies (Ruan et al., 2017:12).

### **3.7 Marketing of a tourist destination**

Once a destination has been branded, it consequently becomes easier for it to be marketed (i.e. promoting with the intention to increase visits). According to (Gronroos, 1989:52 and Moorman & Rust 1999:180), it is aimed at connecting tourists to attractions within a destination through its offerings.

According to Kotler (2011:132), marketing has transformed into various categories including industrial, digital, internet/online, international, services and tourism marketing in which destination marketing is found. However, the need for satisfying the customer (tourist) has remained unchanged over the years. Destination marketing is achieved through DMOs acting as a link between the attraction and its tourists/visitors, using the tourism marketing mix (Pike, 2008:36).

In this regard, the destination marketers may need to communicate and promote their brand image through the activities offered at the attractions in order to persuade or motivate potential travellers to visit the destination (Fabricius et al., 2007:5-6). However, the promotion of a destination can only start after the brand image has been developed. This helps during the promotion of the brand with the aim of creating a good brand image which ensures the success of a marketing campaign (Mišúnová, 2014:626).

Other than seeking to have only full information regarding the branded destination, marketers also need to be familiar with the country, place or attraction they are marketing, as well as the crime situation. This is mainly because there are destinations that have high crime levels which in turn affect the destination's marketing efforts in one way or another (George & Swart, 2012:204). The crime situation within the destination has various effects on the way in which marketing information is relayed or communicated to tourists.

#### **3.7.1 Marketing a high crime destination**

The marketing of a destination is done within the context of a society likely to be affected by the prevalence of high crime. The behaviour of the people within a community as outlined in Section 2.3.5 is guided by their values and beliefs which also influence their involvement in criminal actions. This concurs with what was previously discussed in Section 2.3.8.1 about tourist perceptions of high crime within an attraction or a destination. Notably, tourists tend to pay attention to crime statistics when making travel decisions, even though there is no evidence to

confirm whether there is any effect on the total number of tourists visiting a destination. This is because tourists indicated that countries such as Brazil and South Africa are among high crime destinations and they do not feel safe in those destinations. However, the statistics on tourist arrivals in these countries are relatively high given the incidences of crime but could be even higher, if crime was effectively addressed or communicated to the tourists (George, 2010:806). This forms the important aspect of this study. It explores how tourists perceive crime at a destination and how the DMO during promotional and information driven campaigns for the destination manages the information that includes crime statistics.

This signifies the importance of marketing tourism products, in which the DMO may need to focus on communicating the benefits that outweigh the negative elements, such as a high crime rate (Cooper et al., 1993:577-578). Marketing will motivate tourists to visit any attraction and make personal assessments as well as put personal security measures in place. The DMO only needs to know how the marketing variables can be used to address concerns about the crime situation in South Africa as crime poses a number of challenges with regard to marketing strategies.

Importantly, it then follows that marketing of a destination is affected by crime and some marketing variables such as product, price and promotion, to name but a few. Firstly, the prevalence of crime at a destination (product) changes the perception of tourists. The perception may influence them to view the brand negatively (Rani, 2014:54). This limits the places (attractions) within a destination where tourists might be interested to go and visit or tour around.

On the other hand, pricing of activities in an attraction or destination where crime is prevalent to the extent that tourists feel insecure, may result in those prices being reduced due to low tourist demand (Mendes et al., 2014:6). To some extent the pricing becomes difficult as tourists may also opt for higher prices in order for their security to be assured or guaranteed. They may be more willing to pay for extra services, such as accommodation with additional security features including alarms and guards, or they may switch to other secure destinations (see also Section 3.6).

Importantly, irrespective of the marketing strategy adopted by the DMO, conveying any information to tourists requires the use of appropriate destination marketing vehicles at the right time (Mišúnová, 2014:626). These will now be looked at.



### **3.7.2 Destination marketing vehicles.**

The marketing process involves a continuous evaluation of the internal and external marketing strategies through blending of the 8Ps (product, promotion, place, pricing, processes, people, partnerships and physical evidence) of the marketing mix (Kotler, 2000:121). The success of any destination marketing campaign is dependent on the implementation of the 8Ps with emphasis on communicating with tourists. This is achieved through promotional efforts (Pike, 2004:127). An overview of the main elements is considered as follows.

Firstly, a product, according to Kotler (1997:430), is identified as anything that can be offered for a value to the market in order to satisfy a need or a want. It can be in the form of a service or physical offering. Yet, the product varies according to different industries. A tourism product can be seen as a set of assets and services that is organised around one or more attractions in order to meet the needs of visitors (Cooper et al., 1993:577). It can translate to any services offered to tourists through the elements of a destination (7 A's). (see Section 3.3.) However, in comparison to conventional products, the tourism products are complex in that people buy them with different perceptions and for different reasons such as, among others, education, adventure, relationships, comfort and security (Björk & Kauppinen-Raisanen, 2016:179). These tourism products also consist of natural and cultural resources, places and events that by their characteristics arouse the visitor's desire to visit (Zoghbi-manrique-de-lara & Guerra-báez, 2016:326). At the same time facilities, equipment and infrastructure within the destination enable the tourism offerings to take place successfully (Zehrer & Siller, 2007:39).

Secondly, pricing according to Kotler (1997:505), is an important element of the marketing mix which should be collective (i.e. considering all necessary pricing strategies) as well as inclusive of the market related exchange rates. Price is also viewed as the value that the visitors and the service providers agree on in order to enable the exchange process to occur (Schaar, 2013:2). There are several pricing strategies (penetration, optional, value, competition, skimming and bundle pricing) that can be used to attach or assign a value to the tourism product or service, even though it is agreed upon between tourists and service providers, independently from the DMO (Fabricius et al., 2007:81). However, Jonsson (2017:30) is of the opinion that they (tourists) are actually not price sensitive but are willing to pay more, depending on their level of satisfaction with regard to the offerings. (see also Section 3.7.1.) More so, the pricing of tourism products in particular is also determined by variables such as weather, season, and time of the day, week or month, that have to be augmented to set up price levels within the destination (Williams et al., 2004:6). For example, pricing a sunset cruise can be affected on a rainy day (low demand), while

pricing the same trip on a sunny day may double its sales and consequent revenue. This means service providers may opt for ad hoc day-to-day pricing, taking those factors into consideration when setting prices.

However, tourism products are found in tourist destinations (places) which, according to Ashworth and Kavaratzis (2008:153), is how a destination distributes its offerings or services for the visitors to access. Despite the reasons cited by tourists as motivation for visiting a destination, it is the responsibility of the DMO to develop and augment offerings that can pull visitors towards the destination (Balakrishnan, 2008:65). Most importantly, according to Pazarlamasında et al. (2015:6606), DMOs may also include all partners and participants to assist in ensuring that tourists get information about the attractions. As these partners and participants form part of the distribution network, they also own and control components of the tourism operations. These include those providing booking services for tourist transport, airlines, accommodation, etc. The distribution system in tourism also includes anyone tasked to help market the tourism offerings in order to obtain visitations and improve the destination's image.

The fourth element of the marketing mix is physical evidence which is reflected through proof that visitors took part or participated in some activities at a destination. This may include photos or videos of tourists filmed while participating in adventurous activities. These are meant to give the evidence of the tourism offerings within a destination (Buhalis, 2009:100-120). Tourists tend to enjoy sharing such images and videos as evidence that they visited the destination (Candela & Figini, 2012:20). The other form of evidence can be seen when the visitors adopt the dressing style of the people at the destination, their eating habits or behaviour. In this way they become naturally bonded to those factors and aspects offered at the destination (Van Mai Bosch & Kambiz 2005:6).

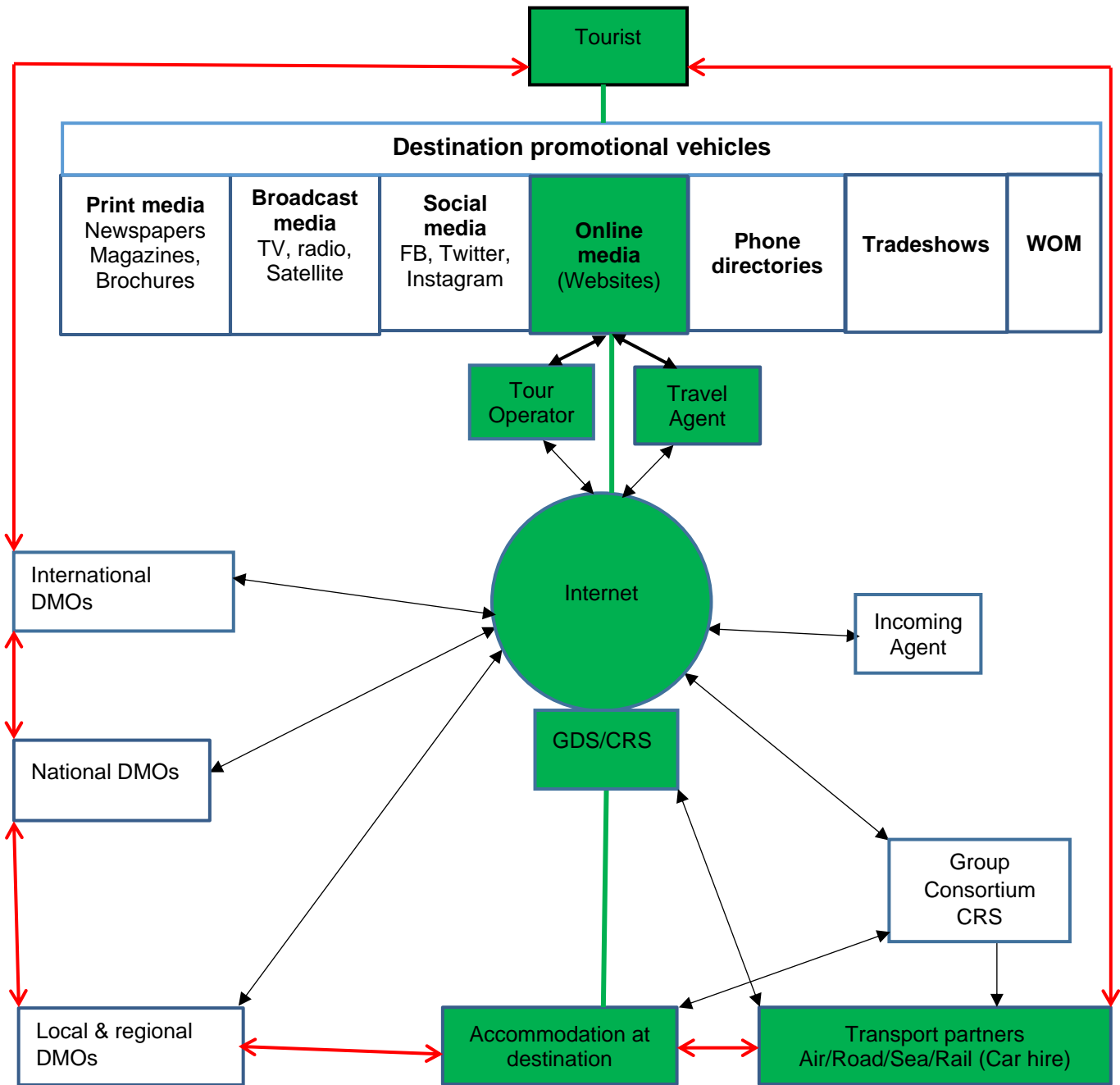
In addition to the above factors, people (i.e. the locals, service providers and DMO employees) also play an important role in the destination marketing, as they aid in the services being delivered to the tourists (Nowacki, 2013:12). Van Der Merwe (2003:38) contends that in each activity taking place at the destination, there is an element of someone engaged with the tourist; it could be staff providing the following services: shuttle service, accommodation, tour operators, airlines, airport, travel agencies or information desks. People in the tourism context are there to assist and facilitate effective and satisfactory service delivery to visitors (Pike, 2010:6). According to Vaughan and Ardoin (2014:50-68), it is in the best interest if local residents are included in destination marketing programmes in order to gain their support and to provide tourists with a welcoming atmosphere in an attempt to motivate them to visit a destination.

Promotion is viewed as a process of ensuring that the DMO communicates with potential visitors about the tourism destination offerings (Lado et al., 2006:576). However, in order for the DMO to reach tourists, there is needs to be a comprehensive promotional strategy that includes advertising and sales promotions, among others. This can be done through tourism partners. (see also Figure 3.3 indicating the many intermediaries to be considered.) In this regard the DMO needs to address the questions such as, Who? What? How? and When? Is it relevant for promotional messages to be sent to intended potential tourists (target audience)? It is important for the destination marketer to take the initiative by sharing promotional information as well as interacting with travellers about the Unique Selling Points (USPs) of the tourism offerings at the destination. Promotion is usually effective if its promotional messages are planned and integrated within the destination's distribution network. In this way the marketer would also consider the tourists' perceived value in the tourism offerings (Correia & Moital, 2009:16-34). Tourists are motivated by various reasons to visit destinations in search of perceived satisfaction based on their valued needs (see also Section 3.7.2.). However, Gârbea and Cuciureanu (2014:273-277) emphasise that DMOs need to communicate some form of reality about the destination offerings, such as options on food, quality of accommodation, activities available to tourists as well as information about crime at the destination.

Furthermore, inasmuch as tourists are motivated to visit destinations about which they receive positive information and comments, there are also times when they travel out of their own will and personal interest (Pike, 2008:36). More so, tourists may be motivated by the implementation of the destination marketing mix giving priority to "promotion", as its main function is to communicate the other elements of the mix. Volo (2010:83-94) also emphasises the importance of using media in promoting a destination which in most cases is affected by the crime situation. In this regard, through its available options, media brings to light some real challenges faced by the DMOs concerning crime at the destination.

### **3.7.3 Media options available for the DMO's communication strategy**

The destination marketing organisations use communicational vehicles as the route by which their marketing information travels through to the tourist (Ana, 2004:918). As depicted in Figure 3.5, there are four major players in the marketing process, namely: the destination, DMOs, promotional vehicles and the tourists.



**Figure: 3.5: Destination marketing vehicles**

Source: Author

These destination promotional vehicles are crucial if marketing campaigns are to be successful because they transfer important information that may influence tourists to make purchase decisions in the form of visits to the destination. The main function of these vehicles is to communicate perceptual and real information about the destination to its tourists. Volo (2010:83-

94) highlights the importance of such information which media can use for creating, building or re-establishing the image of a destination. Likewise, the DMO has a role to keep the tourists informed about what the destination is offering. This is also further achieved through the use of relevant media.

There are two major groups of media, namely conventional and new media available for use by the DMOs as they continue to inform and keep tourists updated about any developments within the destination (Fabricius et al., 2007:125).

### **3.7.3.1 Conventional media**

Conventional media is the oldest type of media which includes among others: print, broadcast and electronic. These are discussed as follows:

#### **a. Print media**

Firstly, print is regarded as one of the oldest types of media. Included here are newspapers, articles and any other publications in printed format that are available and tend to be trusted by tourists (Boettcher & Kingma, 1994:55). Print media provides detailed information on past and current events taking place at the destination and it usually covers some related topics of interest to visitors. Travel magazines as well as travel guides normally cover travel related topics and some tourist destinations. However, they do not cover any crime related topics or crime statistics of a destination, even though they provide some safety tips (Zhang et al. 2017:106). It is from this context that the study seeks to establish how important and useful crime information to tourists is when making their travel decisions (Anon, 2016:10).

On the other hand, print media allows for proper planning so that the intended visitors or tourists can receive the printed information (i.e. magazines or guides) at the intended time and the intended destination (Mišúnová, 2014:629). It also allows for the information to cover what the DMO wishes to convey to the visitors. This means the media has control over and influence on the information.

#### **b. Broadcast media**

Different from print media, broadcast media appeals to a large audience worldwide. The traditional radio and TV channels, as well as satellite channels can still be effectively used to reach tourists (Scripture et al., 2006:3). Importantly, it can reach many tourists across the world, at the same time appealing to different demographics. More so, due to technological advancement people tend

to be watching TV via satellite channels including digital satellite TV as compared to the standard broadcast channels. In this regard it invokes the need for the destination management, as the channels adapt to technological changes to market their services and activities on those channels.

### **c. Electronic media**

Electronic media can be shared or transmitted through electronic equipment which includes faxes, CD-ROMs, DVDs or any other media that requires the use of electrical power. These electronic gadgets can be used to store as well as to relay important information to the visitors. Featured on these may be recorded trip activities at the destination and, to some extent, success stories about crime prevention and its management. In opposition to the more static print media, electronic media reaches a larger audience and, in addition to those listed above, it also includes TV and radio among other media tools. Lastly, the DMO can use the electronic media effectively to share security tips with the tourists and so it become a proactive measure for their safety purposes (Candela & Figini, 2012:33).

### **3.7.3.2 New media**

In contrast to conventional media, the new media include social and online media among other types, as discussed below.

#### **a. Social media platforms**

Technology has developed over the years and the use of social media as a new marketing communication vehicle is important. This development encourages DMOs to shift from conventional methods of destination marketing to focus more on using the social media platforms (Backenbury & Zoreda, 1999:66-69). These platforms communicate with tourists through social applications which include WhatsApp, Twitter, Facebook, Instagram, Skype, and YouTube. The DMO provides destination information to its followers (tourists and all the other partners in the tourism industry), informing them of any developments in the destination as well as the crime situation. It is through social media that more crime related incidents are being reported and published in opposition to the conventional media. Furthermore, it is through the use of these social media applications that there is more engagement and immediate feedback between the DMO's communication department and the visitors. This makes social media very important in keeping tourists updated with the current information in the attractions (Pérez-aranda & Mendes, 2015:70). Fabricius et al. (2007:132) seem to hold a similar view in suggesting that destinations must also be equipped with new media access devices (NMAD) which include smart

phones/personal digital assistants (PDAs), iPods, Wi-Fi enabled handheld devices, in-car devices and should have destination Wi-Fi accessibility or connectivity.

#### **b. Online media**

The use of online media incorporates changes taking place in the destination marketing environment with adaptations to new technology in the process (Marshalls, 2007:7). This includes designing online (brochures, magazines, books, newspapers) with detailed information to be available on the DMO's online promotional pages. Fabricius et al. (2007:133) highlight the importance of creating and developing detailed communication aids that can be uploaded onto the online media platforms. In his view, the DMOs may embark on the use of online media with the idea of ensuring that tourists get as much information as possible when accessing the destination's website online. as Tourists will also obtain instant feedback as previously discussed in Section 3.7.3.4.

Figure 3.5 highlights the importance of online media in connecting tourists to the destination via the online platforms and the destination's website. In this regard, the internet has become the focal point of global communication, making marketing transactions faster and easier than in the past (Scripture et al., 2006:5).

#### **3.7.3.3 The role of the internet in using online media**

Inasmuch as all the other promotional vehicles are equally effective, Backenbury and Zoreda (1999:66-69) are encouraging DMOs to shift from conventional methods of destination marketing and to focus more on the online methods that require the use of internet. Hamill (1997:301-3) adds that DMOs can now easily reach tourists, using various media vehicles which are accessed via the internet.

Having said that, it then entails that the internet needs a special mention, as it has been used in the tourism industry for central reservations in the past decades. There were two main systems in use, namely the Global Distribution System (GDS) and the Computer Reservations System (CRS). According to Palmer (2010:132), the global distribution system (GDS) was the first to be adopted and it is a system on the network operated exclusively to facilitate automated transactions for hotel, car rental and airline bookings (that is between service providers and travel agencies). On the other hand, a central reservation system or computer reservations system (CRS), used to store and retrieve information and conduct booking transactions related to air travel, hotels and car rentals. The booking system was operated by companies such as Amadeus, Galileo,

Travelport, Sabre and Worldspan. They have exclusive rights to access information from travel agents and the customers who facilitate their bookings.

Figure 3.5 shows the link between stakeholders and the internet. Hamill (1997:304) points out that research has revealed that the internet has made it possible for a tourist to complete all trip bookings and payments in a few minutes with a variety of options contrary to what used to happen in the past. In this regard it has also managed to provide crime related information of the tourist destinations, thereby enabling the tourist to make travel decisions.

#### **3.7.3.4 Other communication tools**

Other tools a DMO can use to communicate with potential visitors include telephone directories, trade shows, exhibitions, festivals and WOM, among others.

In contrast to other media vehicles, the telephone directory has become increasingly unpopular, according to Dwyer (2010:2). Telephone directories are slowly falling into disuse, because tourists tend to get contact details of service providers directly from websites and complete their transactions without the need of the telephone directory. Therefore Dwyer (2012:2) recommends the DMOs to migrate from the traditional media.

In continuation with the discussion above, trade shows, exhibitions, trade fairs, and festivals can also help to promote a destination (Gronroos & Finne, 2017:446). These have the ability of reaching prospective tourists who are searching for information about a destination. Tourists can be provided with the right answers and are persuaded to visit and spend some time in the attractions.

Furthermore, according to Lopez and Sicilia (2013:1090), WOM has been proved to be one of the most effective communication tools which can aid the establishment of a brand image as well. It has been found to be successful even during new destination launchings as the initial way of introduction, well before advertising. Likewise, people (including tourists) usually trust first-hand information from their family members, friends, role models and local or international celebrities (Onyemah & Akpa, 2016:113). For instance, if people give good testimonies about excellent tourism services at a destination, these can also be an effective way of promoting it, outweighing the element of crime.

Lastly, according to Hamill (1997:300), the success of destination marketing is linked to its success in delivering the tourism offerings through its destination elements. In this regard the provision of fast internet connectivity, Wi-Fi accessibility in the destination as well as on board tour transport



and airlines, can also enhance the tourism offerings. This will benefit tourists when they search for information. Dudi et al. (2013:348) comment that destination marketing communication needs to ensure that tourists are informed about any developments in the destination, including new web pages, infrastructure as well as crime and safety information.

### **3.8 Summary**

This chapter explored the meaning of tourist destinations and their different types. The literature on DMOs was also reviewed followed by the DMO's roles and duties. Furthermore, the importance of branding a destination was discussed, which makes it easier to market the destination. It also became much clearer that destination marketing is the major objective of the DMO as they work towards ensuring that tourists' needs are satisfied.

This can also be achieved by using the appropriate destination promotional vehicles, thereby making the destination known to potential tourists. These promotional vehicles are also carriers of destination information.

Furthermore, the study aimed to investigate the perceptions about crime among international leisure tourists to destination Cape Town. Hence, with regard to crime, the study was seeking to establish what effects does crime actually have on tourist perceptions? In this regard, tourist perceptions tend to be influenced by a variety of factors. Chapter 4 elaborated on the appropriate research methodology, data collection methods, instruments and techniques required to establish the objective of this study.

## **CHAPTER FOUR**

### **RESEARCH METHODOLOGY**

#### **4.1 Introduction**

The previous chapters provided the background and statistics on tourist arrivals in the tourism industry and explained how crime influences visitors' perceptions. The review of literature explored tourist perceptions of crime and how crime affects decision making processes. The previous chapter further explored literature on visitors' perceptions of destinations, destination marketing, and the destination promotional vehicles that can be used to reach potential tourists.

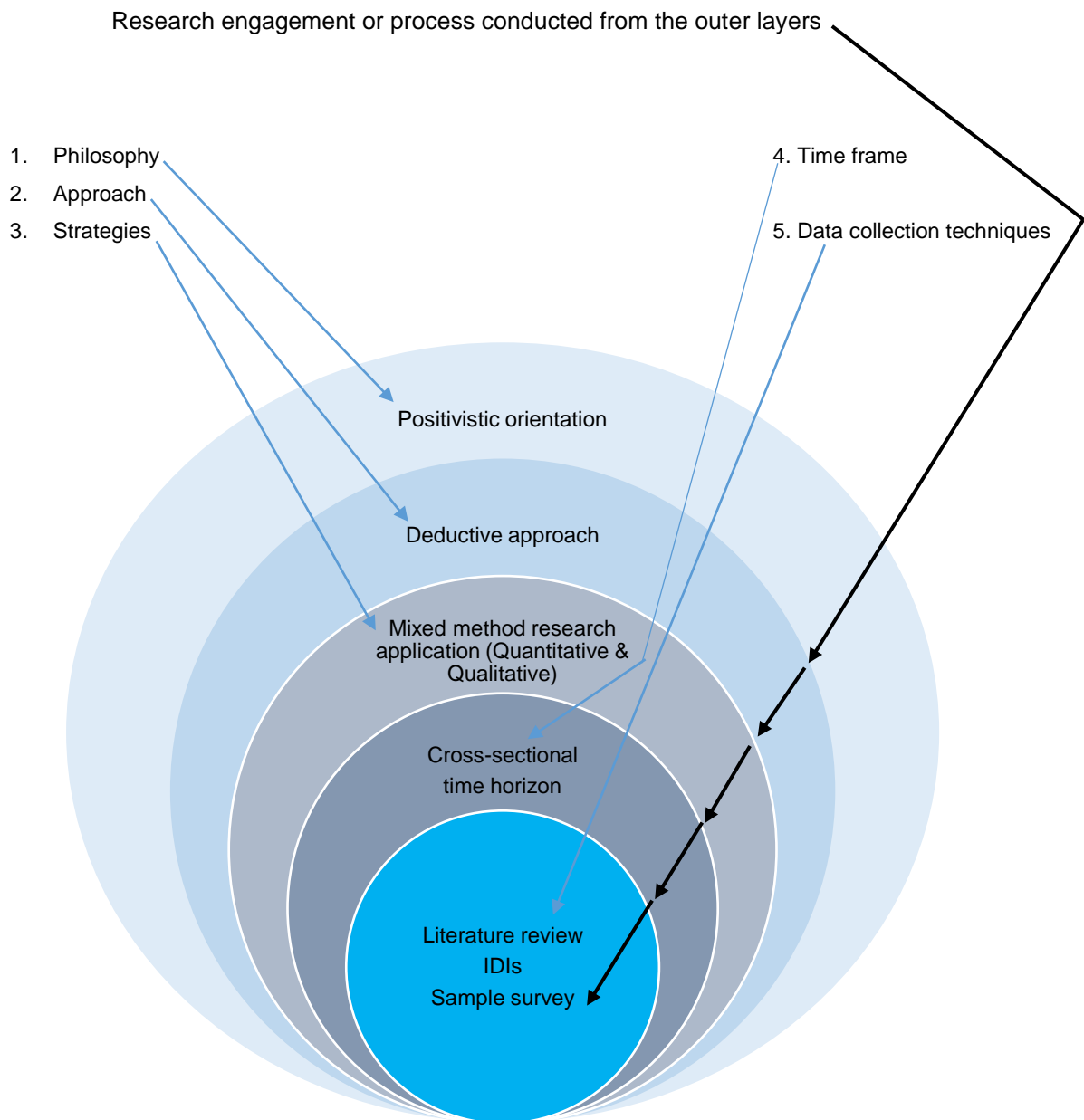
This chapter discusses the research methodology used to execute this study, its research philosophy, approach, strategies as well as the data collection techniques and tools inclusively.

Furthermore, this chapter provides evidence as to how the research objectives were attained. The research methodology clearly shows the process of how tourists were selected and interviewed in order for them to state or indicate how they perceived crime in Cape Town. This information was provided as the visitors narrated their experiences of the different trip phases before, during and after the visit.

#### **4.2 Research methodology**

Research methodology depicts the overall approach adopted by the researcher when conducting the study (Dawson, 2002:14). It also stipulates the principles that guide the study other than the methods that were used to collect data which is also encompassed in the research design. This will enable to answer or address the research questions. Any research study with a research design is organised, cost effective and efficiently executed as well (Kothari, 2004:32).

Research design is a plan of action, road map or strategy used to conduct and guide the study starting with identification of the problem, then data collection and analysis including the final stages of reporting and ending with presentation of data in order to achieve the desired results (Pandey & Pandey, 2015:18 and Kothari 2004:30). It is also viewed as a blueprint reflecting all the steps that help the researcher to trace and connect data to the initial objectives and research questions (Carter 2007:133 and Walliman, 2011:29). Likewise, Pandey & Pandey (2015:19) find that it is imperative for the researcher to use a design that outlines the research process with the necessary steps to provide answers or solutions to the research problem. The study uses the research approach as depicted in Figure 4.1.



**Figure 4.1: Overview research methodology and design**

Source: Adapted from Saunders et al. (2008:138)

The processes outlined above are presented in five layers. The researcher approached and addressed the problem starting with the outside or bigger layer, until the innermost layer was explored. Saunders et al. (2008:108) refer to this process or approach of solving a problem as the onion research model, detailing the research process. The layers are explained below as a

process, starting with the research philosophy through all the stages up to data collection and analysis. Therefore, finding solutions starts with the research philosophy.

#### **4.2.1 Research philosophy**

The study used the post-positivism philosophy to contextualise its orientation and engagement. This philosophy was developed from the positivist approach in the mid-late 20th century (Walliman, (2011:20). Post-positivism normally uses large samples for its surveys to collect data. However, the study also allows for the adoption of a qualitative approach to compliment research results (Saunders et al., 2008:119). Given the research philosophy, the study used a mixed method to enhance the chances of getting the best results.

Furthermore, post-positivism applies a natural science model in trying to solve a social problem (Bevir, 2010:1). This shows that there is an objective descriptive reality in the problems faced, hence it is necessary to gather all the essential facts from a neutral perspective. Some form of knowledge was arrived at by the accumulation of verified facts aimed at solving the problem. The use of this approach enabled the researcher to have a clear understanding of the problem at hand and in this way, he managed to gain new knowledge.

A post-positivism philosophy was therefore adopted in this study as it supports a methodology which combines both logical reasoning and observations (Bhattacharjee, 2012:18). This was deemed a suitable research philosophy for the study of tourist perceptions as it required critical observation by means of engagement with tourists to determine their reasoning, emotions, behaviour and attitude with regard to crime at the destination. Walliman (2011:19) concurs with the idea that people are influenced by the realities that surround them as they try to make sense of their environment. In order to learn and understand the extent of these influences, this study adopted the following approach.

#### **4.2.2 Research approach**

From the philosophy a *deductive post-positivist* approach was considered. The approach was aimed at reducing the problem into more manageable and understandable facts (De Vos et al., 2011:5-7). It also sought to highlight the science behind the method applied to the investigative process during the study and covered those aspects, as shown above in the diagram. Given this orientation, the approach further entailed that the study attempted to deduce how the visitors perceived the destination at any trip stage (Riley, 2007:122).

Therefore, this approach entails that the researcher in this study starts from the general idea (in this case crime in Cape Town) to reach specific conclusions (Saunders et al., 2008:125). The general truth and understanding about crime in the destination was already known as reflected in Chapter 1 through crime statistics. However, the study aimed at getting specific information about how tourists perceived crime in the destination and its unknown effects. This only became clear and understandable by the researcher engaging with the tourists as they shared their views and experiences.

### **4.2.3 Research strategy**

Research strategy is a step by step plan of what was followed or done during the study (Saunders et al., 2008:144). The mixed method was chosen as a strategy for this study as it explored both qualitative and quantitative research approaches. Given this approach, both exploratory and descriptive research designs were used as key research strategies to maximise chances of obtaining more conclusive and accurate results.

Despite exploratory research results having provided data or having been input to descriptive research, the results on both approaches were mixed, and incorporated during data analysis, presentation and reporting stages of this study. Mixed method was followed in order for both research methods to complement each other. This provided the researcher with an in-depth understanding of the research problem, thereby allowing him to draw conclusions as well as prescribe some solutions (de Vos et al., 2011:435).

#### **4.2.3.1 Exploratory research design**

Firstly, the exploratory research method was selected for this study enabling the researcher to gain insights into the problem (De Vos et al., 2011:95-96). Exploring and probing for information led to more facts and ideas being learnt and discovered about tourist perceptions of crime in Cape Town, for example (Burns & Bush, 2010:59; Bhattacharjee, 2012:6). The study adopted qualitative research through IDIs and a fact-finding approach by reviewing related literature (Cooper & Schindler, 2006:98). Haydam and Mostert (2013:73) are also of the opinion that exploratory qualitative research can be used to gain insights and to generate ideas that can be used for further research. In this research, the findings on exploratory research, such as information sources and media used by tourists as well as their crime perceptions about the destination, were used as input to descriptive research. The idea of having collected data from a total of 15 inductive IDIs provided facts to help understand and solve the problem. These results were then used as input to the survey questionnaire which was fully explored deductively.

#### **4.2.3.2 Descriptive research design**

Given the discussion above, the main study being a post-positivist philosophy, descriptive research measured the extent of the incidences uncovered in the exploratory research design and addressed the unsolved issues. Haydam and Mostert (2013:82) as well as Cooper and Schindler (2006:202) hold that descriptive design is more of a quantitative approach addressing the questions such as who, what, when and where. These questions in this study were covered sufficiently in the questionnaire discussed under face-to-face sample survey below.

Furthermore, descriptive design was adopted as a follow-up to the issues that arose during IDIs (as per 4.1.3.1). The descriptive study was also aimed at uncovering the extent of crime in the destination (including statistics of those incidents) and how tourists would perceive it and its effects on planning their trips. The study was conducted at a specific time as indicated under time frame.

#### **4.2.4 Time frame**

Time frame refers to the intended time duration for collecting the data. In this regard a cross-sectional survey was adopted which is also referred to as a snapshot survey with data being collected once at a specified time (Burns & Bush, 2010:150). More so, qualitative data was collected from the 30th of June to the 1st August 2017, while the quantitative data collection occurred between the 20th September and 14th of October. As a way of collecting conclusive data, this period was deemed sufficient to understand the views of the visitors with regards to crime (Wild & Diggines, 2009:57; Burns & Bush, 2010:150). The study also adopted the recommendations that the data has to be representative of the population at the time of collection despite the time frame used (Aaker et al., 2011:114; Wilson, 2006:34; Cooper & Schindler, 2006:195).

#### **4.2.5 Data collection technique, instruments and procedures**

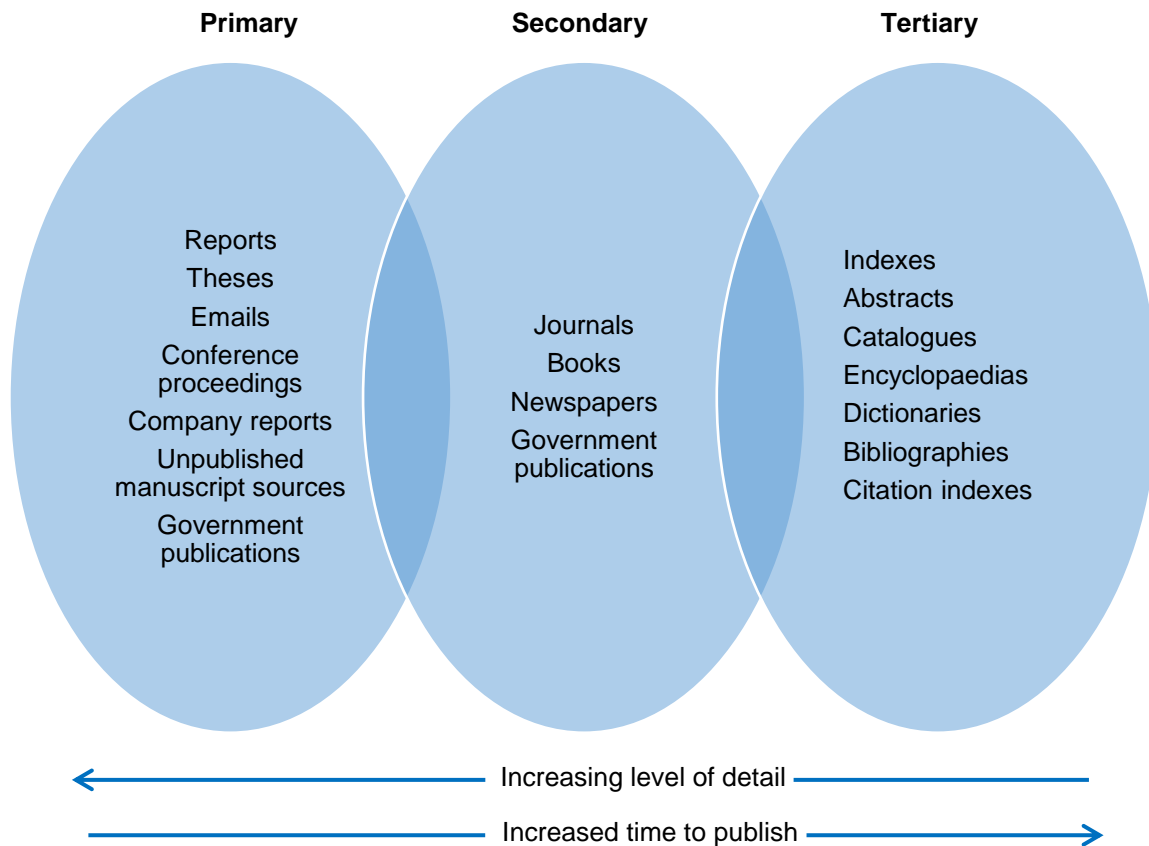
To get a detailed understanding of the background and statistics on crime as well as the current crime situation in the destination Cape Town, primary data (new insights) and secondary data (literature) were consulted and explored through IDIs and sample survey.

The study used a four-tier approach for collecting data. This was done over four months. Literature review constituted the first tier, followed by a second tier of 15 IDIs. These were conducted on exploratory research design as was mentioned above, the third tier comprised of the five pilot study questionnaires for interviewing tourists, as outlined in research approach. Likewise, the pilot study, being the initial data collection process on descriptive research, gave insights and useful

information for the designing of the data collection instrument for this study. The fourth and last tier was made up of the 140 face-to-face interviews with the questionnaires.

#### 4.2.5.1 Literature review

Firstly, literature review examined recent or past data on the subject under review with regard to a research problem (Cooper & Schindler, 2006:145). However, mostly primary and secondary literature was reviewed in this study as depicted in Figure 4.2.



**Figure 4.2: Literature sources available**

Source: Saunders et al. (2008:69)

Literature was important in this study; it provided a solid background and a benchmark of the crime statistics and past studies that were conducted in the same field. Furthermore, literature also provides the foundation of any study based on previously published works (Babin & Zikmund,

2013:31). (Refer also to Sections 2.1 and 3.1 in which literature for this study was discussed in detail.)

#### **4.2.5.2 Individual depth interviews (IDIs)**

The second data collection technique was the use of IDIs. Exploring them led to more insights and information, ensuring solutions were being provided for the problem. Furthermore, continued engagement in this study also provided a clear picture of the prevalence of crime at the destination through tourist interviews (De Vos et al., 2011:341-345). Wren and Simpson (1996:36) suggest that IDIs can also adopt the dyadic approach and obtain dual responses from the respondents. This concurs with Haydam and Mostert (2013:66) who are of the opinion that dyads and any smaller groups of respondents make it easier to manage the processes while maximising on the response rate. IDIs provided an opportunity for the interviewer to interact directly with respondents, including couples, family members, colleagues, all providing immediate feedback.

It is also the qualitative nature of IDIs which entails that respondents (tourists) express themselves as a way of providing feedback through their actions and words while describing their experiences (Saunders et al., 2008:482). This could also be reflected through expressions and emotions while narrating their stories. The voice pitch used during an IDI or conversation needs to be taken into account as it might reflect the seriousness of the subject under discussion (Saunders et al., 2008:486). The researcher relied more on conceptualising how respondents perceived crime in Cape Town by engaging in a conversation covering all the trip stages (Cooper & Schindler, 2006:198).

On the other hand, the researcher also conducted some individual depth interviews with the marketing managers at tourist attractions in Cape Town. This helped in gaining more insights into and understanding of the problem, as the managers are experienced and experts in the field of this study. This was important for exploring tourist perceptions of crime in the Cape Town destination. Even though IDIs tend to be time- consuming and labour intensive, they led to the collection of conclusive data on the study (Boyce & Neale, 2006:6-12). This made it easier to do preparations for the main study.

In total, 15 IDIs were conducted on both the supply side (n=6) and the demand side (n=9) of the tourism industry. These consisted of international leisure tourists (as highlighted in Table 4.1) as well as representatives from the Cape Town tourism industry (as shown in Table 4.2.). Burns and Bush (2010:384) suggest that this method of selecting the participants is based on personal



judgement. This helped to get varied opinions including crime-related information from stakeholders and those knowledgeable in the tourism industry.

**Table 4.1: Demand schedule for conducting individual depth interviews**

| Demand Side (n=9) |                  |        |                 |           |                 |
|-------------------|------------------|--------|-----------------|-----------|-----------------|
| African languages | English speaking |        | German speaking |           | Other languages |
| Any (2)           | USA (1)          | UK (1) | Germany (1)     | Other (1) | Dutch (3)       |

Notably, the respondents were approached through the researcher’s judgment, based on the respondents’ country of origin as well as their language as shown in Table 4.1. This confirms what was mentioned earlier in Section 1.3.1 of Chapter 1 in the background of this study: the same countries had higher numbers of tourists arriving in South Africa and Cape Town.

Following interviews with the selected respondents from the demand side, they were then asked which service providers they had used or were using for their trip that could be considered for the study (snowball sampling). A list of service providers emerged from the respondents as depicted in Table 4.2.

**Table 4.2: List of DMOs and tourism offerings in Cape Town (CPT) that were considered**

| Local and Regional DMOs | Travel Agencies in CPT          | Tour Operators in CPT            | Accommodation providers     |
|-------------------------|---------------------------------|----------------------------------|-----------------------------|
| <b>CPT Tourism</b>      | Global Travel Alliance          | Vandha Tours                     | Fire & Ice Hotel            |
| CPT Travel              | <b>Sure Travel</b>              | <b>Expedition Africa</b>         | One & Only Hotel            |
| My Destination CPT      | Tours du Cap                    | True Blue Surf & Adventure Tours | Villa Belladonna Guesthouse |
| My Guide Cape Town      | Encounters Travel               | San-Lee Tours                    | <b>Steenberg Hotel</b>      |
| Tourism Marketing SA    | Penttravel                      | Go to Africa                     | 15 On Orange Hotel          |
|                         | Rennie’s Travel                 | Your Tour                        | Cape Royal Hotel            |
|                         | Harvey World                    | Africa Touch Tour                | De Waterkant Cottages       |
|                         | Thompson Holidays               | Green life Africa Tours          | Mandela Rhodes Hotel        |
|                         | Sussi Safaris & Travel Services | Albatros                         | Harbour View Icon           |
|                         | Desire Africa Travel            | Liziwe’s Tours                   | Adderley Terraces J15       |
|                         | LV Travel & Tours               | Kiboko Tours                     | St Moritz Guest House       |
|                         | Sahara Travel & Tours           | Springbok Atlas                  | City Penthouse              |
|                         | Africa 4 Us                     | CPT Tours                        | Strand Tower Hotel          |
|                         | Travels At Leisure              | Fair Field Tours                 | The Portswood Hotel         |

This led to a follow-up of those that were suggested or indicated, and nine service providers were identified with whom the interviews were planned and scheduled via emails and then conducted

at the respondents' offices. The respondents were representatives of the stakeholders in the Cape Town tourism sector.

However, seven of the service providers (three attractions, one accommodation, two travel agents and one tour operator) declined the requests for the interviews, citing either being busy with their work schedules or unavailability during the dates and times as proposed. Others simply did not reply to the emails, for example, the Table Mountain National Park. This resulted in the interviews being conducted with those who were consenting to participate in the study. In this case only six agreed to be interviewed as shown in Table 4.3.

**Table 4.3: Supply schedule for conducting In-depth interviews**

| Supply Side (n=6)      |                  |                   |                            |   |
|------------------------|------------------|-------------------|----------------------------|---|
| DMO representative (1) | Travel agent (1) | Tour operator (1) | Accommodation provider (1) | Attractions (2)   |
| CPT Tourism            | Sure Travel      | Expedition Africa | Steenberg Hotel            | (1) Kirstenbosch Gardens<br>(2) Table Mountain Aerial Cable Way<br>(3) V & A Waterfront |

The service providers (DMOs, tour operators, accommodation and travel agents) selected for the study also included tourist attractions (Kirstenbosch Gardens, Table Mountain Ariel Cable Way, Victoria & Alfred Waterfront), even though no interview for the supply side was done at the Waterfront. The method used to select interview respondents was the judgmental sampling technique by the tourism sector. This, according to Saunders et al. (2008:237), was to ensure that the research objectives and questions were being addressed adequately as initially stated in the background.

Furthermore, IDIs were more suitable for collecting data relating to attitudes, opinions and experiences of respondents which was the objective of this study (Dawson, 2002:14). More so in order to collect this data it was done through the use of interview schedules discussed as follows.

- **Interview schedule**

The structured interview form, guide, or schedule is a data collection tool that was used as a way of maintaining high levels of professionalism by means of which the researcher maintained some control over the data collection process (De Vos et al., 2011:186). However, questions from both interview schedules were grouped into pre-visit, during the visit and post-visit stages. This also

enabled data to be collected in a uniform and consistent way. Boyce and Neale (2006:3) hold that IDIs are useful when detailed information about a person's opinions, thoughts and behaviour is required.

In order to achieve this, two interview schedules were used to collect data through IDIs. These interview schedules were one for the demand side, while the other one was for the supply side.

Lastly, the interviews for both the demand and supply sides were audio recorded and later transcribed. The recorded conversations or interviews provided qualitative data which was then used as input to the questionnaire that was employed for the main study, as discussed below under face-to-face sample survey.

#### ***a. Demand side interview schedule***

The interview schedule guided questions asked during the interview with tourists in Cape Town attractions, were designed to assist the researcher with regard to the data collection process. The data collected using this demand interview schedule was mainly on tourist perceptions of crime about the destination.

The first section of this interview schedule was designed in a way that the researcher would ask questions that required tourists to indicate the type of information they obtained whilst they were still in the preparatory stages of their planned trip. It also included questions about the type of media that was used to access the information.

The second section of the interview schedule had questions which required respondents to comment on their experiences regarding crime during the visit in Cape Town tourist destination.

The third section of the schedule guided the researcher to ask questions about whether the tourists would consider revisiting the destination, faced with the situations they had encountered or experienced during the visit. Lastly, tourists were given an opportunity to state their own recommendations about crime in Cape Town. The interview schedule also guided the researcher on questions that probed what tourists recommended should be done in the attractions to ensure safety in destination Cape Town.

#### ***b. Supply side interview schedule***

The supply side interview schedule was used to guide the researcher to ask questions during interviews with employees in the Cape Town tourism industry (tourist attractions, DMOs and

various service providers). The schedule was designed in a way that it was easy to remind the researcher of the important questions that were necessary for data collection in relation to the objectives of the study.

The pre-visit section of the schedule probed and collected data from service providers. The data ranged from the type of information that local tourism authorities share with other countries to the type of media that they employ for such purposes. The interview schedule also had questions concerning measures currently being taken by attractions to ensure safety of tourists at the destination.

The second section of the interview schedule guided the researcher to ask the employees a number of questions on their assessment of the crime situation in the destination. This included the crime incidences as they were witnessed or reported in the tourist attractions.

The last section of the schedule covered questions that required respondents to share their personal opinions on the crime levels in Cape Town. Questions also included respondents' suggestions and recommendations on what needed to be done in the destination to improve the safety of visitors.

#### **4.2.5.3 Pilot study**

During a pilot study, a personal judgment was used to select five subjects to complete the pilot questionnaires in the Cape Town tourist attraction centres. Cooper and Schindler (2006:88) contend that pilot testing is important when detecting weaknesses of the data collection instrument. Hence, the feedback obtained from the sampled population indicated that the questionnaire was too long. This resulted in the seven-page questionnaire document to be reduced to a total of four pages. It helped to lessen the amount of time that was needed to complete the questions from 35 minutes to 15 minutes, thereby increasing the chances of the respondents of completing all the questions in time. This proved the necessity and the need for the adjustments that were made to the measuring instrument, consequently improving its suitability for use in the main study.

Likewise, Sudman and Blair (1998:300) indicate that a pilot study also provided a chance to test for the feasibility of the study. It was established that the study was to address a real situation in which the prospective investigation was to be executed as well as the type of questions to be asked. These questions were then presented in a way that probed for the responses required to solve the problem, as proposed by De Vos et al. (2011:236-246). This is also in consensus with

Wilson (2006:188) who is of the opinion that in order to come up with a shorter questionnaire without losing key questions, the ideas need to be logically grouped together in tables addressing questions to different phases of the trip in a simplified manner.

The reliability of collecting data with this instrument was reflected in the consistence in the use of the data collection method and in allocating the same amount of time for different respondents to answer the same questions (De Vos et al., 2011:239).

Lastly, a pilot study provided guidance on the practical planning requirements. These included transport and financial costs likely to be incurred during data collection for the main study. This also included alerting the researcher about poorly structured questions, ambiguous questions, the length of the questionnaire and possible time required to complete the survey (Cooper & Schindler, 2006:310). All these factors were brought to the attention of the researcher through comments received from respondents. This required that alterations and adjustments be made as it gave the researcher an estimation of the actual requirements in the main study in terms of the data collection tools content and involvement.

#### **4.2.5.4 Face-to-face intercept sample survey**

The study adopted a face-to-face intercept sample survey with tourists while they were on tour in the tourist attractions. Having less knowledge about the perceptions of tourists with regard to crime in Cape Town was particularly important during the surveys. This information was obtained from respondents through sharing their feelings during which they indicated their perceptions as they answered the questionnaires (Burns & Bush, 2010:57).

The study was conducted as a non-experimental research with a survey design. The process of collecting the data involved face-to-face or one-on-one interaction with the tourists, thus making the data more reliable compared to self-completed surveys (Saunders et al., 2008:144 and Wild & Diggines, 2013:110). This also concurs with Housden (2010:162) who comments on the efficiency and reliability of face-to-face surveys.

Furthermore, the survey method allows the researcher to have some control and manage the process of data collection both in times of asking questions and sampling (Wilson, 2006:135). Baines and Chansarkar (2002:88) also indicate that there is a higher response rate which was also witnessed during the surveys. The following table shows the schedule that was used for intercepting respondents in the tourist attractions in Cape Town.

**Table 4.4: Schedule for conducting surveys**

| <b>Table Mountain Arial Cable Way</b> | <b>V &amp; A Waterfront</b> | <b>Kirstenbosch Gardens</b> | <b>Total Participants</b> |
|---------------------------------------|-----------------------------|-----------------------------|---------------------------|
| (63)                                  | (31)                        | (46)                        | (N=140)                   |

In continuation of the above, personal intercept interviews were conducted at three tourist attraction centres, as depicted in Table 4.4. These interviews were intended to take place in five attractions, however, only three of them were used because the granting of permission to do interviews at Robben Island and Signal Hill was delayed and no respondents were interviewed in those two attractions. Tourists were only intercepted at the entrance to the Aerial Cable Car on Table Mountain where data was collected. More intercepts were also done at Kirstenbosch Gardens, and the V.& A. Waterfront.

The destinations receive over 3 million visitors per annum. In this regard, the study aimed to do 200 interviews as suggested by De Vos et al. (2011:225): for a population of over 1 000 visitors that visited during the duration of the study, 14% of them would represent a good sample. However, only 140 interviews were conducted due to the limited number of days that were approved for doing data collection at the attractions. The research budget also contributed to a reduction in the number of conducted interviews. The lower numbers of tourists arriving in the attractions were also caused by bad weather, such as strong winds on Table Mountain, causing the cable car services to be suspended during the approved days for data collection.

With a sample of 140 respondents at 95% level of confidence, the study is likely to have an 8,1% margin of error representing the tourist population with similar perceptions regarding crime. In other words, if the same study were to be repeated 100 times, then 95 of the 100 observations (confidence level) would fall within a margin of error of  $\pm 8,1\%$  (either way).

Given the length of the questions and the detail, it was decided that the 140 interviews sufficed. Furthermore, it was only the need of quantifying the responses on tourists' perceptions as many factors had been highlighted and addressed in the qualitative section during the IDIs. The questionnaire was used to connect, link or clarify issues raised during the IDIs.

According to Sudman and Blair (1998:153-159), intercepting tourists while conducting face-to-face surveys tends to be a cheaper and convenient method. This method was also flexibly managed to fit the respondents' needs and requirements. This includes answering questions while

following the queue or engaging a friend to translate into English what the respondents will be narrating in their language (Merriam, 2009:87-110).

- **Questionnaire**

The study used a structured questionnaire for collecting data from the surveys. In order to ensure all questionnaires were accounted for, a numbering system was used so as to monitor, track and control the movement and capturing process. A questionnaire was used because it is a device/instrument that could collect data from one or more respondents at a time. It could also be used where the researcher could not physically or personally be present and simply was assisted by research assistants to ensure the questionnaires were completed (Pandey & Pandey, 2015:101). However, questionnaires collected responses that provided conclusive data about tourist perceptions. Burns and Bush (2010:330) also indicate that a questionnaire translates research objectives into specific questions to which the responses provide solutions to the research problem. In this regard, the questions were done in a way to address some themes or constructs namely; pre-visit crime preparations, general safety and security issues including perceptions thereof on three different trip stages. Pre-visit construct questioning style was adapted from George (2003:577), while the general safety and security safety questions were from Ntuli and Potgieter (2001:64). Likewise, crime related perception construct questions were developed focusing on Bloom (1996:98), Ferreira and Harmse (2000:83) and George (2010:809) whose studies delved more on tourists' perceptions of crime on different trip stages including the surveys at different points of departure (post-visit).

Furthermore, questions were divided in to pre-visit (Q.12 – Q.15), during the visit (Q.16 – Q.20) and post-visit questions (Q.21 – Q.25) in which a structured questionnaire was used with a variety of questions, as proposed by Pandey and Pandey (2015:58).

Firstly, questions 13,15,16,17, 20, 21 and 24 had rating scales in order for the interviewees to express different levels of emotions and personal feelings. The rating scales (Q.17) provided tourists with an opportunity to express how they perceived crime, as viewed by Babin & Zikmund (2013:289) on the expression of emotions. For example, Q.17.2 ("I felt safe during my stay/visit in SA") allowed tourists to indicate their responses from strongly agree [5] to strongly disagree [1], thereby reflecting how they felt about crime in Cape Town.

In addition to the questions with the rating scales, questions 12, 14 and 18) were also utilised with simple answers (Yes or No) to be provided (Burns & Bush, 2010:301). These questions made it

easier for data entry as well as standardisation of the responses on crime perceptions by international tourists (Wild & Diggines, 2009:177).

Furthermore, question 19 was also used as an open-ended question to allow tourists to make their contributions, recommendations and give their opinions on the crime situation in Cape Town, as well as enable the victims of crime to explain exactly what had happened to them. Burns and Bush (2010:333) state that the ability to ask unambiguous questions makes it even much easier for respondents to provide meaningful and accurate answers/responses to open-ended questions. Sudman and Blair (1998:253) also concur with the idea of asking simple and clear questions so that the respondent understands the question, interprets it, and answers in the same way as it is intended for the study.

Lastly, data collected through the use of questionnaires permitted direct interaction between the researcher and the respondents. This human interaction helped to keep the respondents cooperative and motivated, and it also encouraged respondents to complete the questionnaires (Neuman, 2012:235).

In addition, Pandey and Pandey (2015:101) point out that if questionnaires are appropriately used to collect data from subjects, they produce good results. Those subjects are the people that the researcher interacted with while conducting the study, and these are the research participants, respondents, tourists or interviewees.

#### **4.2.6 Data presentation and analysis procedures**

The data was analysed and interpreted in a way to provide informative results as recommended by De Vos et al. (2011:402). The data analysis process was based on the investigative questions and objectives of the study using the Statistical Package for Social Sciences (SPSS) for the quantitative data, while qualitative data was transcribed. Following the analysis, data was presented using diagrams, charts, graphs, and tabular forms, depending on their complexity.

The advantage of well presented data made it easier and simpler to understand while complexly presented documents are difficult to grasp (Kothari, 2004:130). The study undertook to present data in a simplified manner for the benefit of the readers of the final document (Burns & Bush, 2010:61).



#### **4.2.7 Ethical Considerations**

The research conduct is guided by a code of ethics as outlined by the South African Marketing Research Association (SAMRA). Research ethics stipulates the way in which data is gathered objectively in an honest manner without intruding in people's lives without their consent (Baines & Chansarkar, 2002:9). In trying to achieve this, the researcher adhered to the following ethical requirements by Merriam (2009:228).

**Informed consent** – The respondents were informed by the researcher that their participation was voluntary. They were also free to skip questions they did not feel safe to answer or those that embarrassed them. They were also free not to participate at all. Furthermore, they were also informed of their right to terminate the interview at any time should the need arise. Respondents were given an opportunity to write their names and sign in the spaces provided on the questionnaire and the interview schedule, confirming their consent, as highlighted by Housden (2010:91). Some respondents professed that by only completing their names without actually signing the document it signified consent and proceeded with the interview freely.

**Confidentiality** – Respondents were informed of the confidentiality of their provided information which would not be passed on to third parties, except for the purpose of this study (De Vos et al., 2011:119-120).

**Anonymity** – Respondents were also informed that their names and the results of this study would not be linked; they would remain anonymous (Aaker et al., 2011:210).

Lastly, according to the recommendations by Babin and Zikmund (2013:79), the researcher further ensured that the highest ethical standards were upheld by personally processing all the necessary documentation required for this study. These included the consent letters from organisations, the ethical clearance certificate from the department, and obtained the consent from all respondents before answering any questions either verbally or by signing.

#### **4.3 Summary**

The chapter on research design and methodology provided a framework with step by step actions that were followed in gathering data. The chapter explored a deductive post-positivism philosophy, employing a mixed method approach. Both quantitative and qualitative research methods were applied to this study.

A pilot study was also conducted in the initial stages of data collection, using draft data collection tools. This helped with providing insights into how to develop the conclusive questionnaire that was used to finally collect the required data.

Furthermore, engagement with respondents in the tourist attraction centres was done through IDIs and surveys, using the questionnaire and the interview schedules for both the demand and supply side. The data collection tools were discussed in detail and some arguments submitted as to the reason why these were chosen among other tools.

Lastly, the data from interviews was recorded and transcribed, while data from surveys was also coded. All the results are as reported in the following chapter under research findings, analysis and presentation.

## CHAPTER FIVE

### PRESENTATION OF FINDINGS, INTERPRETATION AND ANALYSIS

#### 5.1 Introduction

The primary objective of this study was to investigate the perceptions of crime among international leisure tourists in Cape Town (Babin & Zikmund, 2013:132).

The results are presented using a mixed method approach, i.e. the results from the IDIs (qualitative results) were consolidated with those from the surveys (quantitative results) (De Vos et al., 2011:444). Furthermore, the responses (results) from both qualitative interviews (exploratory research) and descriptive sample surveys (quantitative research) including those from tourists (tourism demand side) and service providers (tourism supply side) were documented and presented starting with the tourism demand side.

#### 5.2 Tourism demand side analysis

The interviewees on IDIs were international leisure tourists to different attractions in destination Cape Town. They were interviewed based on their country of origin or language spoken. This information was determined during the introductions just before each interview.

##### 5.2.1 Descriptive statistics on international leisure tourists to Cape Town

These (IDIs) were followed by surveys conducted with tourists by completing questionnaires in which the responses reflected the results as shown in Table 5.1.

**Table 5.1: Demographic and crime-related factors (independent variables)**

| Demographic and crime-related factors |                        | n  | %    |
|---------------------------------------|------------------------|----|------|
| Population group                      | Black                  | 52 | 37.1 |
|                                       | Coloured/Asian         | 32 | 22.9 |
|                                       | White                  | 56 | 40.0 |
| Gender                                | Female                 | 70 | 50.0 |
|                                       | Male                   | 70 | 50.0 |
| Country (continent)                   | African country        | 36 | 25.7 |
|                                       | European country       | 58 | 41.4 |
|                                       | North American country | 19 | 13.6 |
|                                       | South American country | 8  | 5.7  |
|                                       | Asian country          | 12 | 8.6  |
|                                       | Australian country     | 7  | 5.0  |

|   |   |                         |      |
|---|---|-------------------------|------|
| Language  | English                                     | 52                      | 37.1 |
|   | French                                      | 21                      | 15.0 |
|   | German                                      | 11                      | 7.9  |
|   | Dutch                                       | 14                      | 10.0 |
|   | Portuguese                                  | 9                       | 6.4  |
|   | Arabic                                      | 6                       | 4.3  |
|   | Hindi                                       | 4                       | 2.9  |
|   | Swahili                                     | 6                       | 4.3  |
|   | Other African                               | 14                      | 10.0 |
|   | Other European                              | 3                       | 2.1  |
|   | Marital status                              | Married/Living together | 86   |
| Single/divorced/widowed                             |   | 54                      | 38.6 |
| Schooling   | Primary education (up to 7 years)           | 6                       | 4.3  |
|   | O & A levels (up to 13 years)               | 36                      | 25.7 |
|   | Further education and training (vocational) | 40                      | 28.6 |
|   | Completed university degree (15 years)      | 37                      | 26.4 |
|   | Post university/technikon (15 years +)      | 21                      | 15.0 |
| Age   | 18 to 25 years                              | 19                      | 13.6 |
|   | 26 to 35 years                              | 62                      | 44.3 |
|   | 36 to 50 years                              | 38                      | 27.1 |
|   | 51 to 65 years                              | 17                      | 12.1 |
|   | 65+ years                                   | 4                       | 2.9  |
| Group size  | 1   | 19                      | 13.6 |
|   | 2   | 44                      | 31.4 |
|   | 3   | 24                      | 17.1 |
|   | 4   | 22                      | 15.7 |
|   | 5+  | 31                      | 22.1 |
| Group children                                      | 0   | 92                      | 65.7 |
|   | 1   | 23                      | 16.4 |
|   | 2   | 20                      | 14.3 |
|   | 3   | 1                       | 0.7  |
|   | 4   | 2                       | 1.4  |
|   | 5   | 2                       | 1.4  |
| Source crime information (pre-visit)                | Yes   | 127                     | 90.7 |
|   | No  | 13                      | 9.3  |
| Crime preparation measures (pre-visit)              | Yes   | 123                     | 87.9 |
|   | No  | 17                      | 12.1 |
| Safety & crime awareness information (during visit) | Yes   | 116                     | 82.9 |
|   | No  | 24                      | 17.1 |
| Witness crime (during visit)                        | Yes   | 64                      | 45.7 |
|   | No  | 76                      | 54.3 |
| Crime victim (during visit)                         | Yes   | 30                      | 21.4 |
|   | No  | 110                     | 78.6 |
| Re-visiting SA within 5 years                       | Yes   | 105                     | 75.0 |
|   | No  | 35                      | 25.0 |

### **5.2.1.1 Visitors' profiles**

Notably, most tourists surveyed were from Europe (41.4%), followed by Africa (25.7%), America (19.3%), Asia (8.6%), Australia and the other remaining countries (5.0%) as reflected in Table 5.1.

It was also discovered that English was mostly used for communication by travellers, with 37.1% of the respondents, followed by French (15.0%), Dutch (10.0%) and German (7.9%). Having an understanding of the languages that are more popular or more commonly spoken by tourists, informs the destination marketers which ones (languages) are to be used when marketing the destination.

Home language was important to ensure that tourists understood the information or messages communicated by the destination marketer. These would include travel tips conveyed through different information sources or media. It was also important, particularly in understanding how tourists perceived crime as they narrated their experiences, and how they reacted to crime related information as well as how it would further influence their travel decisions in future.

In as much as language was important for communication purposes, age also played a role in the way respondents reacted to crime related information. In this regard, 71.4% of the respondents were in the 26 - 50 years age groups as shown in the Table. This group represented the literate people who understood the effects of criminal activities within the destination and how they influenced travellers' perceptions as well as their travelling habits (Galamboš et al., 2014:17).

In addition to the above factors, it was also discovered that most (70%) of the visitors attained further education and training i.e. up to post-university level of education, while the remaining 30% have attained up to 'O' & 'A' Levels of formal education. These levels of education might translate to better understanding of the of the survey questions and responses thereof, even though it's not proved.

### **5.2.1.2 Visitors' travel habits**

As discussed above, it was also noted that the majority (86.4%) of the respondents visiting the destination, travelled in groups of 2 or more as shown in Table 5.1.

On the other hand, 34.3% of the tourists travelled in the company of one or more children while 65.7% of them were travelling without children. Those who travelled alone constituted 13.6% of the sample, and further revealed that they were travelling mainly for business purposes.

Table 5.2 shows the respondents' number of visits to the destination. Nearly half of respondents (45.7%) surveyed were first time visitors, while the remaining 54.3% of them had visited the destination multiple times.

**Table 5.2: Tourists' total visits to South Africa in the past 5 years**

| Number of visits            | Frequency | Percentage | Cumulative percentage |
|-----------------------------|-----------|------------|-----------------------|
| Once (1 <sup>st</sup> time) | 64        | 45.7       | 45.7                  |
| Twice                       | 41        | 29.3       | 75.0                  |
| Three times                 | 15        | 10.7       | 85.7                  |
| Four times +                | 20        | 14.2       | 100                   |
| Total                       | 140       | 100.0      | 100.0                 |

Qualitative interviews revealed that both multiple visits and long stays on a single visit were significant to the study. This was from the view that the longer visitors stayed at the destination, the better they understood the crime situation as well as the better perceptions they had about it. This understanding on behalf of those who spent more days at the destination was as a result of their experiences and witnessing crime related situations.

**Table 5.3: Number of nights tourists stayed at the destination**

| Number of nights                 | Frequency | Percentage | Cumulative percentage |
|----------------------------------|-----------|------------|-----------------------|
| Up to one week                   | 31        | 22.1       | 22.1                  |
| Seven days up to ten days        | 21        | 15.0       | 37.1                  |
| Eleven days up two weeks         | 27        | 19.2       | 56.3                  |
| Over two weeks up to three weeks | 36        | 25.7       | 82.1                  |
| Over three weeks up to one month | 16        | 11.3       | 93.6                  |
| One month plus                   | 9         | 6.3        | 100.0                 |
| Total                            | 140       | 100.0      | 100.0                 |

The descriptive results in Table 5.3 show that more than half (62.9%) of the tourists stayed at the destination for more than ten days, which gave them ample time to assess, experience and understand the crime situation at the destination (Carbon, 2014:5). However, the study reflected that the physical assessments conducted by respondents during the visit concur with the

assessment criteria used prior to visiting the destination, as all of them relied more on a number of information sources and the reliability of those sources.

### **5.2.2 International leisure tourist crime-related perception constructs**

Five constructs were developed using the exploratory factor analysis as follows; crime preparations, general safety information, security safety, crime perceptions during the visit as well as for the post-visit stages.

#### **5.2.2.1 Crime preparations (pre-visit)**

The pre-visit assessments were done by conducting qualitative interviews and surveys in the Cape Town tourist attraction centres. The respondents narrated and reflected on events that took place during their trip preparations, i.e. before visiting the country. These preparations included searching for information and listing the destinations they considered for their visit, as highlighted earlier in Chapter 2 (Section 2.3).

Furthermore, 90.7% of the tourists as per table 5.1<sup>1</sup>, indicated that they also sourced for information relating to the activities that were available in the country's tourist attractions while 87.9% of them took some measures to prepare for the anticipated crime. The information they searched also included accommodation options, transport, food and crime prevalence, among others. However, carrying out these assessments led them to choose South Africa in preference to other destinations.

### **Factors influencing visits to South Africa**

Responding to the reasons why they (as tourists) preferred South Africa to other destinations, visitors mentioned a number of factors that motivated or influenced them to visit the country.

#### **a. 2010 FIFA World Cup**

Remarkably, the successful hosting of the 2010 FIFA World Cup mega event in South Africa influenced people in the world to visit the country (Swart et al., 2016:2). This is evidenced by eight of the nine tourists who stated that the success of the FIFA World Cup was a major reason for them wanting to experience life at the destination. Six out of those eight respondents that were influenced by the hosting of the soccer World Cup in South Africa, were convinced by WOM from friends and family who had attended the event. This also concurs with survey results as displayed in Table 5.6. The remaining two were repeat visits following on to the soccer World Cup

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<sup>1</sup> See also Table 5.1 on page 86

experience. However, visitors also indicated other reasons that motivated and influenced them to visit the country.

#### **b. Value for money**

Likewise, it also emerged from the interviews that value for money was among the key reasons why visitors were motivated to visit South Africa. In this regard, some of the tourists commended South Africa, where one gets value for money (VFM) due to a favourable exchange rate. This concurs with Awaritefe (2004:36) who states that tourists also consider visiting destinations where basic commodities are reasonably priced. Tourists benefit from them as they can afford to buy or participate in more activities, as compared to other world tourist destinations.

However, the quality of the tourism products and services in South African attractions is not compromised in any way as they are perceived to be of a higher standard (Marschall, 2012:722). These tourism products include the food, transport services and most of the activities within the destination. It is also evidenced by the feedback from tourists as highlighted by another visitor who was on his third visit to South Africa and responded as follows:

*Yes, it is true there are so many destinations around the world, however, I like South Africa because the food is great, as well as good infrastructure plus beautiful landmarks and beaches. Most importantly, in my own view, I can enjoy a lot for a reasonable budget, that's what I call real value for money (RVFM) which is unique to this country and especially to Cape Town.*

In this regard many visitors shared similar views on their experiences whilst visiting South Africa; however, this was all based on the information revealed during the interviews.

#### ***Information sources used by visitors during pre-visit stages***

Tourists were influenced by several factors to visit South Africa. This led them (visitors) to start searching<sup>2</sup> for information concerning the destination prior to making travelling decisions<sup>3</sup>. It also included enquiring about the availability of accommodation, transport services, attractions to be visited, and activities to participate in at the attractions, as well as safety and security information. The research results concur with George (2010:808) who also indicates that the results resonate with the visitors' behaviour to make enquiries with regard to the crime situation before purchasing trip tickets. The detailed sources consulted include those listed in Table 5.4.

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<sup>2</sup> Table 5.1 show that 90.7% of the respondents confirmed to have searched for crime related information during pre-visit stages

<sup>3</sup> See Section 2.3.8.1.



Furthermore, respondents were asked to rate their information sources and rank them accordingly. (see Table 5.4.) The information sources were ranked using the mean value of the responses from respondents ranging from 1 to 5 (1 = not useful at all; up to 5 = extremely useful) which shows how useful they were to them. Not only did the WOM score high for both family (4.65) and friends (4.58) but it also reflected the highest audience (n=114 and 119 respectively) with only Facebook showing a similarly high audience (n=118). The high mean value, including the high number of respondents (n), reflects the importance of those information sources to the respondents. Through the use of WOM tourists have limited chances of making independent purchase decisions, as they are influenced by those giving assurance. Hence, it is considered an effective source of information (Swart et al., 2016:3).

**Table 5.4: List of information sources consulted during pre-visit stages**

| Information source consulted               | Rank | Number of respondents | Minimum value | Percentage mean | Mean |
|--|------|-----------------------|---------------|-----------------|------|
| WOM: Family                                | 1    | 114                   | 3             | 93.0            | 4.65 |
| WOM: Friends                               | 2    | 119                   | 1             | 91.6            | 4.58 |
| On-line media: Attraction websites         | 3    | 65                    | 2             | 83.6            | 4.18 |
| Other sources: Consulate                   | 4    | 84                    | 1             | 82.8            | 4.14 |
| On-line media: Internet                    | 5    | 107                   | 1             | 82.8            | 4.14 |
| Social media: Facebook                     | 6    | 118                   | 1             | 81.4            | 4.07 |
| Social media: Twitter                      | 7    | 106                   | 1             | 81.2            | 4.06 |
| Other sources: Tourism information centres | 8    | 68                    | 1             | 80.2            | 4.01 |
| Social media: Instagram                    | 9    | 72                    | 1             | 65.8            | 3.29 |
| Print media: Tourist guidebook             | 10   | 89                    | 1             | 63.8            | 3.19 |
| Print media: Tourism brochure              | 11   | 99                    | 1             | 63.4            | 3.17 |
| On-line media: Tourism brochures           | 12   | 16                    | 1             | 60.0            | 3.00 |
| Social media: YouTube                      | 13   | 69                    | 1             | 55.0            | 2.75 |
| Print media: Newspaper                     | 24   | 86                    | 1             | 54.0            | 2.70 |
| Broadcast media: Radio                     | 15   | 66                    | 1             | 53.4            | 2.67 |
| Broadcast media: TV                        | 16   | 71                    | 1             | 53.2            | 2.66 |
| <b>N = Fewer than 10</b>                   |      |                       |               |                 |      |
| Other sources: General knowledge           | 17   | 9                     | 1             | 62.4            | 3.12 |
| Other sources: School/academic institution | 18   | 6                     | 3             | 83.4            | 4.17 |
| Other sources: Tour operator               | 19   | 5                     | 2             | 72.0            | 3.60 |
| Other sources: Accommodation provider      | 20   | 4                     | 3             | 80.0            | 4.00 |
| Other sources: Trade show                  | 21   | 4                     | 2             | 80.0            | 4.00 |
| Other sources: Tourism conference          | 22   | 2                     | 3             | 80.0            | 4.00 |

On-line media (attraction websites) and other sources (schools/academic institutions) with mean values of 4.17 and 4.18 indicate that these sources were useful to tourists. However, only 46.0% of tourists used on-line media (attraction websites).

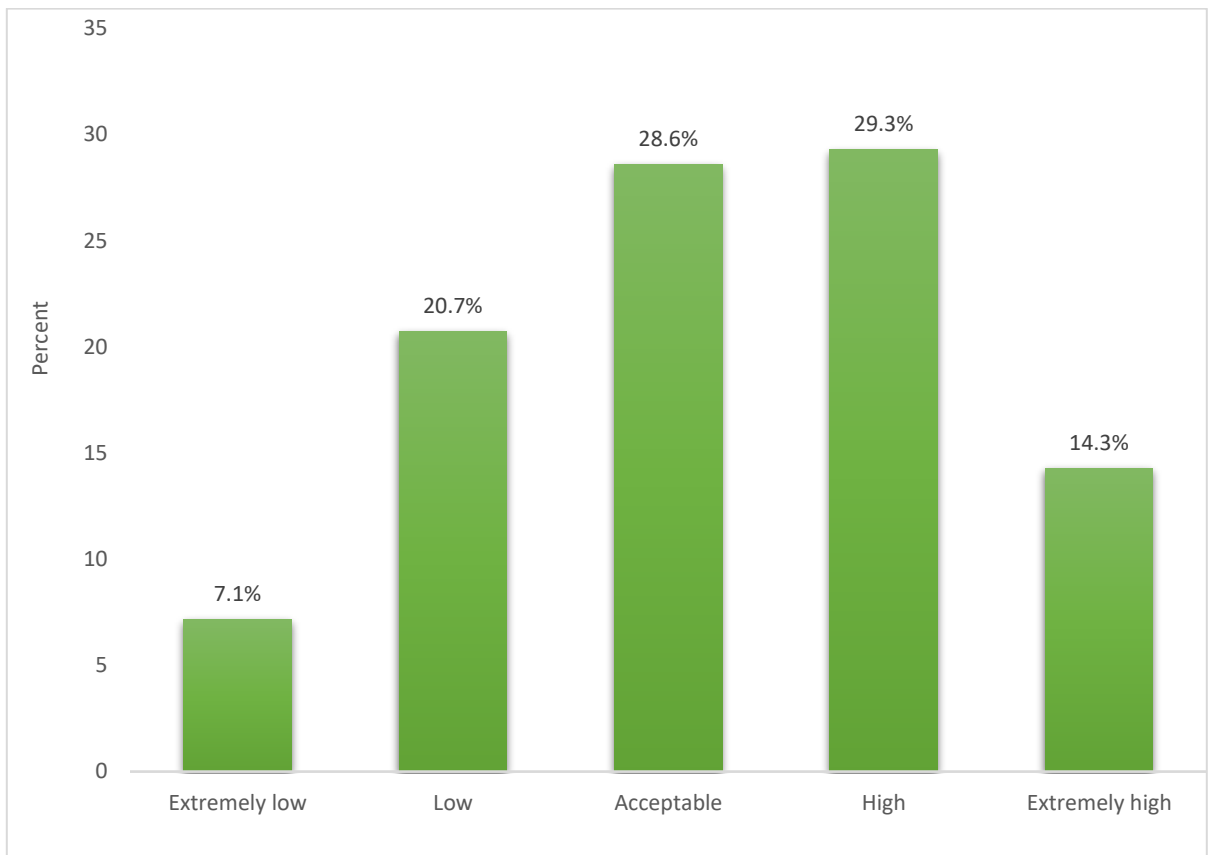
In addition to the sources above, were the country's consulate offices, internet, Facebook and Twitter with a mean ranging from 4.01 (80.2%) to 4.14 (82.8%). This means these information sources were also considered to be useful. Importantly, more than 60.0% of the tourists consulted these sources, thereby making them reliable to the visitors.

The figures marked in red in Table 5.4 below have a total number of respondents which are fewer than 30 respondents of the sample as shown, considering the number of respondents; those marked in green constitute more than half the sample size, thereby increasing their chances of reliability.

Likewise, visitors also confirmed to have checked for issues relating to crime statistics of the places closer to where they would secure accommodation. However, they mentioned it was difficult for them to get the information since it was not displayed on most of the attractions' websites.

These results reflect what tourists obtained from their personal searches for information, as well as the influence from service providers including the DMOs. Tourists revealed varied opinions during IDIs of how they perceived South Africa prior to their visit. Half of the respondents (interviewees from IDIs) stated that they thought crime was rife and perceived the destination to be unsafe. This concurs with Kapuscinski (2014:50) who indicates in a similar study that it is due to the influence of negative media reports among other reasons.

Conversely, a number of them were also of the opinion that crime was seen as moderate compared to what is happening elsewhere in the world. Only a few (22.3%) of the tourists indicated that they were not really concerned about the crime statistics at the destination; all they wanted was to be in South Africa following advice they got from their friends. Importantly, the varied opinions during IDIs were similar to those from the survey, depicted in Figure 5.1, illustrating crime perceptions that concur with those qualitative results from the above paragraph.

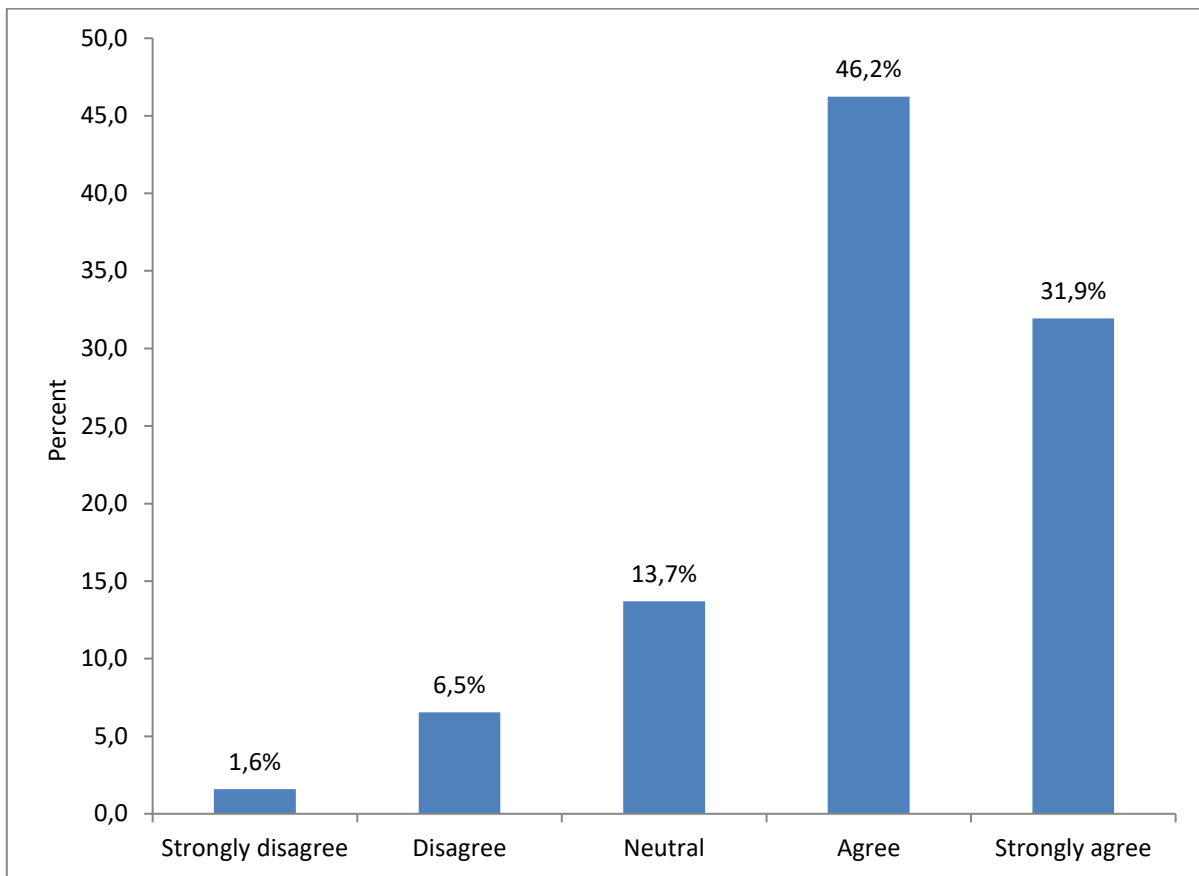


**Figure 5.1: Tourists' perceptions of crime in Cape Town before booking a trip**

The results obtained from the survey further reflected that before buying trip tickets, tourists had varied perceptions about crime in the destination. They revealed that 43.6% of the visitors were of the opinion that crime ranged from high to extremely high within the Cape Town destination, while only 28.6% viewed the crime level as acceptable and the remaining 27.8% considered the crime level to be between low and extremely low.

Notably, 43.6% of the respondents who perceived crime levels in Cape Town to be high was a significant representation of the tourists. This raises concerns. This figure entails that four to five tourists in every ten perceived crime in the destination to be high which may have influenced them to prepare in anticipation of potential crime during the trip.

Likewise Figure 5.2 is a depiction and confirmation of tourists' perceptions that were expressed using four Likert Scale statements/questions. The scales were utilised to consider international leisure tourist crime preparations (pre-visit) by computing the weighted averages.



**Figure 5.2: Crime preparations (pre-visit) frequency**

A majority of respondents (78.1%) agreed (agreed and strongly agreed) preparations were made regarding their anticipation of potential crime in comparison to 8.1% who disagreed (disagreed and strongly disagreed).

Following what tourists learnt from different sources of information and media as well as how they finally perceived crime in South Africa, they began preparations for the trip. Although a significant number (43.6%) of respondents, as per Figure 5.1, indicated that they perceived crime to be high in the country, the majority (90.7%)<sup>4</sup> of them started researching more about the crime situation in the destination.

<sup>4</sup> See Table 5.1 page 86

**Table 5.5: Tourists' preparations against crime**

| Tourists' preparations against crime   | Number 126 out of 140 | Percent 100% | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree | Mean | Mean percentage |
|--|-----------------------|--------------|----------------|-------|---------|----------|-------------------|------|-----------------|
| Kept all important documents locked in a safe at accommodation                   | 126                   | 90           | 34.3           | 35.0  | 15.7    | 3.6      | 1.4               | 4.8  | 81.6            |
| Desisted from carrying large sums of money during tours                          | 126                   | 90           | 27.9           | 47.1  | 10.7    | 2.9      | 1.4               | 4.08 | 81.6            |
| Bought travelling bags with locks, in preparation for the visit                  | 126                   | 90           | 31.4           | 39.3  | 8.6     | 10.0     | 0.7               | 4.01 | 80.2            |
| Deposited money to be used during the stay into credit cards                     | 126                   | 90           | 20.0           | 52.9  | 12.9    | 2.9      | 1.4               | 3.97 | 79.4            |
| Scheduled the activities to be during daytime and indoors at night               | 126                   | 90           | 29.3           | 39.3  | 12.1    | 7.1      | 2.1               | 3.96 | 79.2            |
| Left all expensive jewellery behind, only travelled with the less expensive ones | 126                   | 90           | 19.3           | 19.3  | 10.0    | 19.3     | 22.1              | 2.94 | 58.8            |

Rated and converted where: 5 = Strongly Agree (100%); 4 = Agree (75%); 3 Neutral (50%); 2 = Disagree (25%); 1 = Strongly Disagree (0%)

Qualitative results revealed that tourists searched for crime related information mainly on the internet, as they enquired about the places that are mostly affected by crime and their proximity to the intended attractions. The respondents confirmed to have enquired about those crimes more prevalent in the destination, the times of day when they were mostly committed, and the likely victims. Most of them took the measures as indicated in Table 5.5. The table shows that 90.0% of the respondents confirmed to have prepared against potential crime by performing those actions as listed above.

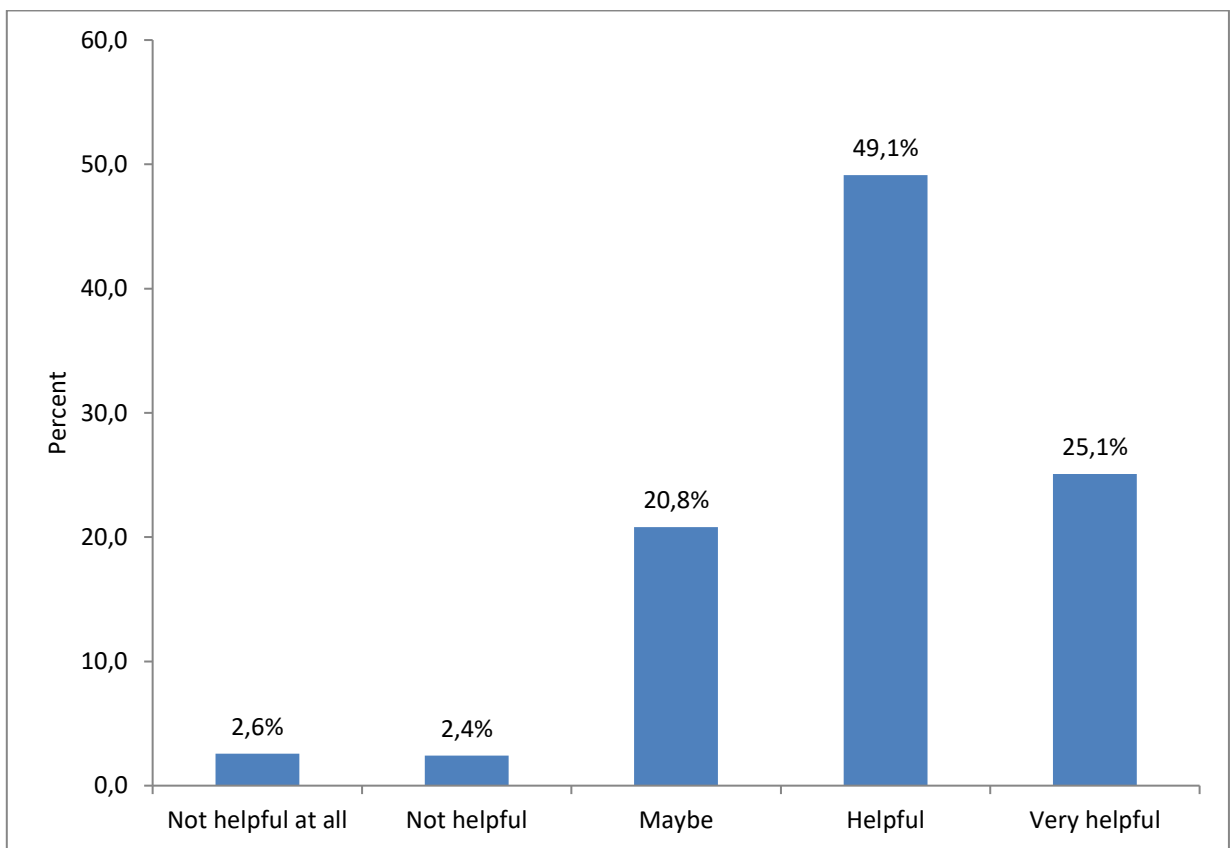
The respondents were asked to tick on a rating scale the actions they took in preparation of potential crime. Their responses were ranked from the lowest (strongly disagree = 1 to strongly agree = 5) to the highest. Most of the categories had a mean that varied between 3.96 (79.2%) and 4.08 (81.6%), meaning they all agreed to have prepared against potential crime within the destination in one way or another.

Notably, among the actions listed in Table 5.5 in which visitors confirmed their trip preparations, the respondents indicated that they did not prefer to leave their expensive jewellery behind. However, they opted to carry their valuables with them as shown with a mean of 2.94 (58.8%). The survey results revealed that travelling with valuables increases the chances of tourists becoming victims to crime in the destination. This concurs with Breetzke and Cohn (2013:391), who are of the opinion that losing valuables due to criminal elements also contributes to more incidences being reported. It would therefore result in tourists perceiving crime in Cape Town to be high. Despite perceptions of crime and preparations, tourists continued with their trips as they

were not deterred from visiting the destination in any way, even after learning about the crime situation.

### 5.2.2.2 General safety information

Following pre-visit preparations, the respondents' views and opinions were probed and the following responses were reflected, while they were answering questions on general safety and crime assessments with regard to their visit to the destination.



**Figure 5.3: Contact frequency**

Five Likert scale questions were utilised to consider the general safety information given to international leisure tourists during their visit to Cape Town by calculating the weighted average as depicted in Figure 5.3. Nearly three-quarters of respondents (74.2%) found the general safety information to be helpful (helpful and very helpful) versus 5.0% who found the information not to

be helpful (not helpful and not very helpful at all). The tourists viewed safety from various angles. Overall these can be categorised as follows:

- a. Personal safety
- b. Safety of property/valuables
- c. Safety at attractions

Firstly, the IDIs revealed that personal safety relates to a number of things that threaten, or cause physical harm to the tourists. This concurs with the finding of Zhang and Hou (2017:7). On the other hand, the respondents indicated that the visitors needed to be vigilant for any criminal elements or behaviour from members of the public.

Likewise, some respondents tended to be negligent about issues pertaining to personal safety by travelling alone and in some cases even doing so during night times. The qualitative interview results indicated that some of them even went to secluded places where they fell victim to criminals<sup>5</sup>. This concurs with Labuschagne and Salfati (2015:6-9) who mention that criminals mainly attack their victims when they are alone and mostly when there are no other people in close proximity.

Despite being alone, the visitors also indicated that they were not willing to leave behind their cameras, although such valuable equipment was likely to attract criminals. However, according to them (tourists), leaving this equipment behind would have resulted in a poor tourism experience. These sentiments resonated with what one tourist had to say:

*I personally would prefer carrying my camera with me everywhere. When I just get that exciting moment, I will have to capture it and share with my followers because I love social media. I keep my friends updated and well informed about any developments all the time.*

This was contrary to the view or opinion of a representative at the Table Mountain Cable Car, who had the following to say during a qualitative interview:

*Tourists can improve their safety including safeguarding some valuables if they stop carrying around anything of value during their visits to attractions.*

Safety of personal property included luggage or any of the visitors' personal belongings while travelling, or while they are anywhere in the destination. The respondents who lost personal belongings mentioned that it happened while they were in transit as well as when changing flights.

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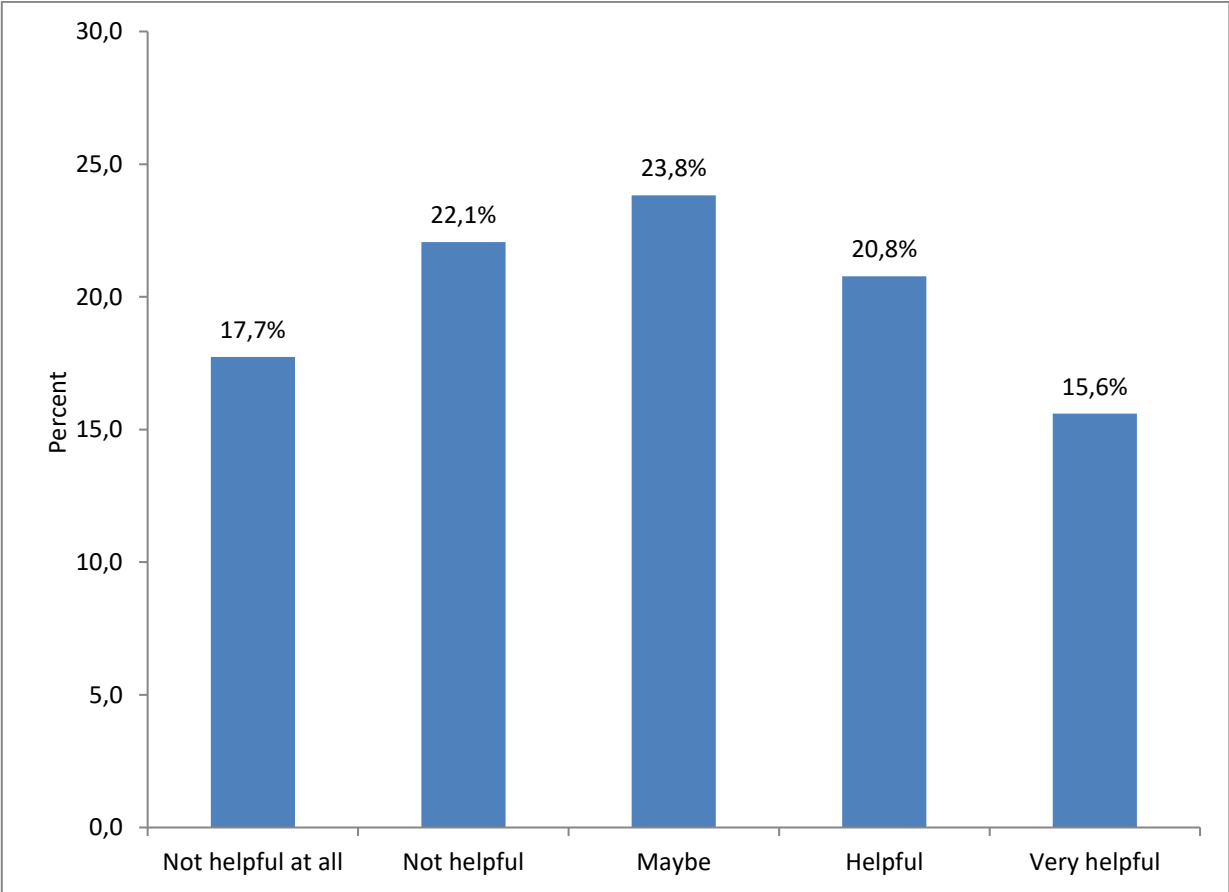
<sup>5</sup> See also Section 5.3.1.2 on crime assessment.

A few tourists mentioned during IDIs that their bags were stolen together with important documents including passports, which is of concern on security safety.

**5.2.2.3 Security safety information**

Attractions were either viewed as safe or unsafe based on reported crime incidents. In this regard, both qualitative and quantitative results revealed that tourists were attacked by criminals by being mugged or robbed of their valuables. However, very few respondents complained about having lost their belongings due to crime.

Two Likert scale questions were also used to determine the security safety information given to international leisure tourists during their visit to Cape Town by working out the weighted average as depicted in Figure 5.4.



**Figure 5.4: Safety and security frequencies**



Less than half of respondents (36.4%) found this information to be helpful (helpful and very helpful) contrary to 38.8% who found it not to be helpful (not helpful and not very helpful at all). On the other hand, the information was helpful in a way that it enabled the visitors to make some safety related assessments in the destination.

***Crime assessment and experiences in the destination***

Despite the fact that tourists prepared for the potential crime as mentioned above, Table 5.6 indicate the extent tourists experienced or witnessed criminal activities in the destination. This was reflected during both IDIs and the survey as tourists were asked whether they became victims or if they witnessed any incidents of crime in the destination. Their responses reflected three distinct categories namely: witnesses, victims and another group who were neither both of the first two categories.

**a. Tourists as witnesses to criminal activities**

The first category of tourists stated that they witnessed criminal activities during their stay in Cape Town. Witnessing of crime incidents was reported from both the in-depth interviews and also noted during the survey. The incidents they witnessed included car break-ins, muggings along the mountain hiking routes, and theft of visitors’ personal belongings. This was said to have happened along the streets, at attraction centres, as well as at accommodation facilities in the destination.

Since there were varied views from the respondents during IDIs, it informed the need for a survey to be conducted. Following the survey, it was then discovered that 45.7% of the respondents had witnessed crimes being committed during their visit at the destination. However, 54.3% of the sample, did not witness anything that was crime related, as depicted in Table 5.6.

**Table 5.6: Respondents who witnessed crime being committed in Cape Town**

| <b>Tourists who witnessed crime</b> |       | <b>Frequency</b> | <b>Percentage</b> |
|-------------------------------------|-------|------------------|-------------------|
| Responses                           | Yes   | 64               | 45.7              |
|                                     | No    | 76               | 54.3              |
|                                     | Total | 140              | 100.0             |

## **b. Tourists as victims of crime**

Likewise, a large number of visitors claimed to have been victims of crime in Cape Town, as they were mugged of their belongings which included cash and passports. Among the few incidents that were highlighted, was one tourist who became a victim and had this to say with regard to his experience:

*I am not going to talk about other people's experiences. However, I can say, personally, I was a victim of crime myself, here in Cape Town and lost my belongings one early morning in the Retreat suburbs after being robbed at gun point, as I was going back to my hotel room on my way from a nightclub.*

The sample survey reflected that 21.4% of respondents became victims of crime as depicted in Table 5.7. This means that more than two people in every ten visitors fell victim to crime during their visits. This figure is regarded as being too high and does not bode well for the tourism industry either.

**Table 5.7: Respondents who became victims of crime during their visit**

| <b>Tourists who became victims to crime</b> | <b>Frequency</b> | <b>Percentage</b> |      |
|---|------------------|-------------------|------|
| Responses                                   | Yes              | 30                | 21.4 |
|   | No               | 110               | 78.6 |
|   | Total            | 140               | 100  |

## **c. Those who neither witnessed nor became victims of crime**

However, this was contrary to what most surveyed tourists observed: they did not encounter crime around the attractions. These sentiments were shared by the majority of visitors who said they neither became victims nor witnessed any incidents of crime during their stay in Cape Town. This confirms the idea that 54.3% of the respondents never witnessed any criminal elements in the destination. One of the visitors who has never been a victim of crime in Cape Town was of the opinion that tourists needed to be vigilant and had to follow advice from service providers.

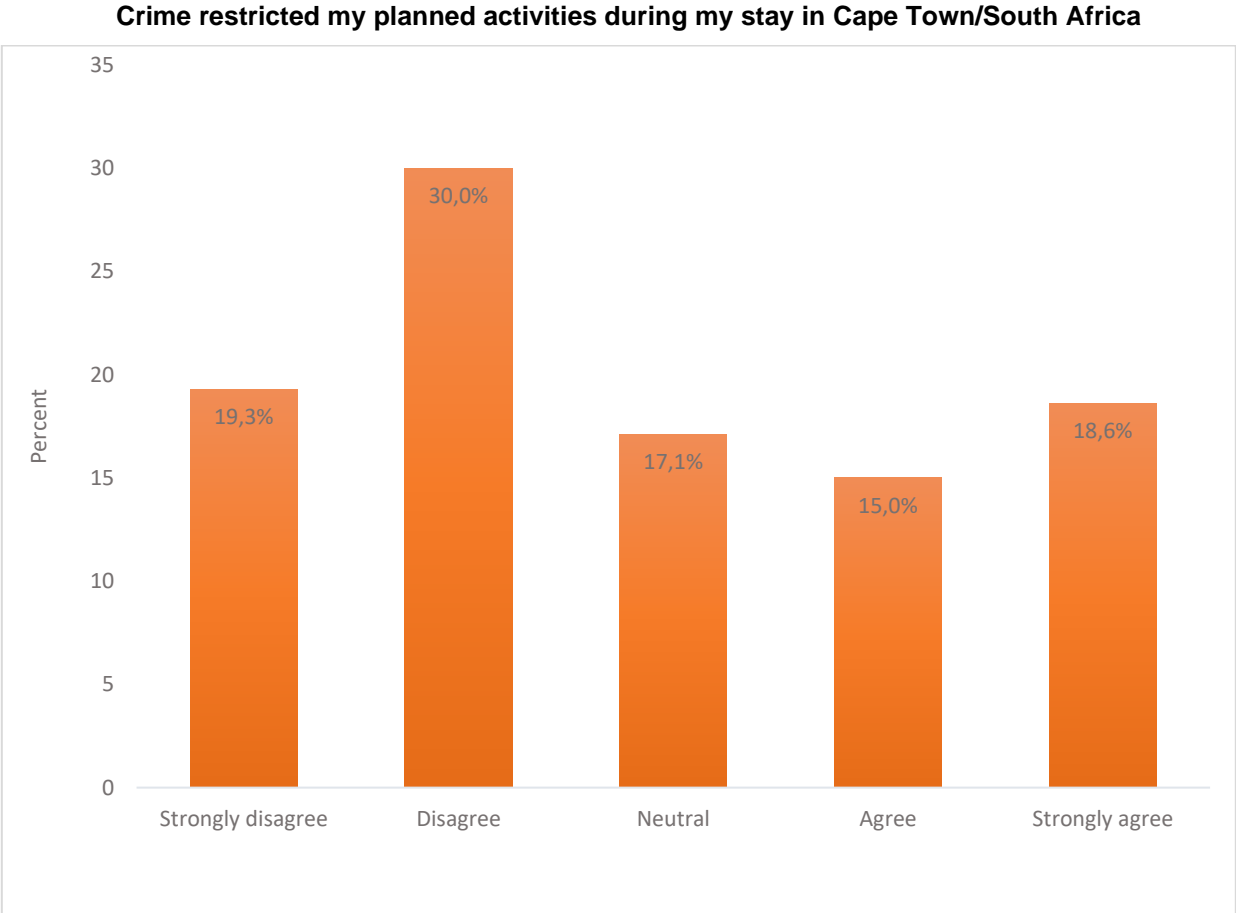
*I have never been a victim of crime during my visits to the city. I try to listen and obey the warnings from the people that receive me including the accommodation provider, tour guides and drivers of the vehicles that I use for transport services.*

*Other than following the advice from other people, I also try by all means to stay indoors during the night times. If I have to go out, I also limit myself only to those reputable shopping malls like the Waterfront, Canal Walk as a way of being more cautious.*

Qualitative results revealed that whether tourists had been victims of crime or not, being conscious of the likelihood that some criminal activity might take place in the destination, had its own effects on tourists' decisions.

***Effects of crime related experiences on tourists' travel decisions***

Even though some respondents witnessed criminal activities or became victims of crime during their stay in the destination, it had little impact on their planned activities. Figure 5.5 shows that nearly half (49.3%) of respondents disagreed or strongly disagreed with the idea that “crime restricted them from doing their planned activities”. However, 33.6% of the interviewees revealed that they had changed their planned activities due to crime. Although not proven, qualitative results reveal that this figure of 33.6% is a huge percentage since a number of victims of crime are reported to have ended up in hospitals, while others became scared to the extent that they simply cancelled their bookings.



**Figure 5.5: Impact of crime on planned activities**

Inasmuch as the tourists differed in their perceptions, they all indicated the prevalence of crime in the destination. In this regard, some tourists surveyed indicated that, although the crime levels were high, it was still better than they had thought or perceived, as per tourist/respondent comments:

*Crime in Cape Town is actually much better than I had ever expected because here people can leave their phones inside the shop on restaurant tables, whilst they go for a smoke to the smoking area which is usually situated outside the restaurants. I feel this cannot happen in Johannesburg. However, the crime levels in this country are high compared to Germany where you can leave your jacket in an unlocked car and nothing will happen to it, even if it has to stay over several days or weeks*

However, similar to the comments above, tourist perceptions were influenced by the information they received prior to making any comments about their perceptions. In this regard perception becomes the output which is reflected through opinions, beliefs and attitudes as discussed earlier in Chapter 2 (Section 2.3). Respondents experienced different crime situations, either by reading about reported cases, witnessing crime or by becoming victims of criminal activities themselves. In this regard, tourists' experiences were inputs of some crime related information. This also concurs with Kashyap (2012:3) who is of the opinion that any experiences regarding criminal activities affect the visitors' perception of a destination.

Tourists' perceptions of crime during their stay in the destination were influenced by their experiences, resulting in some visitors perceiving the destination to have a high crime rate throughout all three trip stages.

#### **5.2.2.4 Crime-related perceptions (during visit)**

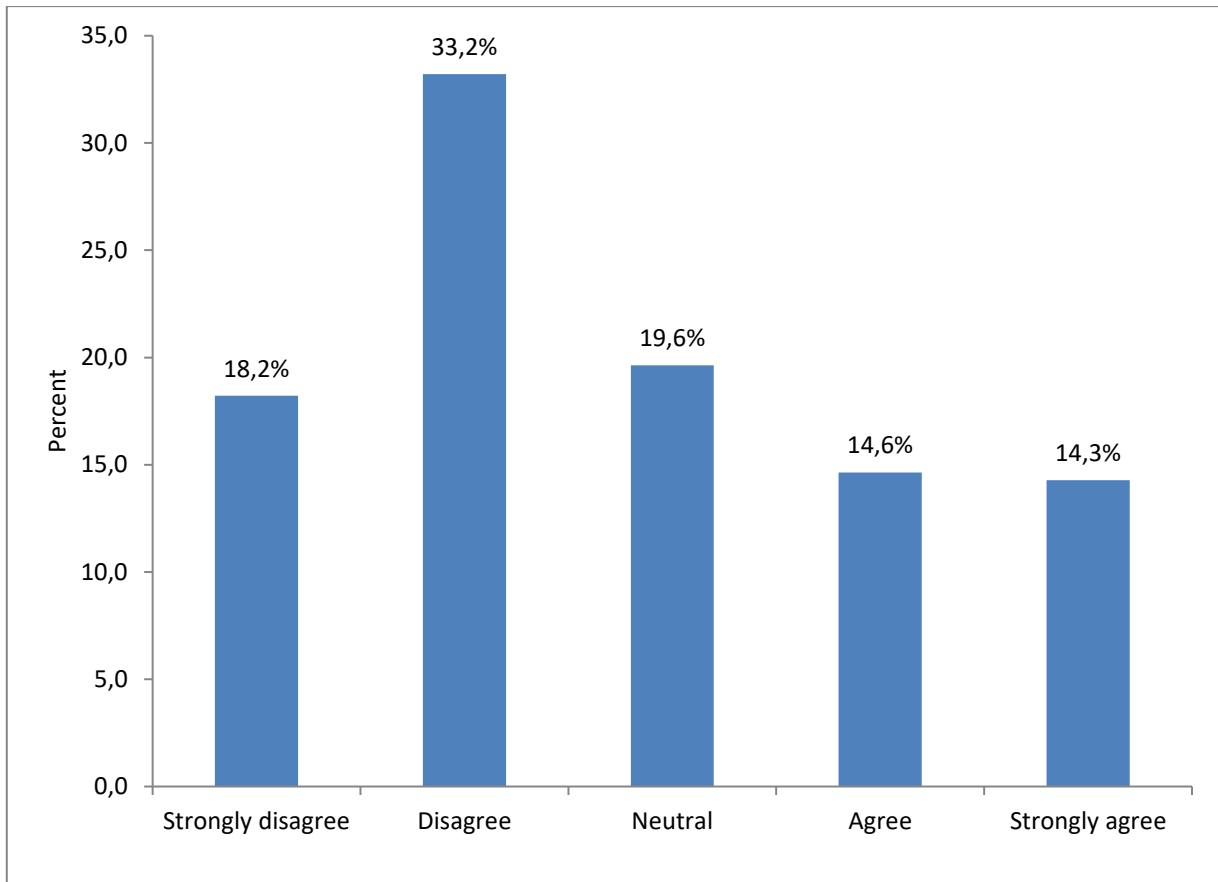
Tourists' perceptions were established by asking them what they experienced and thereby perceived in relation to crime in the destination. This relates to all the tourists<sup>6</sup> who never witnessed nor became victims of crime in South Africa. Notably, the fact that some visitors became victims while others were not affected at all caused the visitors/tourists to have varied views or different opinions of how they perceived crime during their stay in Cape Town.

Likewise, respondents were asked to rate their crime perceptions in South Africa during their stay. I some 34.3% rated crime to be high or extremely high. In total, 47.1% indicated that crime was at acceptable levels contrary to the remaining 18.6% who considered it to be between low and extremely low, which is good for destination marketing purposes.

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<sup>6</sup> Including those mentioned in Section 5.2.3.2

Two Likert scale questions were used to measure or to determine tourist crime perceptions (during-visit) by computing the weighted average as depicted in figure 5.6.



**Figure 5.6: Crime perception frequencies (during-visit)**

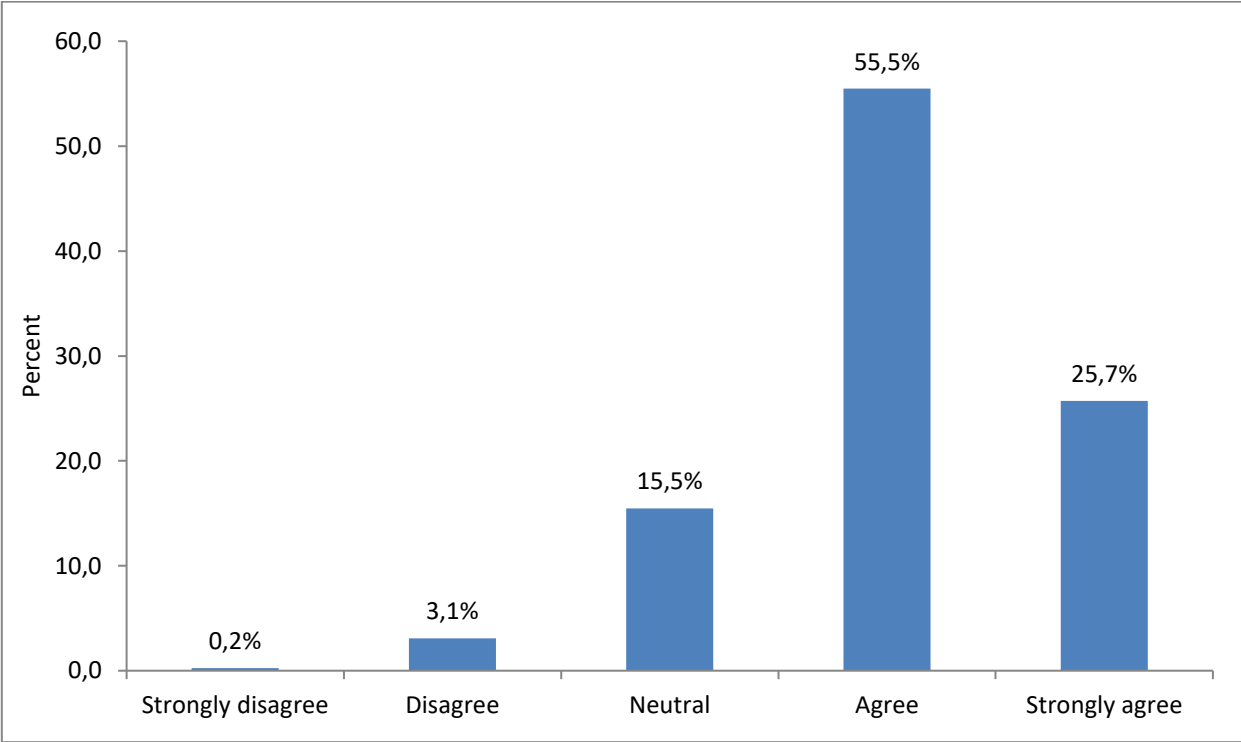
Over half (51.4%) disagreed (disagreed and strongly disagreed) to say crime was much higher in the destination than they anticipated compared to (28.9%) of the respondents who agreed (agreed and strongly agreed).

#### **5.2.2.5 Crime-related perceptions (post-visit)**

The survey and interviews on this last section (post-visit section) were done in a way that it would determine how tourists perceived the crime situation after their experiences in the destination. The questions for this section were structured in a manner that respondents would give their recommendations and address issues in the post-visit stages, even though they were still in the

destination. Furthermore, this section was mainly for respondents to contribute and give suggestions on what they considered to be important as well as requiring attention, even after they had returned to their countries of origin.

Firstly, despite tourists having expressed whether they felt safe or not during the previous trip stages, post-visit entails the visitors' feelings and perceptions after they had completed their tour, meaning after their intended stay.

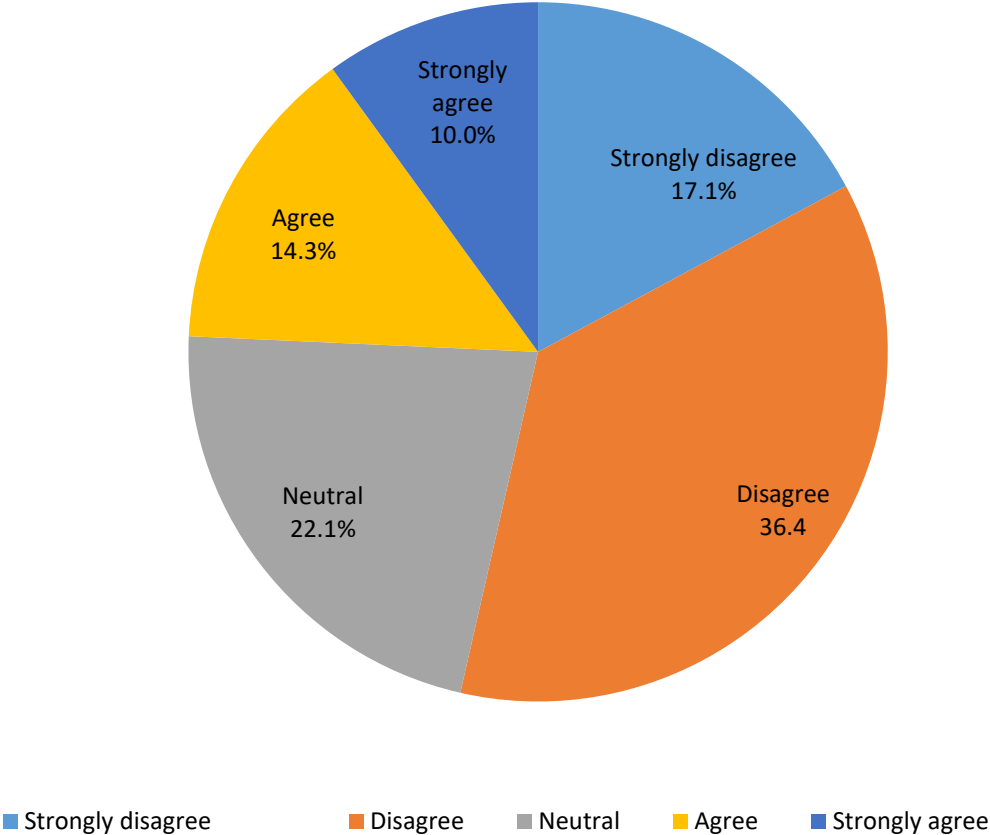


**Figure 5.7: Post-visit perception frequencies**

To measure or determine tourist crime perceptions (post-visit), three Likert scale statements were used by calculating the weighted average as depicted in Figure 5.7.

A majority of respondents (81.2%) agreed (agreed and strongly agreed) to say crime was high in the destination to an extent that tourists need to be vigilant as well as embarking on visible policing programmes. Contrary to the above, only (3.3%) of the respondents disagreed (disagreed and strongly disagreed).

Overall, the tourists shared the same views that the crime situation in the destination was better than what they had expected. This was reflected by the results in Figure 5.8 where 53.5% of the respondents disagreed or strongly disagreed to the notion that Cape Town’s crime situation was much worse than they had expected. However, nearly a quarter (24.3%) of the tourists were of the opinion that the crime situation in the destination was worse than their expectations. Even though the presence of crime would not make a destination to be considered risky, however, the visitors needed to be cautious of what was happening in their surrounding environment.



**Figure 5.8: Cape Town crime situation was much worse than expected**

Similar to Section 5.2 question on crime experiences during stay, three categories of tourists reflected different views including those visitors who said the destination was good and safe, even though they felt more could still be done about the crime situation.

In addition to the above discussion, there was consensus that the crime level in Cape Town was between high to very high.

**Table 5.8: Tourists' personal opinion on Cape Town's crime situation**

| Post-visit crime perceptions | Frequency | Percentage | Cumulative percentage |
|------------------------------|-----------|------------|-----------------------|
| Extremely low                | 5         | 3.6        | 3.6                   |
| Low                          | 22        | 15.7       | 19.3                  |
| Acceptable                   | 46        | 32.9       | 52.1                  |
| High                         | 48        | 34.3       | 86.4                  |
| Extremely high               | 19        | 13.6       | 100.0                 |
| Total                        | 140       | 100.0      | 100.0                 |

While 47.9% of the respondents agreed to this fact as shown in Table 5.8, it was only 19.3% of the interviewees who perceived the crime to be low.

After having learnt that tourists perceived the crime levels in the destination to be too high, it became important to establish their chances of revisiting the destination given the crime experiences during their stay there.

**a. Tourists' assessment of information sources**

In addition to the above, tourists' post-visit perceptions required them to advise others about the crime related information which they suggested might need to be made available to their countries of origin. This included the information sources that could be used in an attempt to help them to manage crime effectively. Many of the respondents indicated that it would be effective to distribute tourism brochures at consulate offices and international travel agencies.

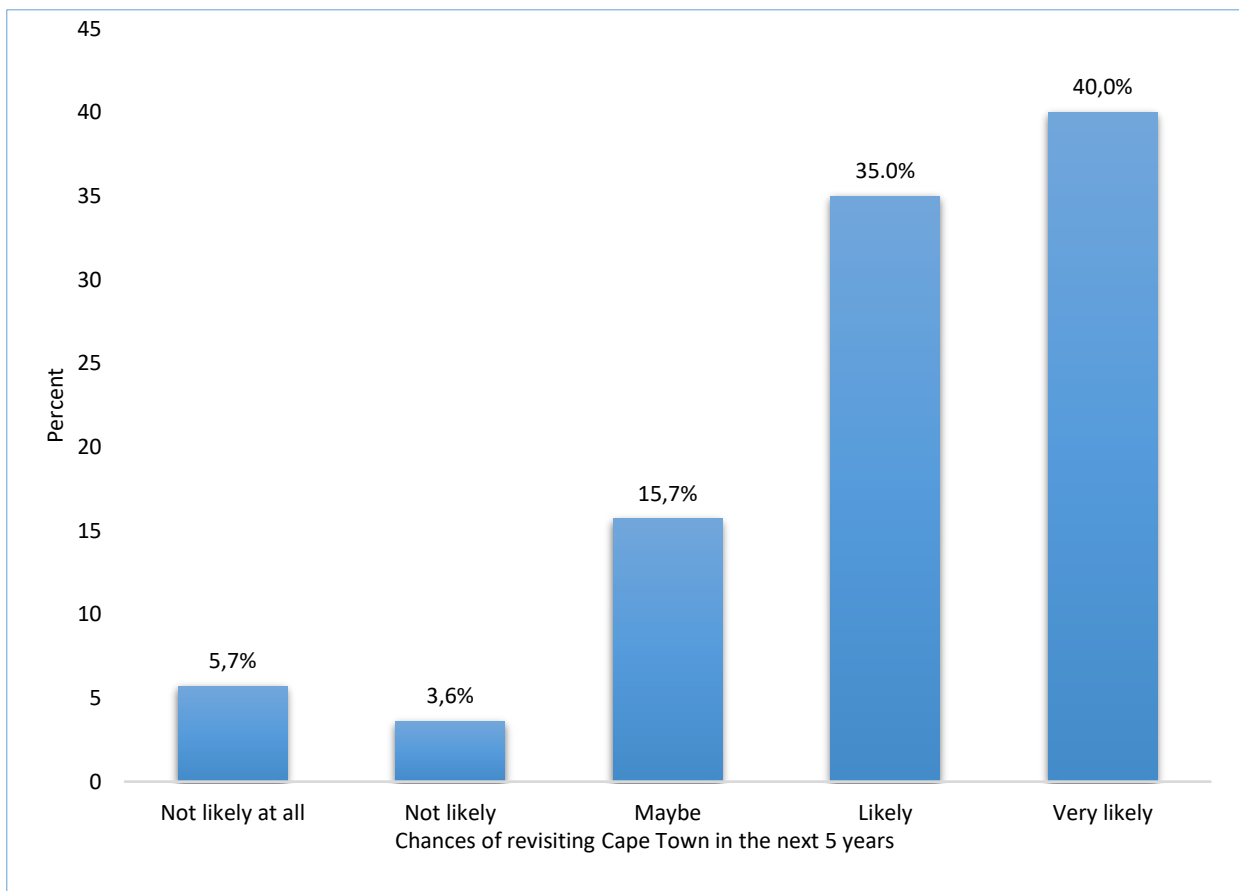
Both qualitative and quantitative results indicated that the information to be shared with visitors may also include important contact numbers of reputable agencies in services such as accommodation, travel agencies, tour operators, and transport. This may also include all the tips and hints about crime hotspots, current incidents, locations and nature of the reported crimes. The visitors also expressed that it would be important to share even the negative information about the attractions so as to advise visitors on the best ways to overcome such incidences. The respondents' arguments were that if reputable and registered service providers were used, it might help reduce fraudulent or criminal activities from taking place at the destination. Likewise, having the right information would be important for empowering visitors when making travel related decisions.



### b. Tourists' chances of re-visiting the destination

Quantitative results revealed that tourists were keen to revisit the destination in the next five years with 75% stating they would likely/most likely visit Cape Town again<sup>7</sup>.

The increase from 55.0% to 75.0% could be attributable to the fact that most (23,6%) respondents who were neutral on whether crime would deter them from future visits, indicated the unlikelihood of their revisiting Cape Town.



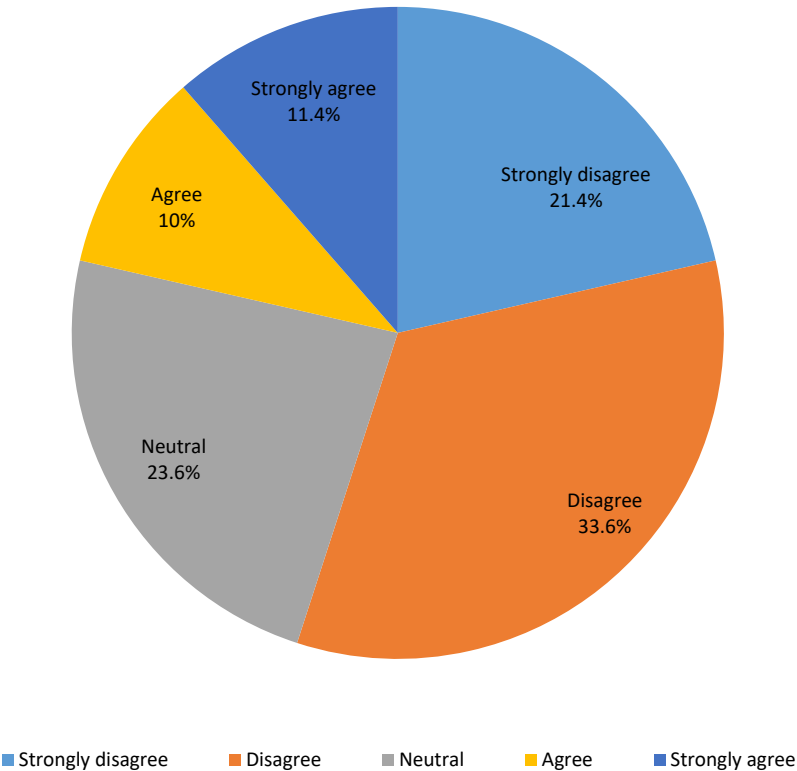
**Figure 5.9: Tourists' expectations of revisiting Cape Town**

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<sup>7</sup> See also Table 5.1

Quantitative results reflected that crime was viewed as common throughout the cities in the world to the extent that no one was deterred by a few criminal incidents in the tourist attractions.

Figure 5.10: also shows results as to whether tourists may be deterred by crime to visit the destination. This was reflected by the respondents who said they would not be deterred. However, 21.4% of the respondents agreed or strongly agreed that crime would deter them from any future visits to Cape Town.



**Figure 5.10: Effects of crime with reference to revisiting the destination**

**c. Advice to other potential visitors**

When probed what advice they (tourists) would give to fellow tourists with regard to crime, the following qualitative responses emerged:

- Encourage other potential travellers to search for information regarding the destination's crime incidences and provide examples of where and how they occurred.
- Travellers should desist from carrying huge sums of cash or valuables which is likely to attract criminals.
- Tourists should lock valuables in the car boot, away from where people can easily see through the windows. Leaving valuables inside the car where they are visible, encourages criminals to break into the car.
- Furthermore, visitors were encouraged to listen to advice and travel tips from tour guides and tour operators.
- Respondents were also of the view that visitors needed to have the important contact numbers for police, consulate, and emergency services.
- The immediate family members' contact numbers should also be written in a separate notebook in case they might be needed.

When shown a battery of statements with advice they would give to fellow future visitors, the respondents reacted as follows. Firstly, they were of the opinion that potential visitors needed to be vigilant about criminal activities while in the destination (as evidenced with a mean of 4.12, depicted in Table 5.9.) In addition to that, 81.5% of the visitors agreed to strongly agreed that there should be more visible policing and security personnel at the destination (as observed through a mean of 4.01.)

**Table 5.9: Advice to other potential visitors**

| Advice to other visitors  | Number 140 | Percent 100% | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree | Mean | Mean percentage |
|---|------------|--------------|----------------|-------|---------|----------|-------------------|------|-----------------|
| Potential visitors are recommended to be vigilant to crime in SA  | 140        | 100          | 32.9           | 50.7  | 12.9    | 2.9      | 0.7               | 4.12 | 82.4            |
| There should be more visible policing and security in the country | 140        | 100          | 22.9           | 58.6  | 15.7    | 2.9      | 0.0               | 4.01 | 80.2            |
| Safety awareness activities should be conducted in South Africa   | 140        | 100          | 21.4           | 51.7  | 17.9    | 3.6      | 0.0               | 3.96 | 79.2            |
| Crime will deter me from visiting South Africa again              | 140        | 100          | 11.4           | 10.0  | 23.6    | 33.6     | 21.4              | 2.56 | 51.2            |

Rated and weighted on a 5-point scale where: 5 = Strongly Agree (100%); 4 = Agree (75%); 3 = Neutral (50%); 2 = Disagree (25%) and 1 = Strongly Disagree (0%).

On the other hand, the respondents showed a mean of 3.96 whereby 79.2% of them strongly agreed – agreed that some safety awareness activities or campaigns also needed to be conducted which would assist in reducing crime incidents at the destination. These campaigns would also help to inform tourists about how to be proactive with regard to criminal activities, i.e. how to be vigilant about criminal elements or avoid being in identified crime hotspots, and to hide or secure any valuable items as these normally attract criminals.

Most importantly, after the respondents were asked whether their crime experiences would deter them from visiting South Africa again, the results showed a mean of 2.56 in Table 5.9, indicating that 55.0% of them disagreed – strongly disagreed with the idea that crime would affect their future visits, which concurs with the results depicted earlier in Figure 5.7.

### 5.2.3 Reliability and validity

Exploratory factor analysis was performed to empirically evaluate international leisure tourist crime-related perception constructs regarding reliability and validity via SPSS. Five factors/constructs arose in the exploratory factor analysis as highlighted earlier in Chapter Four<sup>8</sup>.

Reliability was measured or assessed using Cronbach's Alpha and composite reliability (CR). Reliability values of over 0.8 indicate a strong reliability, whereas the values between 0.6 and 0.8 suggest that the reliability is acceptable (Wild & Diggins, 2013:98; Cupani & Pautassi, 2013:97). The results for this study reflected the Cronbach's  $\alpha$  values that ranged from 0.693 to 0.950, and the CR values that also ranged from 0.760 to 0.944 thereby reflecting a very strong and acceptable reliability (refer to Table 5.10).

**Table 5.10: International leisure tourist crime-related perceptions' exploratory factor analysis (factor loadings, AVE, CR and Cronbach's Alpha)**

| Antecedents / constructs  | Factor loadings | AVE   | CR    | Cronbach's $\alpha$ |
|---|-----------------|-------|-------|---------------------|
| <b>Crime preparations (pre-visit)</b>   |                 |       |       |                     |
| Kept all the important documents locked in a safe at the accommodation.                   | 0.822           | 0.527 | 0.815 | 0.700               |
| Bought travelling bags with locking mechanisms, in preparation for the visit.             | 0.770           |       |       |                     |
| Deposited money to be used during the stay in credit cards, in preparation for the visit. | 0.704           |       |       |                     |

<sup>8</sup> See also section 4.2.5.4

|  |       |       |       |       |
|--|-------|-------|-------|-------|
| Scheduled the activities to be done during the day in order to be indoors at night.  | 0.588 |       |       |       |
| <b>General safety information (during visit)</b>   |       |       |       |       |
| Safety awareness information that I was given covered general safety tips (scream for help, walk in well-lit streets).                         | 0.937 | 0.647 | 0.900 | 0.874 |
| Safety awareness information that I was given covered travelling times and places (locations) tips (avoid crowded areas and night travelling). | 0.892 |       |       |       |
| Safety awareness information that I was given covered property security tips (keep your bags with you, lock doors).                            | 0.736 |       |       |       |
| Safety awareness information that I was given covered personal safety tips (watch your bags, move in groups).                                  | 0.727 |       |       |       |
| Safety awareness information that I was given covered travel documents security tips (locking away travel documents in hotel safe).            | 0.701 |       |       |       |
| <b>Security safety information (during visit)</b>  |       |       |       |       |
| Safety awareness information that I was given covered financial security tips (do not carry huge amounts of cash, use credit cards).           | 0.880 | 0.770 | 0.870 | 0.770 |
| Safety awareness information that I was given covered cyber security tips (booking using authentic attraction websites, secure passwords).     | 0.875 |       |       |       |
| <b>Crime-related perceptions (during-visit)</b>  |       |       |       |       |
| Crime restricted my planned activities during my visit in SA   | 0.853 | 0.704 | 0.826 | 0.673 |
| Cape Town was much worse than expected in terms of crime   | 0.824 |       |       |       |
| <b>Crime-related perceptions (post-visit)</b>  |       |       |       |       |
| Potential visitors are recommended to be vigilant to crime in South Africa.  | 0.892 | 0.625 | 0.828 | 0.739 |
| There should be more visible policing and security in the country.   | 0.869 |       |       |       |
| Safety awareness activities should be conducted in South Africa.   | 0.569 |       |       |       |

Convergent validity was evaluated via factor loadings and average variance extracted (AVE). The factor loadings of the international leisure tourist crime-related perception constructs ranged from 0.569 – 0.892, and AVE ranged from 0.527 – 0.770, these values were all greater than 0.5 (refer to Table 5.10) and exceeded the threshold level of 0.5, which is suggestive of convergent validity (Bagozzi & Yi, 1998:74-94).

**Table 5.11: Component correlation matrix**

|  |              |              |              |              |              |
|--|--------------|--------------|--------------|--------------|--------------|
| General safety information (during visit)  | <b>0.805</b> |              |              |              |              |
| Crime preparations (pre-visit)             | 0.296        | <b>0.726</b> |              |              |              |
| Crime-related perceptions (post-visit)     | 0.171        | 0.284        | <b>0.791</b> |              |              |
| Security safety information (during visit) | 0.435        | 0.173        | 0.031        | <b>0.878</b> |              |
| Crime-related perceptions (during-visit)   | 0.167        | 0.212        | 0.329        | 0.105        | <b>0.839</b> |

Discriminant validity was also evaluated by calculating the square root AVE of each construct, which according to (Fornell & Larcker, 1981:39-50) must be greater than the constructs' correlations. Likewise, the square root of AVE of each construct for international leisure tourist crime-related perceptions, they all exceeded the correlation values suggesting greater validity of the results of the study (refer to Table 5.11).

#### 5.2.4 The significance of tourists' crime-related perception constructs

The Wald Chi-Square test, via a generalised linear model (GLM), showed that there was a significant difference for all of the international leisure tourist crime-related perception constructs (refer to Table 5.12).

**Table 5.12: International leisure tourist crime-related perception constructs (mean, SD, &  $p$ )**

| International leisure tourist crime-related perception constructs | Mean | SD    | $p$     |
|---|------|-------|---------|
| Crime preparations (pre-visit)                                    | 4.00 | 0.677 | 0.041** |
| General safety information (during visit)                         | 3.92 | 0.716 | 0.001*  |
| Security safety information (during visit)                        | 2.95 | 1.207 | 0.028** |
| Crime-related perceptions (during-visit)                          | 2.74 | 1.138 | 0.001*  |
| Crime-related perceptions (post-visit)                            | 4.03 | 0.606 | 0.001*  |

\*\* Wald Chi-Square test showed a significant difference at  $p < 0.05$

\* Wald Chi-Square test showed a significant difference at  $p < 0.001$

A mean of 3.00 and above indicate favourable tourists' attitudes or perceptions. The results tourists reflected a mean of 3.92 on general safety, while on perceptions, there was a 4.00 and 4.03 i.e. pre-visit preparations and post-visit respectively. The means on security safety information and crime related perceptions during the visit had unfavourable responses as these were less than 3.00 as displayed in the graphs above. However, the significance differences indicate that there were independent variables within the constructs.

#### 5.2.5 Influence of demographic and crime-related factors on international leisure tourists' perceptions

In order to make sure if there were significant differences between the Demographic and crime-related factors, Wald's Chi-Square and the *Bonferroni correction* pairwise post hoc tests were

utilised, via the GLM, which either had a positive or negative effect on the international leisure tourist crime-related perceptions.

**Table 5.13: Influence of demographic and crime-related factors on international leisure tourist crime-related perception constructs**

|  | Crime preparations (pre-visit) | General safety information (during visit) | Security safety information (during visit) | Crime-related perceptions (during-visit) | Crime-related perceptions (post-visit) |
|--|--------------------------------|---|--|--|--|
| Population group                       | 0.498                          | 0.807                                     | 0.013**                                    | 0.383                                    | 0.711                                  |
| Gender                                 | 0.062                          | 0.929                                     | 0.099                                      | 0.091                                    | 0.639                                  |
| Country (Continent)                    | 0.013**                        | 0.651                                     | 0.954                                      | 0.502                                    | 0.050**                                |
| Language                               | 0.001*                         | 0.517                                     | 0.459                                      | 0.761                                    | 0.137                                  |
| Marital status                         | 0.122                          | 0.053                                     | 0.382                                      | 0.805                                    | 0.935                                  |
| Schooling                              | 0.945                          | 0.000*                                    | 0.000*                                     | 0.081                                    | 0.064                                  |
| Age                                    | 0.239                          | 0.647                                     | 0.009**                                    | 0.337                                    | 0.017**                                |
| Group size                             | 0.052                          | 0.029**                                   | 0.630                                      | 0.018**                                  | 0.050**                                |
| Group children                         | 0.959                          | 0.001*                                    | 0.263                                      | 0.064                                    | 0.123                                  |
| Source crime information (pre-visit)   | 0.847                          | 0.874                                     | 0.966                                      | 0.454                                    | 0.124                                  |
| Crime preparation measures (pre-visit) | 0.523                          | 0.256                                     | 0.657                                      | 0.759                                    | 0.021**                                |
| Safety & crime awareness information   | 0.278                          | 0.000*                                    | 0.001*                                     | 0.824                                    | 0.121                                  |
| Witness crime (during visit)           | 0.815                          | 0.056                                     | 0.282                                      | 0.195                                    | 0.009**                                |
| Crime victim (during visit)            | 0.099                          | 0.409                                     | 0.194                                      | 0.275                                    | 0.582                                  |
| Re-visiting SA within 5 years          | 0.830                          | 0.285                                     | 0.874                                      | 0.001*                                   | 0.004**                                |

\*\* Wald Chi-Square test showed a significant difference at  $p < 0.05$

\* Wald Chi-Square test showed a significant difference at  $p < 0.001$

Table 5.13 shows the *tests of model effects* in terms of the GLM's Wald Chi-Square tests, which are based on the *Bonferroni correction* pairwise post hoc tests pertaining to all the five categories or constructs, and these showed significant differences between the following variables:

- **Population group**

**Security safety information (during visit) ( $p < 0.05$ ):** Black international leisure tourist respondents ( $M = 2.43$ ,  $SE = 0.551$ ) displayed more favourable security safety information (during visit) sentiments compared to their White ( $M = 1.72$ ,  $SE = 0.580$ ) respondents. This seem to be

contrary to Teye et al., (2011:177) whose opinions are that tourist perceptions are influenced by cultural and traditional beliefs instead of race or population group.

- **Country (continent) of origin**

**Crime preparations (pre-visit) ( $p < 0.05$ ):** International leisure tourist respondents from North American countries ( $M = 3.42$ ,  $SE = 0.213$ ) showed lower crime preparations (pre-visit) perceptions in anticipation to potential crime versus African ( $M = 4.16$ ,  $SE = 0.154$ ), European ( $M = 3.83$ ,  $SE = 0.134$ ) and Asian ( $M = 4.23$ ,  $SE = 0.254$ ) respondents.

Place or country of origin tend to have influence on the travellers' behaviour including the way they perceive different situations. Similarly, international travellers from North America to have witnessed some violent gun related crimes, which contribute to the way they react when faced with difficult situations (Tasci & Sonmez, 2019:25). Based on these experiences, tourists from this continent appears to have less or no crime preparations as compared to those from other places.

**Crime-related perceptions (post-visit) ( $p < 0.05$ ):** International leisure tourist respondents from North American countries ( $M = 3.71$ ,  $SE = 0.185$ ) displayed lower crime-related perceptions (post-visit) sentiments in anticipation to potential crime compared to African ( $M = 4.19$ ,  $SE = 0.137$ ), Asian ( $M = 4.46$ ,  $SE = 0.231$ ) and Australian ( $M = 4.28$ ,  $SE = 0.238$ ) respondents.

- **Language**

**Crime preparations (pre-visit) ( $p < 0.001$ ):** International leisure tourist respondents who spoke English ( $M = 4.22$ ,  $SE = 0.112$ ) exhibited greater crime preparations (pre-visit) predispositions in anticipation to potential crime in comparison to French ( $M = 3.81$ ,  $SE = 0.178$ ), Dutch ( $M = 3.25$ ,  $SE = 0.205$ ), Swahili ( $M = 3.58$ ,  $SE = 0.291$ ) and Other European ( $M = 3.26$ ,  $SE = 0.352$ ) speaking respondents.

The study was in English, being predominantly and the most popularly used language<sup>9</sup> among international tourists, and research points out that it has been widely used among different communication platforms in the tourism industry (Darnish & Ramu, 2018:59). However, the use of the language doesn't take in to account that travellers portray different level of understanding with others having some challenges. According to Mittal, (2018:243) there are many barriers to effective communication, which include having a fair understanding of the language but not being competent enough to express one's thoughts, feelings and perceptions either verbally or non-

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<sup>9</sup> See also section 5.2.1 on visitors' profiles.



verbal, let alone to take heed of the advice and exhibit some preparations against potential crime in the destination as per pre-visit information sources.

- **Schooling**

**General safety information (during visit) ( $p < 0.001$ ):** International leisure tourist respondents with O & A levels (up to 13 years) ( $M = 2.82$ ,  $SE = 0.276$ ) showed less positive general safety information (during visit) perceptions versus those respondents with further education and training (vocational) ( $M = 3.48$ ,  $SE = 0.275$ ) and who completed a university degree (15 years) ( $M = 3.51$ ,  $SE = 0.289$ ).

**Security safety information (during visit) ( $p < 0.001$ ):** International leisure tourist respondents with primary education (up to 7 years) ( $M = 0.64$ ,  $SE = 0.857$ ) and O & A levels (up to 13 years) ( $M = 1.70$ ,  $SE = 0.554$ ) exhibited more negative security safety information (during visit) attitudes in comparison to those respondents who completed a university degree (15 years) ( $M = 2.75$ ,  $SE = 0.580$ ) and with post university/technikon (15 years) education ( $M = 2.74$ ,  $SE = 0.606$ ).

- **Age**

**Security safety information (during visit) ( $p < 0.05$ ):** International leisure tourist respondents aged 51 to 65 years ( $M = 2.67$ ,  $SE = 0.586$ ) displayed more favourable security safety information (during visit) sentiments compared to those aged 36 to 50 years ( $M = 1.27$ ,  $SE = 0.613$ ). This concurs with Baumer, (1978:255) who agrees to say the middle to old aged people are more sensitive to crime and take precautions on their safety compared to the young people.

**Crime-related perceptions (post-visit) ( $p < 0.05$ ):** International leisure tourist respondents aged 65+ years ( $M = 4.72$ ,  $SE = 0.297$ ) showed higher crime-related perceptions (post-visit) versus respondents aged 26 to 35 years ( $M = 3.99$ ,  $SE = 0.175$ ) and 51 to 65 years ( $M = 3.89$ ,  $SE = 0.193$ ).

Similar to the security and safety information above, the old aged people further perceived and portrayed their fears regarding high crime destinations while the younger travellers don't seem to be concerned with the crime situation at any trip stage or phase. Generally, people tend to be more concerned or sensitive to crime including any life-threatening situations as they grow older, which also affect their perceptions regarding such issues (Lonsdorf & Merz, 2017:708)

- **Group size**

**General safety information (during visit) ( $p < 0.05$ ):** International leisure tourist respondents travelling in a group of 5 or more ( $M = 3.53$ ,  $SE = 0.287$ ) displayed more favourable general safety information (during visit) sentiments compared to those respondents travelling in a group of 4 ( $M = 2.95$ ,  $SE = 0.298$ ).

**Crime-related perceptions (during-visit) ( $p < 0.05$ ):** International leisure tourist respondents travelling in a group of 5 or more ( $M = 4.01$ ,  $SE = 0.336$ ) showed greater crime-related perceptions (during-visit) versus respondents travelling in groups of 3 ( $M = 3.12$ ,  $SE = 0.346$ ) and 4 ( $M = 3.23$ ,  $SE = 0.370$ ).

**Crime-related perceptions (post-visit) ( $p < 0.05$ ):** International leisure tourist respondents travelling in a group of 5 or more ( $M = 4.38$ ,  $SE = 0.194$ ) exhibited higher crime-related perceptions (post-visit) in comparison to respondents travelling in a group of 2 ( $M = 3.99$ ,  $SE = 0.194$ ).

Group size had effects on general safety information, including affecting visitors' perceptions during stay as well as the post-visit phase. These perceptions concur with Sham, et. al, (2012:1035) who revealed that the more people travel in a distinct or visible group it is perceived to be more vulnerable to attacks than those in smaller numbers. In this regard, it is presumed that those traveling alone or in smaller numbers can easily mingle with others without being noticed. This is contrary to Chung, et. al. (2016:485) who indicated that solo travellers are also vulnerable to different types of attacks including crime. Research also confirms that solo women travellers had the same perceptions regarding crimes perpetuated against them (Wilson & Little, 2011:172, Seow & Brown, 2018:1199).

- **Group children**

**General safety information (during visit) ( $p < 0.001$ ):** International leisure tourist respondents travelling with 4 children ( $M = 4.02$ ,  $SE = 0.528$ ) displayed more favourable general safety information (during visit) perception compared to those respondents travelling with 2 children ( $M = 2.63$ ,  $SE = 0.290$ ). Travellers with more children tend to be more conscious toward their (children) safety unlike those with only one or two, as they can grab both children's hands and perceive them to be safe (Sham, et. al. 2012:1040).

- ***Crime preparation measures (pre-visit)***

**Crime-related perceptions (post-visit) ( $p < 0.05$ ):** International leisure tourist respondents who did not take crime preparation measures (pre-visit) ( $M = 4.33$ ,  $SE = 0.197$ ) displayed higher crime-related perceptions (post-visit) compared to those who affirmed to take pre-visit crime preparation measures ( $M = 3.98$ ,  $SE = 0.182$ ).

- ***Safety & crime awareness information (during visit)***

**General safety information (during visit) ( $p < 0.001$ ):** International leisure tourist respondents who received safety & crime awareness information (during visit) ( $M = 4.76$ ,  $SE = 0.243$ ) displayed greater positive general safety information (during visit) predispositions versus those respondents who did not receive the information ( $M = 1.78$ ,  $SE = 0.426$ ). Having received awareness information made the travellers to be prepared for potential crime hence less afraid compared to those that lacked knowledge thereof. Fear according to Fennell, (2017:143) affect one's emotions and mental state especially if there's less time to process the information, which concurs with above. Furthermore, those visitors who had prior knowledge of possible or potential crimes in the destination, took some necessary precautions against any perceived risk compared to those who were uninformed at all (Ozascilar et al, 2018:11).

**Security safety information (during visit) ( $p < 0.001$ ):** International leisure tourist respondents who received safety & crime awareness information (during visit) ( $M = 3.37$ ,  $SE = 0.488$ ) displayed greater positive security safety information (during visit) attitudes in comparison to those who did not receive the information ( $M = 0.59$ ,  $SE = 0.854$ ). Receiving safety and crime awareness information contributed in a way for the travellers to adapt easily and conforming to the acceptable safety and security measures in the destination. This familiarisation somehow made them to be less afraid hence the display of favourable attitude compared to others (Korstanje, 2017:154).

Safety and security of visitors in the destination tend to be beneficial in the long run (Gerge, 2017:10). However according to Amir et al. (2015:125-126) tourists consider safety and security related information seriously which influence their travel decisions at every trip stage. This seem to agree with the results of this study to say tourists respond positively to any security related issues.

- ***Witness crime (during visit)***

**Crime-related perceptions (post-visit) ( $p < 0.05$ ):** International leisure tourist respondents who affirmed to have witnessed crime (during visit) ( $M = 4.29$ ,  $SE = 0.186$ ) exhibited higher crime-related perceptions (post-visit) versus those respondents who had not ( $M = 4.01$ ,  $SE = 0.180$ ).

- ***Re-visiting SA within 5 years***

**Crime-related perceptions (during-visit) ( $p < 0.001$ ):** International leisure tourist respondents who affirmed that they would re-visit SA within the next 5 years ( $M = 2.58$ ,  $SE = 0.166$ ) displayed lower crime-related perceptions (during-visit) compared to those respondents who would not ( $M = 3.38$ ,  $SE = 0.244$ ) re-visit the country.

According to Swart, et al. (2017:109) tourists tend to consider revisiting a destination they perceive to be characterised with low crime rate. This also seem to support acknowledge the results of this study as the respondents gave their views regarding future visits to the destination.

**Crime-related perceptions (post-visit) ( $p < 0.05$ ):** International leisure tourist respondents who affirmed that they would re-visit SA within the next 5 years ( $M = 3.94$ ,  $SE = 0.085$ ) showed lower crime-related perceptions (post-visit) compared to those respondents who would not ( $M = 4.26$ ,  $SE = 0.125$ ) re-visit the country.

Research point out that tourists are generally not willing to visit destinations they perceive to have high crime rate (Giusti & Raya, 2019:102). This is in their view a way of controlling some perceived risk and ascertaining their safety (Carballo et al., 2017:8). It concurs with the idea that tourist who affirmed or confirmed the intention to revisit in the future perceived the destination to have low crime rate.

### **5.3 Tourism supply side assessment**

These results were obtained by conducting qualitative interviews with key role players from the service providers as outlined in Chapter 4, Section 4.2.5.2. The purpose of these IDIs was to establish what, how and when, the service providers were communicating with the tourists.

#### **5.3.1 Service providers' roles**

The questions in the paragraph above were discussed by analysing the responses, i.e. feedback from the interviewees such as the employees of the attraction centres, tour operators, travel agents, accommodation providers and DMO's employees among others.

The DMO's interview responses, however, are discussed separately under Section 5.3.2., as they are the facilitators for tourists to receive better services from different service providers, hence their input was considered to be important.

#### **5.3.1.1 Role of service providers in the pre-visit stages**

Qualitative interviews revealed that the tourism service providers (tourism supply side) made information available to potential visitors for use throughout all the trip stages. This means tourists could access information as supplied by service providers during any stage of their visit. The raising awareness of the pre-visit, for example, includes those efforts by service providers to advertise their offerings to potential tourists, whilst they were still in their countries of origin. This covered the nature and type of information as well as selecting the media that was used to reach the visitors. Most important was the ability of these service providers to share crime related information for the benefit of the tourists.

- ***Crime awareness information***

Service providers viewed their primary responsibility as communicating or attracting potential international leisure tourists through advertising or promotions.

However, all service providers' representatives confirmed that they did not share any information relating to crime within the destination or tourist attractions, as it reflected poorly on the destination. Additionally, it means the information was not available on their websites or any other communication platforms. This also concurs with the response from one of the interviewees (tourist attraction representative) who had this to say:

*Ya, we do share some information with other countries regarding our services. However, there is no need for us to advertise or publicise the crime information on our websites, because one way or the other the crime information find its way to the public. Before you know, it's always all over the media and all we do as an attraction is to manage some negative effects of some publications.*

- ***Media used***

In order to share information to reach tourists, the more commonly used vehicles by the service providers were print, broadcast, internet, and social media. Other types of media also used included the consulate offices. These could also be utilised to distribute printed materials

(brochures, fliers, pamphlets, books) as well as refer tourists to important websites which connected them to the destination.

Notably, most supply side respondents pointed out the importance of using online media websites as this has become the easiest way of getting in touch with people from other countries. It concurs with what was also mentioned by the tourists, as discussed in Section 5.2.2.2. In addition, it was also highlighted that the use of on-line media appeals to today's technologically minded people who have migrated from the traditional media (print and broadcast media).

Exploratory results further revealed that even though most service providers are adopting on-line media, the Kirstenbosch Botanical Gardens, for instance, mentioned that they attend a number of trade shows in the UK and other European countries every year. During these trade shows they meet potential visitors and communicate with them about various aspects. However, no crime related information was ever discussed or shared at those shows. The representative did mention that crime information was readily available on various platforms for public access, consequently there was no need for an awareness strategy for tourists on the subject.

#### **5.3.1.2 Service providers' awareness campaign during the visit**

Tourism service providers were interviewed to reveal how tourists were offered the services during their stay in the destination. These interviews were intended to include safety awareness and security tips provided by service providers to the visitors, thereby increasing safety in the Cape Town tourism industry.

- ***Service providers' communication role***

Following these interviews, it became clear that the service providers do communicate with visitors with regard to safety awareness issues. This was done using visitor information centres, reception desks in the attractions or whenever the tourists make enquiries.

Importantly, both IDIs and the survey results revealed that there was some transfer of ideas and information between tourists and service providers. This helps to make tourists aware about the crime situation in the destination. On the other hand, it also enabled visitors to make decisions without falling victim to criminal activities.

- ***Safety information***

The above information which was highlighted by those suppliers who were surveyed within the attractions, was consolidated and formed part of safety awareness information packs. This was then put in place as programmes to ensure tourists were made cognizant of any potential risk, thereby improving their chances of safety. This included providing tips on the following: personal safety, property or personal belongings, i.e. travel documents.

On personal safety, tourism service providers reminded visitors of the dangers that could physically affect or harm their bodies, e.g. robberies or injuries during hijackings. These included attacks by suspected criminals. Some respondents felt that carrying too much cash might also invite criminals and possibly increase the chances of being attacked, possibly resulting in tourists and visitors being injured.

Respondents also mentioned that property safety tips entail informing visitors about losses of personal belongings through theft or any other negligent means that includes leaving luggage unattended. It is also aimed at discouraging having one person carry multiple bags where loss may be incurred.

- ***Crime assessment***

The supply side respondents expressed varied views on their assessment of crime in the destination. Most service providers confirmed that crime was prevalent in the South African attractions. These respondents did agree that there had been a number of incidents in the tourist attractions which included plain robberies, muggings and car break-ins.

The IDIs with representatives from Kirstenbosch Gardens and Table Mountain National Park (TMNP) Cable car reflected that robberies were more common on the hiking pathways up Table Mountain National Park and areas surrounding Signal Hill. These crime incident reports led many of the respondents to believe that crime was highly prevalent in the Cape Town tourist destination.

Furthermore, representatives from the Table Mountain Aerial Cable Car also mentioned that vehicle break-ins are reportedly taking place along Tafelberg Road. According to them, it is an area under the management of the Table Mountain National Park. The same crimes were also reported along the road that leads to Signal Hill from Kloof Nek Road.

The confirmation of crime incidents from service providers resonates with the complaints from tourists who witnessed or became victims of crime in the attractions within the Cape Town

destination. However, the qualitative interview results suggested that since the City bowl or Central Business District (CBD) was kept under surveillance, it resulted in crime incident reports to remain at minimal levels.

Having thorough knowledge of the criminal activities in the attractions and surrounding areas does help service providers when drafting safety tips for potential visitors. This will be useful to give warning to tourists and to highlight crime hotspot areas.

### **5.3.1.3 Service providers' post-visit programmes**

Tourist service providers' engagement with post-visit assessments was meant to provide feedback on what they anticipated their visitors would pass on to other potential tourists after their stay. This included experiences or features the visitors appreciated during their stay and what they then would recommend to other potential tourists, mostly through WOM.

Both qualitative and quantitative (visitor) results suggested that WOM has been observed to be reliable during the pre-visit stages, especially for those tourists who have never been to the destination before. The service providers also indicated the need to ensure that tourists are given service of high quality so that they could recommend the destination to potential travellers (friends and family) through WOM.

- ***Recommended safety improvements***

The improvement of safety initiatives helped to build visitors' confidence and hence motivate others to visit. One of the respondents had the following to say on safety improvement recommendations:

*I think there is need to have a separate group of people or professionals who can be called tourism police officers who should always be smiling and willing to help. These can be deployed in all the attractions and ports of entry where they can easily assist tourists without them being intimidated. They should be different from these SAPS officers who are very serious with guns and ammunition that can easily scare away visitors without them asking whatever they would have intended to ask unless if they are under attack*

Likewise, respondents indicated that there was a need to have a universal tourist emergency contact number which can connect with all the emergency services in addition to those that are already available such as police, ambulance and fire services.



The interviewee added the following recommendations:

*I personally think safety is very important to anyone, including the tourists, and a destination's initiative needs to be on safety improvement plan.*

*Furthermore, a destination can also be appealing to visitors if they perceive it to be safe and secure, which will in turn motivate more tourists to visit. The more tourists visit, the better it is for any destination.*

- **Tourism development plan**

The respondents mentioned that there was a need for the tourism industry to work with all the other authorities in order to reduce the number of crime incidents. The initiative should involve all stakeholders and, if successful, would boost visitor confidence and visitor numbers.

### **5.3.2 DMO's role**

The qualitative interviews conducted at Cape Town Tourism were aimed at establishing the DMO's views on tourists, including determining its current efforts of managing crime within the destination.

#### **5.3.2.1 DMO's communication` platforms with tourists**

The supply side IDIs also suggested that the DMO communicate with visitors through different platforms which include among others trade shows, the International Travel Market in Berlin, World Travel Market in London, WTM Africa, and the Tourism Indaba hosted in South Africa.

The DMO also reached its visitors through a number of conventional social media platforms such as Facebook, Twitter and Instagram. There are many other communication platforms available, but those mentioned here are more preferred of late, due to technological development or advancement. This means they are more appealing to tourists' communication requirements (Chahine & Malhotra, 2018:310).

In addition to the above, Cape Town Tourism also hosts media groups, i.e. where the DMO organises events in various attractions and invites media crews to film those events and publish them on various media platforms. This is of benefit to the tourism community, tourists and the service providers (DMO).

However, the DMO representative was of the opinion that communication was a collective responsibility for any DMO, attractions, travellers, and community members. This was seen as an

effective way in which all the partners could share important information regarding crime and prescribe possible ways of managing it for the benefit of the visitors.

### **5.3.2.2 Comments by the DMO**

Having used the communication platforms discussed above, the DMO indicated the importance of the following information to tourists. This included providing safety tips to tourists in collaboration with other service providers as discussed under Section 5.2.2.5.

- Safety tips: The development and installation of safety and security monitoring equipment e.g. CCTVs, is becoming important. This includes reporting and informing tourists about crime incidents as well as updating them about any developments within the destination.

Furthermore, the IDIs with the DMO's representative revealed that tourists could access valuable safety tips if they made use of the visitor information centres found at the airports and all the attractions. These also included the reception desks at the service providers and call centres if the tourists were still in their home countries. The DMO representative was also of the opinion that any information source that could make use of personal contact or help would be crucial to tourists as reflected in the following comment:

*I find out tourism information centres and contact call centres are very important as there is a person answering all the questions which will be impossible while using other media such as the websites.*

- Large sums of cash: Importantly, the DMO representative also highlighted that the visitors should get advice on how to handle and keep large sums of cash without attracting criminals. The survey results revealed that it might be safer for tourists to rather make use of credit and debit card shopping facilities available in most attractions in Cape Town.
- Valuables: Other valuables such as camera equipment, jewellery, laptops and travel documents will pose some challenges as criminals can still target those items.
- Travelling in groups and use of public places: Likewise, it will be safer for visitors to move in groups during hiking and walking trails as this reduces the chances of their being attacked by criminals. Walking during night times would also require them to use well-lit streets or areas. The incidence of people who fell victim to crime in public spaces was much lower compared to those in secluded places.
- However, with the aim of reducing crime the DMO facilitated the establishment of the CCID (City Continuous Improvement District). This is a division that ensures the city centre is a

safe place. Here patrols are done, and visitors are assisted by valuable information being provided and safety measures in the destination being enhanced.

- Contact information: Lastly, the DMO's representative indicated that they provided tourists with important contact information, as, for example, found on their promotional items including key rings, note pads, pens, t-shirts and many others. These items had emergency numbers that could be used on behalf of the tourists to report any incidences or events so as to minimise chances of property loss and, most importantly, life.

### **5.3.2.3 DMO's view on crime experiences in Cape Town**

Given the tourists' comments and other service providers' perceptions of crime as discussed earlier, the reported incidents confirm that criminal activities are prevalent in the destination Cape Town. This is in consensus with the feedback from tourists and the service providers.

The DMO also mentioned that in the event of such incidences occurring, Cape Town Tourism offered support systems of medical treatment and counselling. In addition to that, the DMO also facilitate access to travel documents through the Department of Home Affairs.

However, the DMO's representatives pointed out that crime in Cape Town varied and was dependent on the area in which the attraction was situated. This concurs with Brás (2015:1-2) who are also of the opinion that crime is normally rife in densely populated areas as compared to the less dense ones that may experience low crime rates. In addition to this, the highest crimes are recorded when tourism demand is high as compared to low demand periods.

The DMO representative was also of the opinion that crime was not too high in Cape Town, but was manageable:

*I would rather say there is higher crime in Cape Town, just like in any other tourist destination throughout the whole world. However, crime in our destination is not at the extremes yet, I would classify it as still very manageable. It just needs all the partners to work together with possible solutions.*

Despite the crime appearing to be high in the destination, most of the attractions were regarded as safe and secure. This was verified with the low numbers of crime incidents that reportedly took place in these facilities. The criminals usually attack visitors much closer to the tourist attractions, but they rather avoid committing such crimes inside the facilities due to the presence of security personnel.

#### **5.3.2.4 DMO's post-visit tourism developmental and crime management plan**

The results and feedback from the tourism demand side reflect how respondents were reportedly perceiving Cape Town as a high crime destination. This informed the DMO to come up with its developmental plan which outlined its medium to long term objectives, as was indicated in the interview. The DMO representative highlighted the importance thereof.

*Firstly, part of the long-term goals of Cape Town Tourism is to achieve a target when the international visitors start to "Travel like a local". Likewise, achieving these long-term goals relates to the successful destination marketing through which crime levels will be reduced to the extent that international visitors would feel as if they will be travelling like locals, without being robbed of their valuables.*

*This would also require involving the local people in all the communities to be part of those campaigns in which they are made aware of the importance and benefits that are obtained from ensuring that tourists will be safe and protected in all the attractions or the destination at large.*

Furthermore, the other developmental objective which was also highlighted by the Cape Town tourism department was for all the sectors and partners to work together, enhancing their offerings for the benefit of tourists. As the DMO put it:

*The other developmental objective of Cape Town Tourism is for all the partners to work together under the campaign "We do tourism" which was launched, and it is an initiative for inclusive tourism. It entails including everyone from the person who is sweeping in the street as they make sure that the environment is clean and conducive for tourism. It will also include employees for all the service providers up to the people who are on the management positions within the DMO. Importantly, the success of tourism will be through working together as a team.*

*Tourism is not just about the DMO, but it is for everyone no matter which area or sector you are in within the country. Hence the phrase "We do tourism."*

#### **5.3.2.5 DMO's safety improvement strategy**

In addition to the tourism developmental plan, it was also mentioned that the DMO was also determined to engage further in the improvement of visitors' safety within the destination. This concurs with the idea mentioned above for letting tourists travel like locals; however, this entails increasing the visitors' personal safety.

The DMO encourages this improvement in the safety of visitors by educating the local people to like the tourists rather than target or rob them. It also goes further to engage the locals so that they can associate and socialise with the tourists. This might help change their perceptions of

criminal elements and to rather protect tourists for the benefit of the community and the tourist destination.

#### **5.3.2.6 DMO's recommendations**

Following the developmental and safety plans, the DMO representative had these recommendations on behalf of Cape Town Tourism,

*In my own opinion, I think in the event that the visitors have fallen victims to crime it should be reported and documented immediately. This will help to study the trends and nature of such crimes, which helps with planning as well as putting some preventative measures in place for the safety of others in future. This is the only way tourism can grow or double the numbers of visitors, as they prefer to be safe and secure just like the local people.*

*As highlighted earlier, I am also of the opinion that all the partners must work together to improve on the safety of the tourists.*

*Lastly, tourists are persuaded to visit cities that are kept clean, are well maintained in terms of the infrastructure, just like the one that destination Cape Town strives and works towards to achieve.*

The DMO's recommendations concur with what the visitors were recommending as highlighted or reflected in the next chapter.

### **5.4 Summary**

In the light of how tourists and tourism suppliers view crime, the following chapter provides final recommendations as to the management and effects thereof. The results presented in this chapter show that tourists' opinions or perceptions of crime within the destination do not entirely influence their travelling decisions. These results show that tourists perceived crime in the destination to be high. However, they proceeded with assessments and trip preparations and travelled to the destination despite their fears.

Furthermore, during the visitors' stay in the destination some tourists witnessed criminal activities while others became victims of crime, as discussed earlier in Section 5.2.3.2. Nevertheless, in both situations, even though the tourists had different perceptions on crime, their intended future visits to the destination remained unchanged.

Lastly, the tourists were awarded the opportunity to recommend information sources as well as media they considered to be important and that could be used for sharing crime related information in their countries of origin. This will be valuable in the event that other potential travellers would require such information for making travel decisions.

## CHAPTER SIX

### CONCLUSIONS AND RECOMMENDATIONS

#### 6.1 Introduction

The earlier chapters mentioned and outlined the research objectives addressed in this study. These aimed at determining the travellers' perceptions of crime during the three trip phases. The main objective of the study was to establish foreign tourist perceptions of crime in Cape Town as a tourist destination and how crime affects visitors' travel decisions.

This was also supported by sub-objectives that were grouped to cover all the trip phases, namely pre-, during and post-visitations. The first sub-objective was to establish whether demographic factors have an influence on general safety and security information of the destination. Secondly, it was to investigate how tourists perceived crime before, during and after their visit to the tourist destination. Lastly, it was also to find out if there are any significant differences between demographic factors and crime related factors as well as to find out whether the tourists would consider revisiting the destination, following their experiences during their stay in the destination (Cape Town). In addition to the above, the study also aimed to establish what tourists would recommend or advise other potential visitors to Cape Town and South Africa alike to do.

#### 6.2 Presentation of findings

Based on the information and results for this study as discussed in Chapter 5, the findings were presented by revisiting the objectives. The discussion of these findings also led to some recommendations to be discussed.

##### a. Primary objective

The main objective of this study was:

*To establish the perceptions of crime in Cape Town as a tourist destination from a visitor's perspective and its effect on their travel decisions.*

For comments on tourist perceptions<sup>10</sup> of crime in the destination Cape Town. Generally, the respondents perceived crime in the destination differently depending on the information they

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<sup>10</sup> See Section 6.2.2 on tourist perceptions of crime at different trip stages.

received at every trip stage. However, the respondents (tourists) viewed crime the rate in Cape Town to higher as compared to other countries in the region and internationally<sup>11</sup>.

**b. Secondary objectives:**

Given the above primary objective, the secondary research objectives for this study were discussed under the following headings.

**6.2.1 Crime preparations and visitors' demographics**

This section covered the profile of visitors to the destination and the objective in this regard was:

*To establish whether demographic factors have an influence on tourists' perceptions on general safety and security information of the destination.*

Most (71.3%) of the tourists surveyed were between the ages of 25 and 55 years. Other researchers consider this group to be working class, with a weekly or monthly income which enables them to pay for travel related expenses (Tarkhnishvili & Tarkhnishvili, 2013:24). The study revealed that older people tend to be more sensitive to safety and security issues as well as crime compared to the young people. Due to the manner in which old aged people view crime reports or incidences, carrying out a similar study with two different age groups (old & the young) there's a possibility that their perceptions of crime might differ. Thereby, communicating safety tips can possibly be done using media platforms that appeal more to this age group (old aged) as they do not adapt easily or quickly technological changes (Chahine & Malhotra, 2018:24).

Other than age, majority (86.4%) of the respondents were travelling in groups of two or more including children. According to them (tourists), travelling in bigger groups was phenomenally interesting in their view citing that it brings good memories in the future. However, the respondents indicated that they felt unsafe to be part of such bigger groups as they are prone to attacks by criminals. This concurs with Adam and Adongo, (2016:66) who acknowledge that Backpackers who walked or moved in groups became easily identified as visitors or tourists in the places they visited.

It was also discovered during the survey that the respondents who spoke English, in most cases they could also read and write in that language as well as answering different questions pertaining to their perceptions of crime. This means they were able to provide responses that reliably

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<sup>11</sup> Refer also to Table 1.2 showing tourist destinations with the high crime rate.

addressed the research objectives. On the other hand, it also became clear that language was a big challenge while interviewing tourists of the Asian community.

### **Recommendations on demographics:**

For similar studies in future, it is therefore recommended that there might be a need for interpreters to be engaged. This allows for more people to participate, comment or contribute to the study as well as producing results that are representative of all the visitors or touring groups. This will be for the reason that people feel more comfortable to speak in their own language in which they can express themselves much better. However, engaging such services comes with additional costs, thereby increasing the research budget.

The respondents who confirmed to have attained higher education levels also portrayed better understanding and took more notes of safety and security information. These respondents tend to have the means and access to different media including crime related information. DMOs and tourist attraction marketers are encouraged to positively communicate with such potential travellers through different media platforms.

- **Motivation to travel**

It became clear that some travellers opted to visit South Africa following motivation or persuasion from their friends and family members who attended the 2010 FIFA World Cup (Le, 2018:165).

In addition to the above, both the sample survey and IDIs also revealed that some tourists chose the destination (Cape Town) due to the affordability of its tourism product. The visitors further highlighted that they visited the country owing to the fact that there was real value for their money because of the favourable exchange rate against other currencies.

In a way, the favourable exchange rates may have resulted in tourists ending up travelling with large amounts of cash as highlighted earlier. This could be one of the reasons why tourists fell victim to criminal activities.

### **Recommendation on general financial security:**

All parties in the tourism industry are therefore encouraged to desist from using cash when transacting. This will then deter the travellers from carrying huge sums of money. Therefore, encouraging the use of credit cards for both the service providers and the DMO should facilitate electronic payments for all activities in the tourist attractions.



- **Information sources**

This section covered all the trip phases as discussed under the following sub-headings: pre-visit, during the stay and post-visit.

**a. Pre-visit sources**

This covered the sources of information used for the pre-visit stage. It was noted that tourists consulted different information sources including WOM, internet and social media. By using some of these sources of information, the respondents' feedback suggested that WOM and the visitors' information centres were more preferred. It was also noted that tourists tended to be more willing to consult those sources where they interacted with other people.

**Recommendation on pre-visit information sources:**

It is therefore recommended that destination information be provided to potential visitors through those sources where there is face-to-face personal engagement.

- **Trip preparations**

Tourists' pre-visit consultations revealed some crime information to the extent that the visitors perceived the destination to be characterised by a high crime rate. This information influenced them to prepare for potential crime situations at the destination.

**Recommendation on safety tips:**

It was important for the tourists to be vigilant about any criminal activities at the destination. Furthermore, it was crucial as well to desist from seeking help from strangers, unless it was from those who were dressed in uniform indicating that they were working for different tourist attractions within the destination.

**b. Information sources used during stay in the destination.**

From the information that was received from service providers and destination representatives, the visitors pointed out that they obtained good advice which helped them to take heed of the crime hot spots. It also assisted them in taking precautions on personal safety, thereby safeguarding them from criminal activities.

**Recommendation on information sources (During visit):**

It is therefore, recommended for tourists to take heed of advice given to them by service providers in the destination.

- **Media used**

It was noted that there was a shift away from the use of conventional media, i.e. print and broadcast media, to new online media platforms.

**Recommendation on media:**

Therefore, destination marketers are recommended to use these platforms. This concurs with Dreher (2014:345) who is also of the opinion that online media need to be used more when advertising or communicating with potential travellers or tourists than it was in the past. Hence, tourists are further advised to source online maps (Google maps, Waze) from mobile phones whilst they are on tour in different attractions in the destination.

### **6.2.2 Tourists' experiences and their perceptions of crime**

The section on crime had the following objective:

*To investigate how tourists perceived Cape Town crime prior, during and post-visiting stages including their willingness to revisit the destination given their experiences.*

The crimes that were reported included muggings, robberies and car break-ins. Tourists confirmed that they had been carrying their valuables with them during tours, which could have possibly lured criminals to attack them.

On the other hand, the term valuables tend to have several meanings as it might differ in interpretations from country to country or between different cultures. This is because what might be of value at the Cape Town destination might be of less value at others (destinations). However, in this context it refers to anything that can attract criminals to commit crime e.g. jewellery, cameras or cash.

**Recommendations on general safety:**

In the event of visitors deciding or being required to carry out a transaction in cash, it is further recommended that they should do so in safer locations, e.g. in shopping malls that have better security facilities as well as protection patrol services and CCTV monitoring.

Following this information, it is recommended that visitors keep their valuables including travel documents in secure places, e.g. at the accommodation while they visit attractions situated in high crime areas.

#### a. Victims

Based on the results of this study, some tourists fell victim<sup>12</sup> to crime at the destination. The experiences obtained from staying in the destination helped the visitors to discover the best travelling times.

#### Recommended safe travel times:

The recommended times were between sunrise and sunset, excluding the night times. In addition to that, it was recommended that tourists travel or move in the company of tour guides (this includes township tourism guides) or attraction assistants who know the areas well. The results show that these guides knew what could be expected in their surroundings. They also knew the possible criminals in the attractions, which was to the tourists' advantage.

#### b. Travel documents

Tourists or travellers were recommended by the service providers and DMO representatives to keep copies of their travel documents, including any other essential documents such as traveller's cheques and passports in locked safes.

An overall assessment of the visitors' experiences of criminal activities during and after their stay at the destination led to the conclusion that crime will not deter any tourists from visiting their intended destination(s). This is also evidenced with the information shown in Table 6.1 below and concurs with what tourists mentioned when they pointed out that crime would not deter them from visiting attractions in the destination (as reflected by 21.4% of the respondents strongly disagreeing to the statements below).

**Table 6.1: Crime will deter me from visiting South Africa again**

| Category descriptions | Frequency (N) | Percentage | Valid percentage | Cumulative percentage |
|-----------------------|---------------|------------|------------------|-----------------------|
| Strongly disagree     | 30            | 21.4       | 21.4             | 21.4                  |
| Disagree              | 47            | 33.6       | 33.6             | 55.0                  |
| Neutral               | 33            | 23.6       | 23.6             | 78.6                  |
| Agree                 | 14            | 10.0       | 10.0             | 88.6                  |
| Strongly agree        | 16            | 11.4       | 11.4             | 100.0                 |
| Total                 | 140           | 100.0      | 100.0            | 100.0                 |

<sup>12</sup> Refer also to Section 5.2.3.2

### **6.2.2.1 Pre-visit perceptions of crime**

Pre-visit results revealed that most of the respondents felt the crime situation in the destination was too high, while others mentioned that it was extremely high.

### **6.2.2.2 During-visit perceptions**

Tourists' experiences during their stay in the destination resulted in 47.0% of the surveyed visitors perceiving that the crime situation in the destination was generally high but acceptable. This was contrary to 34.0% of the respondents who indicated that they perceived it to be high.

There was a change in tourists' perceptions between pre-visit and during the visit. Prior to visiting the destination, tourists perceived the crime situation to be extremely high. However, during the stay, they changed their perceptions to reflect that crime was not unusual after having spent some time in the destination, as per visitors' comments. This may entail that what they experienced was better than what they had learnt from different information sources prior to visiting the destination.

### **6.2.2.3 Tourists' post-visit perceptions of crime**

Quantitative results show that 47.9% of the surveyed tourists felt or perceived that the crime situation was between high to extremely high during their post-visit assessments. However, when probed whether they would continue to visit the destination in the future, the visitors confirmed that crime would not deter them from any future travel decisions<sup>13</sup> (see also Section 6.2.2.2. above).

Therefore, it was concluded that even though crime was perceived to be high in the destination, tourists seemed to have accepted that it was equally the same in all other destinations. Consequently, it would not deter them from continuing to visit Cape Town. This concurs with the continuous increase in the figures of tourist arrivals at the destination as outlined in Chapter 1.

However, it was noted that there were no considerable differences on crime perceptions for all the trip stages.

## **6.2.3 Effects of crime on future travel plans**

However, despite the visitors having had a number of crime related experiences or what they (tourists) witnessed during their stay, this study revealed tourists' willingness to revisit the country,

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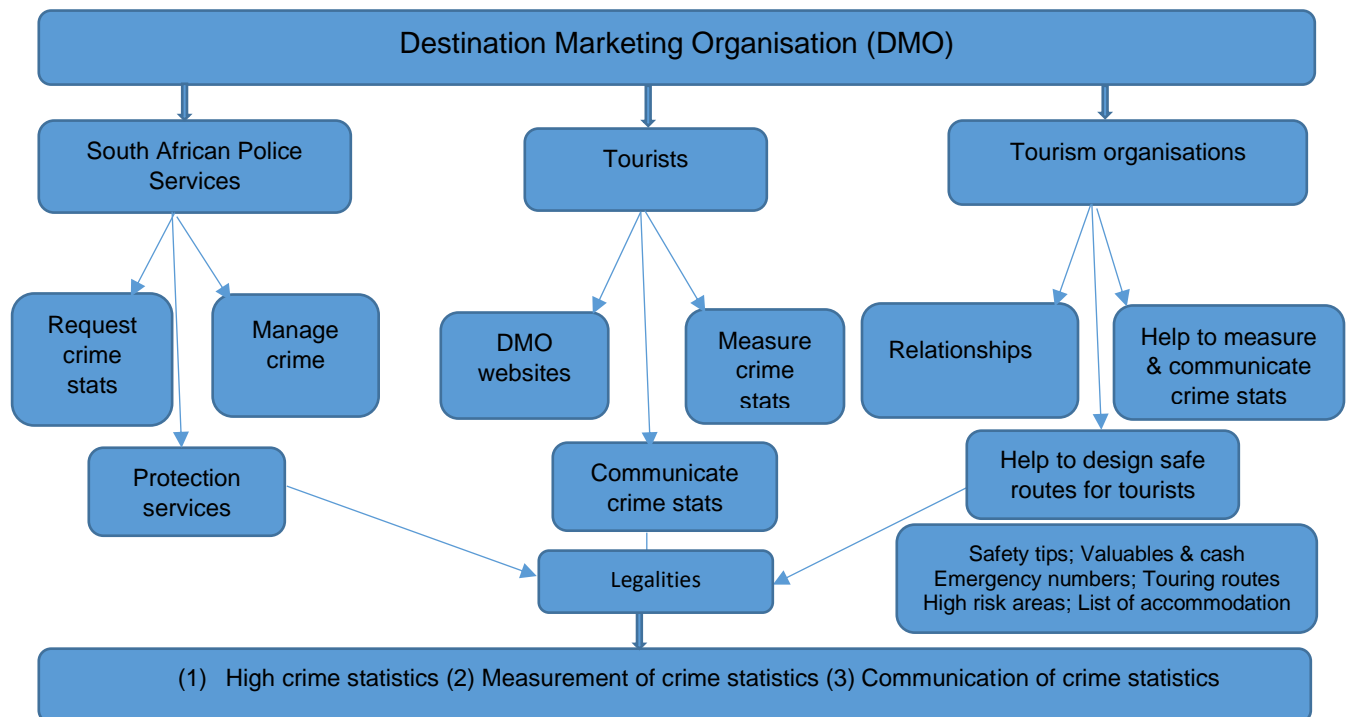
<sup>13</sup> See also Section 5.2.4.4: tourists will not be deterred by crime from visiting the destination.

including destination Cape Town, in the next five years. In this regard the study reflects that crime had little or no effect on the potential travellers' future travelling plans.

Following the above factors, the overall recommendations were also as follows:

### 6.3 Overall recommendations on general safety

These are recommendations that respondents suggested during the interviews and survey. This study addressed the following objectives and reached conclusions and recommendations. After having stayed in the destination, the tourists urged other potential travellers to be vigilant about criminal activities at the destination. On the other hand, the DMO is advised to consider engaging with the South African Police Services, tourists and tourism associations, as depicted in Figure 6.1.



**Figure 6.1: Considerations for Destination Marketing Organisations**

Source: Author

### **6.3.1 South African Police Services**

The study revealed the prevalence of the high crime rate<sup>14</sup> which concurs with respondents who fell victim to crime whilst in the destination. It is therefore recommended that the DMO call for separate tourism protection services or department to be established<sup>15</sup>. The establishment of such a police unit allows for crime to be managed in tourist attractions and the major tourist routes where patrols can be conducted.

Even though it was difficult to obtain crime statistics during this study, engaging with a SAPS tourism unit would enable the DMO to obtain raw crime statistics of the attractions. This would also allow for their easy measurement as well as the implementation of a crime management plan.

### **6.3.2 Tourists**

Failure to have a SAPS tourism unit, means crime statistics will remain inaccessible. Consequently, it is important for the DMO to gather crime statistics independently from the SAPS. This makes it necessary for the DMO to conduct tourist surveys regularly to determine tourists' experiences in the destination. This can also be achieved by getting help from tourism associations.

It is further recommended that the DMO engage with tourists and communicate crime statistics to them. This can be done in such a way that a DMO representative can conduct face-to-face information sharing sessions with tourists, explaining where and how crime incidents had been reported according to their (DMO) records.

Similar information can also be communicated to the visitors by providing it on the DMO website. The website may also include information such as safety and security tips; valuables and cash handling tips; emergency contact numbers; high risk areas; list of accommodation options as well as maps indicating the tourism red routes (no go areas with high crime rates) and green routes (areas with low crime).

#### **a) Safety and security tips**

It was noted that tourists can increase their chances of being safe by travelling in groups unlike travelling alone and becoming vulnerable to criminals. Safety and security of all the visitors in the destination are regarded to be of importance. This could be at built-up public areas including

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<sup>14</sup> Refer to Section 5.2.3.2

<sup>15</sup> See also comments in Section 5.3.1.3

shopping malls and open public spaces, such as nature reserves and national parks, to mention a few. It is therefore recommended that the DMO work on improving the security systems in all attractions of the destination. This concurs with the comments from their representative who is of the opinion that these improvements give travellers a sense or feeling of being secure in tourist attractions.

Furthermore, it is recommended for travellers to read or watch current news, especially anything relating to crimes that are being committed in tourist attractions. This helps them to prepare for any possible crime in the destination.

These preparations may also include booking accommodation in those locations that are considered to be safe and secure by the DMO, as well as following the recommendations of other service providers within the destination.

#### **b) Valuables and cash handling tips**

With regard to cash handling, the qualitative results revealed that tourists were not keen to do cash transactions<sup>16</sup> including withdrawals and deposits. However, they opted to use internet and online banking transactions with their credit and debit cards, although this does not apply to all tourists' groups.

The fear expressed by tourists about transacting in cash is a reflection that crime affects the ability to do legitimate business transactions and, to some extent, the activities within tourist attractions.

This can be as a result of tourists falling victim to crime which inconveniences their planned events. Also, those businesses in the tourism industry being robbed are to an extent affected in their daily operations.

#### **c) Education**

The literacy rate or level of education causes some people to become prone to criminal activities. This concurs with Ferencz, (2016:194) who mentioned the following, "statistics show that violent crimes are mostly committed by those people who are illiterate or are considered to have lower education levels while those in the literate social groups usually shun away from involving themselves in such activities."

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<sup>16</sup> Refer to Section 5.3.2.2 on DMO's recommendations on cash handling.

### **6.3.3 Tourism associations**

It is recommended that the DMO establish good relationships with the different tourism associations/organisations. It is for this reason that tourist organisations can also assist with recording/measuring crime statistics and communicating with the visitors by designing websites where they share important information.

Measuring crime statistics can be achieved by conducting surveys more often in different tourist attractions.

### **6.3.4 Legalities**

The DMO is advised to communicate crime statistics<sup>17</sup>. Failure to do so would enable tourists to take legal action against the organisation. The legal action, for example, may be to claim compensation in the event of any loss or damage arising from crime related circumstances such as theft, or injuries to any visitor while in the destination. This can apply in those cases where important crime statistical information would not have been disclosed by the DMO or its representatives.

## **6.4 Significant differences between tourist demographics and crime related factors.**

The objective on the significance of demographics and crime perceptions was to:

*To find out if there are any significant differences between demographic factors and crime related factors*

These important differences were noted on the following factors: age<sup>18</sup>, education<sup>19</sup>, group travelling<sup>20</sup>, including language<sup>21</sup> spoken which also influenced tourist perceptions as discussed earlier<sup>22</sup>.

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<sup>17</sup> As discussed in Section 6.3.2 under Tourists

<sup>18</sup> Refer to section 5.2.1.1 and also section 6.2.1

<sup>19</sup> See section 5.2.1.1 and also section 6.2.1

<sup>20</sup> Refer to section 5.2.1.2 and also section 6.2.1

<sup>21</sup> See section 5.2.1.1 and also section 6.2.1

<sup>22</sup> Refer to section 6.2.1



## 6.5 Conclusion and further research.

The main objective of this study was to establish perceptions of crime among international leisure tourists to Cape Town as a tourist destination and the effect of crime on their travel decisions. In this regard, the results from this study reflected that tourists perceived the crime level at the destination to be very high at every trip stage. However, most of these visitors indicated their likelihood to revisit the destination in the next five years. They also mentioned that the crime situation at the destination would not deter them in any way from visiting Cape Town in the future.

This gives an insight as to why there was continued growth in tourist arrivals in the destination, vis-a-vis an increase in crime statistics over the same period covered in this study (as shown in Chapter 1). However, the statistics show that only 21.4% of tourists confirmed to have fallen victim<sup>23</sup> to crime in the destination. This figure appears to be above the national statistics, which might imply that the Western Cape (Cape Town) has the highest crime figures in the tourism industry hence a higher statistic in the sample. That having been said, this figure is not good for destination marketing in any way.

Marschall, (2012:730); George and Swart, (2012:204) and George, (2017:9) all agree to say there have been increased crime incidences during Mega events both regionally and internationally. In this regard, this study recommends that further research be conducted to explore whether tourism demand (high tourism arrival figures) causes the crime levels to escalate in any tourist destination.

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<sup>23</sup> Refer to Section 5.2.3.2 a discussion on visitors who fell victims to crime.

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## APPENDICES

### Appendix A: Demand side interview schedule

Serial number: 01-09/9



#### Research interview schedule demand side

Cape Peninsula University of Technology takes this opportunity to welcome you for participating in the study about perceptions of crime in the local tourist attractions in Cape Town. This interview will take about 20 minutes of your time. However, your participation is voluntary, you have an option to omit questions you do not feel free to answer and you can withdraw from this research at any time based on personal reasons. Your data will be treated with full confidentiality and if published it will not disclose any one's names. Please confirm your consent to participate by filling in your names and signing below, your contribution is greatly appreciated.

Name..... Surname.....  
Country of origin.....Town.....  
Signature.....Date.....  
Age.....Marital status.....

#### General questions

1. In terms of travelling, which other countries were you considering visiting before you decided to visit South Africa?
2. What were your reasons of choosing to visit South Africa, and also why Cape Town in particular?
3. How often do you travel to South Africa?
4. In preparation for your trip did you happen to gather any information. What type of information did you gather?

#### Pre-visit questions

- a. Have you also perhaps made some enquiries about crime in South Africa and Cape Town whilst you were planning to travel?
- b. Can you please provide the sources you consulted and tell us more about them (were the sources reliable, and was the information helpful in any way)?

- c. What would you advise the South African travel agencies to communicate to potential visitors, in terms of crime related information that could be regarded as helpful when visiting the country?
- d. What do you think has to be improved by the South African companies or organisations promoting the Cape Town destination, if the information has to be of any help to visitors in the next 5 years?

### **During visit questions**

1. When you arrived in South Africa, did you perhaps receive any information to warn you about any crime related activities in the attractions?
2. What was the source of this information (hotel, tour operator, travel agency, tour guide, and staff at an attraction) and how useful was this information?
3. In general, what is your view on Cape Town crime levels as a tourist destination?
4. Are you aware of anyone that has been a victim of crime whilst staying in Cape Town/SA?
5. Have you witnessed any incidents of crime in the tourist attractions or in the country?
6. What happened and how could it have been prevented if the people were informed about crime?
7. In your own opinion, are there any attractions that you would consider to be unsafe in Cape Town due to criminal activities? Can you tell us more about these unsafe attractions?
8. What do think make or cause them to be unsafe, and what should be done to make them safer?
9. What do you suggest South Africa should do to increase the safety of tourists in the republic and hence boost the confidence of tourists?

### **Post-visit questions**

- a. What do you think has to be improved in terms of security and safety of visitors in Cape Town attractions?
- b. In your own opinion what information do you suggest South African tourism authorities have to share with other countries that should help tourists in planning their trips?
- c. What do you think is the information relating to crime that is needed by people from your country, and how can it be communicated to them?
- d. What are your chances of revisiting South Africa in the next five years and how frequently would you intend to visit?
- e. How can South Africa be managed as a tourist destination in the context of crime?

**Thank you very much for your cooperation and assistance!**

## Appendix B: Supply side interview schedule

Serial number: 01-06/6



### Research interview schedule supply side

Cape Peninsula University of Technology takes this opportunity to welcome you for participating in the study about perceptions of crime in the local tourist attractions in Cape Town. This interview will take about 20 minutes of your time. However, your participation is voluntary, you have an option to omit questions you do not feel free to answer and you can withdraw from this research at any time based on your personal reasons. Your data will be treated with full confidentiality and if published it will not disclose any one's names. Please confirm your consent to participate by filling in your names and signing below, your contribution is greatly appreciated.

Name .....Surname.....  
Signature.....Date.....  
Institution / Organisation.....  
Position.....

### Introduction

- 1 Please can you tell us more about yourself, your position, your role and duties and for how long you have been at this attraction?

### Pre-visit questions

- a. Before the tourists travel to South Africa does the attraction have some form of advertising that is done in order to persuade them to visit, if so in what ways?
- b. Which media is normally used for the advertising mentioned above and has it been found to be effective?
- c. Of the information given to the tourists, does it include any awareness on tourism related crimes?
- d. How do you think South African destination marketing organisations should communicate with people in other countries to ensure they are aware of any crime related information?

- e. What information do you think will be important for tourists during their trip planning stages regarding their safety and security during their visit in Cape Town?

#### **During visit: Attraction questions**

1. When tourists are in Cape Town, who do you think have a duty to communicate with the tourists between the attractions and the DMOs?
2. As an attraction, have you ever witnessed any incidents of crime related activities against tourists in the past five years?
3. What is the attraction doing or has done to make sure the tourists are safe?
4. In the attraction, is there any safety awareness tips that you think have to be shared with tourists?
5. Do you think there are some attractions which the tourists might consider to be unsafe in Cape Town and what could be the reasons why the attractions are labelled unsafe?
6. In your own opinion how is the crime situation in Cape Town attractions and what is your general view on the crime levels?

#### **During visit: Destination questions**

- a. What information do you think should be communicated to the tourists to ensure their safety in Cape Town?
- b. In your opinion, what has been done by the Cape Town tourism industry so far to ensure the safety of visitors in the country?
- c. What do you suggest the local tourism authorities should do to increase the safety of tourists in Cape Town and hence boost the confidence of tourists?

#### **Post-visit questions: Recommendations**

- 1 Obviously, the tourism industry has done a lot in the past to ensure there is safety for visitors in the city, what do you suggest should be improved in terms of safety and security of visitors in CPT attractions?
- 2 What else would you recommend should be done in order to improve safety awareness issues in the tourist attractions in CPT?
- 3 Basing on your assessment of the tourists moral and behaviour, do you think they will keep visiting Cape Town in the next five years?
- 4 Having been in tourism industry, what do you recommend should be done in order to increase or double the figures of tourist arrivals in Cape Town and SA?

**Thank you very much for your cooperation and assistance!**

## Appendix C: Research questionnaire

Serial number: 001-140/140



### Research questionnaire for a survey

Cape Peninsula University of Technology takes this opportunity to welcome you for participating in the study about perceptions of crime in the local tourist attractions in Cape Town. This survey will take about 15 minutes of your time. Please **confirm your consent to participate by filling in your names and signing below**, your contribution is greatly appreciated.

Name .....Surname.....

Signature.....Date.....

### Section A: General information & demographics

#### Q.1 Intercept point

|                          |      |
|--------------------------|------|
| WATERFRONT               | 1- 1 |
| TABLE MOUNTAIN CABLE CAR | - 2  |
| KIRSTENBOSCH GARDENS     | - 3  |

#### Q.2 Population group

|                |     |
|----------------|-----|
| Black          | 2-1 |
| Coloured/Asian | -2  |
| White          | -3  |

#### Q.3 Gender

|        |     |
|--------|-----|
| Female | 3-1 |
| Male   | -2  |

Q.4 What is your country of origin? Write in this space → .....

Q.5 What is your home language? Write in the box →

|   |                           |     |
|---|---------------------------|-----|
| Q.6 Please indicate your marital status by ticking in the box below | Married/Living together → | -1  |
| <span style="color: green;">Please tick in the boxes</span>         | Single/divorced/widowed → | - 2 |

#### Q.7 How many years of formal schooling have you completed?

|  |      |
|--|------|
| Primary education (Up to 7 years)            | 7- 1 |
| O&A levels (Up to 13 years)                  | - 2  |
| Further education & training (Vocational)    | - 3  |
| Completed university degree (15years)        | - 4  |
| Post university/technikon degree (15years +) | - 5  |
| Other (Specify )                             | - 6  |

#### Q.8 What is your age?

|                |     |
|----------------|-----|
| 18 to 25 years | 8-1 |
| 26 to 35 years | -2  |
| 36 to 50 years | -3  |
| 51 to 65 years | -4  |
| 65 years +     | -5  |
| Confidential   | -6  |

Q.9 How many people are in your travelling party (children excluded) Not tour group →

Q.10 How many children (under years old) are you travelling with? Write in the box →

| Q.11 What were your reasons of visiting South Africa on this trip? Specify whether the trip was for business, leisure or educational reasons by only ticking in the boxes under your main reason for travel unless if it was combined → Multiple answers possible | Business (1) | Leisure (2) | Educational (3) |
|---|--------------|-------------|-----------------|
| To learn about South African →  | 11-1         | 11-1        | 11-1            |
| Passing through the City / incidental discovery   | 2            | 2           | 2               |
| Recommended by a friend / relative  | 3            | 3           | 3               |
| As part of a tour group   | 4            | 4           | 4               |
| Seasonal visit due to weather conditions  | 5            | 5           | 5               |
| To attend a specific function   | 6            | 6           | 6               |
| To do research / project on a specific topic  | 7            | 7           | 7               |
| A family vacation   | 8            | 8           | 8               |
| General interest to visit the country   | 9            | 9           | 9               |
| Considered a must-see visit   | 10           | 10          | 10              |
| Uncertain / don't know  | 11           | 11          | 11              |
| Other please specify →  | 12           | 12          | 12              |

### Section B: Pre-visit

|     |  |     |   |
|-----|--|-----|---|
| Q12 | Did you source for any crime related information in preparation for your trip to SA before buying a travel ticket? → | Yes | 1 |
|     | Tick in the box (1 = Yes and 2 = No) If your answer is No, please go to question 14                                  | No  | 2 |

Q.13 Which of the following sources did you come across / consult before or during the visit to obtain information about potential crime in South Africa?

| Circle the number against the source and also indicate how useful it was by assigning a scale from 1 – 5 where 5=extremely useful and 1=extremely un-useful. Multiple answers possible → | Pre-visit (1) | During visit (2) | 5. Extremely useful |     | 4. Useful |     | 3. Relevant |     | 2. Not useful |     | 1. Not useful at all |     |
|--|---------------|------------------|---------------------|-----|-----------|-----|-------------|-----|---------------|-----|----------------------|-----|
|  |               |                  | 1-5                 | 2-5 | 1-4       | 2-4 | 1-3         | 2-3 | 1-2           | 2-2 | 1-1                  | 2-1 |
| <b>Print Media:</b> Newspaper  | 13-1-1        | 13-2-1           | 1-5                 | 2-5 | 1-4       | 2-4 | 1-3         | 2-3 | 1-2           | 2-2 | 1-1                  | 2-1 |
| Tourism brochure   | 2             | 2                | 5                   | 5   | 4         | 4   | 3           | 3   | 2             | 2   | 1                    | 1   |
| Tourist guidebook  | 3             | 3                | 5                   | 5   | 4         | 4   | 3           | 3   | 2             | 2   | 1                    | 1   |
| <b>Broadcast Media:</b> TV   | 4             | 4                | 5                   | 5   | 4         | 4   | 3           | 3   | 2             | 2   | 1                    | 1   |
| Radio  | 5             | 5                | 5                   | 5   | 4         | 4   | 3           | 3   | 2             | 2   | 1                    | 1   |
| <b>Social Media:</b> Face Book   | 6             | 6                | 5                   | 5   | 4         | 4   | 3           | 3   | 2             | 2   | 1                    | 1   |
| Twitter  | 7             | 7                | 5                   | 5   | 4         | 4   | 3           | 3   | 2             | 2   | 1                    | 1   |
| Instagram  | 8             | 8                | 5                   | 5   | 4         | 4   | 3           | 3   | 2             | 2   | 1                    | 1   |
| You tube   | 9             | 9                | 5                   | 5   | 4         | 4   | 3           | 3   | 2             | 2   | 1                    | 1   |
| <b>Word of Mouth:</b> Friends  | 10            | 10               | 5                   | 5   | 4         | 4   | 3           | 3   | 2             | 2   | 1                    | 1   |
| Family   | 11            | 11               | 5                   | 5   | 4         | 4   | 3           | 3   | 2             | 2   | 1                    | 1   |
| <b>On-line Media:</b> Attraction websites  | 12            | 12               | 5                   | 5   | 4         | 4   | 3           | 3   | 2             | 2   | 1                    | 1   |
| Internet   | 13            | 13               | 5                   | 5   | 4         | 4   | 3           | 3   | 2             | 2   | 1                    | 1   |
| On-line tourism brochures  | 14            | 14               | 5                   | 5   | 4         | 4   | 3           | 3   | 2             | 2   | 1                    | 1   |
| <b>Other Sources:</b> Trade show   | 15            | 15               | 5                   | 5   | 4         | 4   | 3           | 3   | 2             | 2   | 1                    | 1   |
| Tour operator  | 16            | 16               | 5                   | 5   | 4         | 4   | 3           | 3   | 2             | 2   | 1                    | 1   |
| School / academic institution  | 17            | 17               | 5                   | 5   | 4         | 4   | 3           | 3   | 2             | 2   | 1                    | 1   |
| Tourism conference   | 18            | 18               | 5                   | 5   | 4         | 4   | 3           | 3   | 2             | 2   | 1                    | 1   |
| Hotel/Accommodation provider   | 19            | 19               | 5                   | 5   | 4         | 4   | 3           | 3   | 2             | 2   | 1                    | 1   |
| Consulate  | 20            | 20               | 5                   | 5   | 4         | 4   | 3           | 3   | 2             | 2   | 1                    | 1   |
| Tourism information centres  | 21            | 21               | 5                   | 5   | 4         | 4   | 3           | 3   | 2             | 2   | 1                    | 1   |
| General knowledge  | 22            | 22               | 5                   | 5   | 4         | 4   | 3           | 3   | 2             | 2   | 1                    | 1   |
| <b>Others</b> → please specify   | 23            | 23               | 5                   | 5   | 4         | 4   | 3           | 3   | 2             | 2   | 1                    | 1   |
|  | 24            | 24               | 5                   | 5   | 4         | 4   | 3           | 3   | 2             | 2   | 1                    | 1   |



| <b>Q.14 Tourist's experience in the preparation stages as well as during the visit in Cape Town tourist attractions. →</b>             | <b>Yes</b> | <b>No</b> |
|--|------------|-----------|
| 1. After consulting the sources above, did you prepare yourself for the potential crime in any way? <i>If Yes tick options in Q.15</i> | 1          | 2         |
| 2. Did you receive any safety & crime awareness information during the visit? <i>If Yes tick the applicable options in Q.16</i>        | 1          | 2         |

| Q.15 Below are statements indicating preparations done with anticipation to the potential crime. Please read each statement and indicate to what extent would you agree or disagree using the following scale:<br>5 = strongly agree 4 = agree 3 = neutral 2 = disagree 1 = strongly disagree | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|---|----------------|-------|---------|----------|-------------------|
| <b>Preparations for the visit</b>   |                |       |         |          |                   |
| 1. Bought travelling bags with locking mechanisms. →  | 5              | 4     | 3       | 2        | 1                 |
| 2. Deposited money to be used during the stay in credit cards   | 5              | 4     | 3       | 2        | 1                 |
| 3. Left all the expensive jewellery behind, only travelled with the less expensive one  | 5              | 4     | 3       | 2        | 1                 |
| 4. Desisted from carrying large sums of money during tours in attractions   | 5              | 4     | 3       | 2        | 1                 |
| 5. Scheduled the activities to be done during the day in order to be indoors at night   | 5              | 4     | 3       | 2        | 1                 |
| 6. Kept all the important documents locked in a safe at the accommodation   | 5              | 4     | 3       | 2        | 1                 |

### Section C: During visit

| Q.16 Safety awareness information that I was given covered the following topics? Please indicate the topic themes in which you received tips and also indicate on a scale of 1 to 5 with scale 5 being very helpful, while 1 is not helpful at all.<br>→ Multiple options possible / Show options |      | 5. Very helpful | 4. Helpful | 3. May be | 2. Not helpful | 1. Not helpful at all |
|---|------|-----------------|------------|-----------|----------------|-----------------------|
| 1. Personal safety tips (watch your bags, move in groups) →   | 16-1 | 5               | 4          | 3         | 2              | 1                     |
| 2. Property security tips (keep your bags with you, lock doors)   | -2   | 5               | 4          | 3         | 2              | 1                     |
| 3. General safety tips (scream for help, walk in well-lit streets)  | -3   | 5               | 4          | 3         | 2              | 1                     |
| 4. Travelling times & places (locations) tips (avoid crowded areas and night travelling)  | -4   | 5               | 4          | 3         | 2              | 1                     |
| 5. Travel documents security tips (locking away documents in hotel safe)  | -5   | 5               | 4          | 3         | 2              | 1                     |
| 6. Safe transport tips (use of buses, trains or meter taxis)  | -6   | 5               | 4          | 3         | 2              | 1                     |
| 7. Cyber security tips (book using authentic attraction websites, secure passwords)   | -7   | 5               | 4          | 3         | 2              | 1                     |
| 8. Financial security tips (do not carry huge amounts of cash, use credit cards)  | -8   | 5               | 4          | 3         | 2              | 1                     |
| 9. Confidential   | -9   | 5               | 4          | 3         | 2              | 1                     |
| 10. Other (Specify)   | -10  | 5               | 4          | 3         | 2              | 1                     |

| Q.17 Below are statements regarding perceptions of crime. Please read each one and indicate to what extent would you agree or disagree with each of these statements using the following scale:<br>5 = strongly agree 4 = agree 3 = neutral 2 = disagree 1 = strongly disagree | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|--|----------------|-------|---------|----------|-------------------|
| <b>During the visit</b>  |                |       |         |          |                   |
| 1. CPT visit was much worse than expected in terms of crime. →   | 5              | 4     | 3       | 2        | 1                 |
| 2. I felt safe during my stay/visit in SA  | 5              | 4     | 3       | 2        | 1                 |
| 3. Crime restricted my planned activities during my visit in SA  | 5              | 4     | 3       | 2        | 1                 |

| Q.18 Tourist's experience during the visit in Cape Town attractions. Tick in the box (1 = Yes and 2 = No) | Yes | No |
|---|-----|----|
| 1. Did you witness any criminal activities during your stay in Cape Town? →                               | 1   | 2  |
| 2. Did you personally become a victim of crime during your stay in SA? → <i>If no, go to Q. 21</i>        | 1   | 2  |

**Q.19** Can you please state what really happened? Write in the spaces provided below

|   |   |
|---|---|
| → | 1 |
|   | 2 |
|   | 3 |
|   | 4 |

|  |   |                |           |           |               |                      |
|--|---|----------------|-----------|-----------|---------------|----------------------|
| <p><b>Q.20</b> To what degree will this incident deter you from any future visits to Cape Town and SA?<br/>Please tick the box which best describe how you fill by assigning a scale as follows. The scale 5 being the most likely while rating 1 is the least likely chance of re-visiting.</p> | → | 5. Very likely | 4. Likely | 3. May be | 2. Not likely | 1. Not likely at all |
|  |   |                |           |           |               |                      |

### Section D: Post-visit

|  |   |                |       |         |          |                   |
|--|---|----------------|-------|---------|----------|-------------------|
| <p><b>Q.21</b> Below are statements regarding perceptions of crime. Please read each one and indicate to what extent you would agree or disagree where:<br/>5 = strongly agree 4 = agree 3 = neutral 2 = disagree 1 = strongly disagree</p> <p><b>Post-visit</b></p> |   | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|  | → | 5              | 4     | 3       | 2        | 1                 |
| 1. Potential visitors are recommended to be vigilant to crime in SA.   | → | 5              | 4     | 3       | 2        | 1                 |
| 2. There should be more visible policing and security in the country.  |   | 5              | 4     | 3       | 2        | 1                 |
| 3. Crime will deter me from visiting SA again.   |   | 5              | 4     | 3       | 2        | 1                 |
| 4. Safety awareness activities should be conducted in SA.  |   | 5              | 4     | 3       | 2        | 1                 |

|  |   |                  |
|--|---|------------------|
| Please go through each question and write the numbers only in the boxes that are provided          |   | Write in the box |
| <b>Q.22</b> How many times including this visit have you visited South Africa in the past 5 years? | → |                  |
| <b>Q.23</b> How many nights are you staying over on this visit?                                    | → |                  |

|  |   |                |      |            |     |               |
|--|---|----------------|------|------------|-----|---------------|
| <p><b>Q.24</b> Below, are perceptions of crime, on a scale of 1 – 5, how do you rate Cape Town in terms of crime?<br/>The scale 5 being the highest crime while rating 1 is the lowest crime rate.</p> |   | Extremely high | High | Acceptable | Low | Extremely Low |
|  | → | 5              | 4    | 3          | 2   | 1             |
| 1. Before buying a trip ticket I perceived crime levels in CPT/SA to be  | → | 5              | 4    | 3          | 2   | 1             |
| 2. During my stay, I perceived crime to be   |   | 5              | 4    | 3          | 2   | 1             |
| 3. In my own opinion the crime rate in CPT/SA is   |   | 5              | 4    | 3          | 2   | 1             |

|   |   |                |           |           |               |                      |
|---|---|----------------|-----------|-----------|---------------|----------------------|
| <p><b>Q.25</b> What are your chances of re-visiting SA in the next 5 years?<br/>The scale 5 being the most likely while rating 1 is the least likely chance of re-visiting.</p> | → | 5. Very likely | 4. Likely | 3. May be | 2. Not likely | 1. Not likely at all |
|   |   |                |           |           |               |                      |

**Thank you very much for taking part in this survey!**

## Appendix D: Consent Form (Kirstenbosch Gardens)



01 June 2017

Manlord Chaturuka  
Email: 216268869@mycput.ac.za  
Mobile: 073 775 8100

Dear Mr. Chaturuka

**Re: Permission to conduct research interviews with visitors at Kirstenbosch**

Kirstenbosch Management will grant you permission to conduct interviews with visitors in order to collect data for your study for the Cape Peninsula University of Technology on "Perceptions of crime among international leisure tourists to Cape Town and the marketing implications for tourist destinations".

Please note that the dates and times to conduct the interviews have to be scheduled in discussion with Kirstenbosch. Your questionnaire also needs to be approved by Kirstenbosch. In our experience, visitors are not willing to spend more than 5 minutes answering interview questions. We therefore request that the questionnaire be limited to 2 pages.

We look forward to seeing a next draft of your questionnaire.

Yours sincerely

A handwritten signature in black ink, appearing to read "Sarah Struys".

Sarah Struys  
Events Manager: Kirstenbosch

## Appendix E: Consent Form (Table Mountain Aerial Cableway)



22<sup>nd</sup> June 2017

To whom it may concern

This is to confirm that Marlford Chaturuka, a student at CPUT's Marketing department, has permission to conduct surveys at the Lower Cableway Station for one week during June/July 2017.

Your sincerely

COLLETTE VAN ASWEGEN  
MARKETING MANAGER

P.O. Box 730 Cape Town 8000 Info: 021 424 8181 Tel: 021 424 0015 Fax: 021 424 3792 Website: [www.tablemountain.net](http://www.tablemountain.net)  
Directors: A Ray (Chairman) W Parker (Managing Director) R Fennor C Gooden B Moore A Pillay  
M Skade F Stroebel T Adams (Alt) P de Waal (Alt) D Parker (Alt)

SABS  
OHSAS 18001

Heritage  
Diamond

SABS  
ISO 14001

## Appendix F: Grammarian Certificate

### The Final Word Editing Services

#### GRAMMARIAN CERTIFICATE

#### TO WHOM IT MAY CONCERN

26 August 2019

This is to certify that I, Gisela van Reenen, of The Final Word Editing Services, have proofread and edited the master's thesis of Mr Manlord Chaturuka entitled "*Perceptions of crime among international leisure tourists to Cape Town and the marketing implications for tourist destinations.*" The following issues were corrected: Grammar, punctuation, spelling, sentence structure, paragraphing, idiomatic use and referencing. The candidate was advised to make the indicated changes.



G van Reenen

[finalwordsa@gmail.com](mailto:finalwordsa@gmail.com)

Cell phone number: **084 948 4691**

## Appendix G: Originality Report

Manlord Chaturuka 216268869: Thesis Document (Perceptions of crime among international leisure tourists to Cape Town and the marketing implications for tourist destinations)

### ORIGINALITY REPORT

|                  |                  |              |                |
|------------------|------------------|--------------|----------------|
| <b>5%</b>        | <b>3%</b>        | <b>1%</b>    | <b>5%</b>      |
| SIMILARITY INDEX | INTERNET SOURCES | PUBLICATIONS | STUDENT PAPERS |

### PRIMARY SOURCES

|          |   |               |
|----------|---|---------------|
| <b>1</b> | <b>Submitted to Middlesex University</b><br>Student Paper   | <b>&lt;1%</b> |
| <b>2</b> | <b>Submitted to Anglia Ruskin University</b><br>Student Paper   | <b>&lt;1%</b> |
| <b>3</b> | <b>www.tdmszovetseg.eu</b><br>Internet Source   | <b>&lt;1%</b> |
| <b>4</b> | <b>Submitted to Mancosa</b><br>Student Paper  | <b>&lt;1%</b> |
| <b>5</b> | <b>Carmen Blain, Stuart E. Levy, J. R. Brent Ritchie. "Destination Branding: Insights and Practices from Destination Management Organizations", Journal of Travel Research, 2016</b><br>Publication | <b>&lt;1%</b> |
| <b>6</b> | <b>Submitted to Higher Education Commission Pakistan</b><br>Student Paper   | <b>&lt;1%</b> |

|           |  |     |
|-----------|--|-----|
| <b>7</b>  | <b>Submitted to Management Development Institute</b><br>Student Paper                | <1% |
| <b>8</b>  | <b>Submitted to Foundation for Liberal And Management Education</b><br>Student Paper | <1% |
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|    |  |     |
|----|--|-----|
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