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**A city tainted by crime: visitors' perceptions on safety and security  
in Johannesburg**



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## **Abstract**

The trepidation over the effects of crime on tourism has emerged as a key concern globally. Johannesburg, South Africa's leading city and a major tourist destination has long been perceived both as an unsafe place to visit and a breeding ground for crime. The prevalence of crime in Johannesburg and the associated negative public perceptions of crime impact on tourism and the travel behaviour of visitors. This study aimed to investigate international visitors' safety and their perceptions of Johannesburg using a selection of three tourism destinations in the city; namely, Vilakazi precinct in Soweto township, Maboneng precinct in the inner city and Sandton City, the new central business district. A questionnaire survey was used to collect data; moreover, purposive sampling was used at the three selected destinations. The findings suggest that international tourists' safety and security perceptions improved during and after their visit and they felt that Johannesburg is a relatively safe destination to visit. It was also observed that perceptions of safety and security are influenced by and vary across socio-demographic variables such as age, gender, nationality, awareness, travel party type and travel experience. The study's findings contribute to knowledge by offering insights on international visitors' safety and security perceptions, attitudes towards crime-risk and their impact on tourist behaviour. To satisfy the safety and security needs of visitors, crime prevention strategies are recommended for the tourism industry, tourism stakeholders and law enforcement. Suggestions for future research are provided.

**Key-words:** Crime; Johannesburg; Maboneng precinct; Perceptions; Safety; Sandton City; Security; Vilakazi precinct

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## **Dedication**

Special recognition goes to my late father (my guardian angel) Mr Nkwabo John Malleka, you have always supported my dreams and this dissertation is dedicated to you, MOTHOKWA. REST IN POWER!

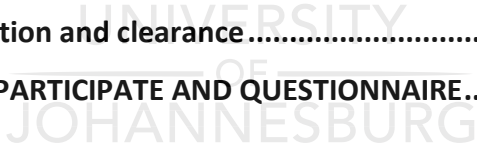


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## **-List of Acronyms**

BnB: Bed-and-Breakfast

CBD: Central Business District

CCTV: Closed-circuit Television

CoJ: City of Johannesburg

E-WOM: Electronic Word-Of-Mouth

FIFA: *Fédération Internationale de Football Association*

GBH: Grievous Bodily Harm

GDP: Gross Domestic Product

GMM: Generalised Method of Moments

GVC: Global Value Chain

HRW: Human Rights Watch

ISS: Institute of Security Studies

NBA: National Basketball Association

PNG: Papua New Guinea

SADC: The Southern Africa Development Community

SAPS: South African Police Services

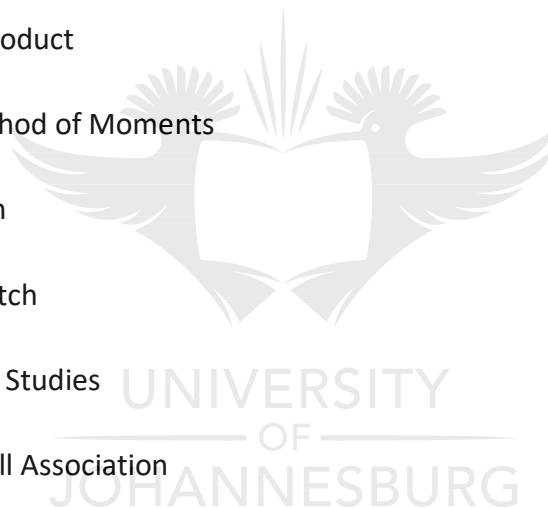
SAT: South African Tourism

SMMEs: Small Medium and Micro Enterprises

SPSS: Statistical Package for Social Sciences

Stats SA: Statistics South Africa

UAE: United Arab Emirates



UK: United Kingdom

USA: United States of America

VFR: Visiting Friends and Relatives

WOM: Word-of-Mouth

WTO: World Tourism Organisation

WTTC: World Travel and Tourism Council



## **Chapter 1: Introduction**

### **1.1 Background**

Unprecedented levels of travel and tourism development have occurred over the past century, with international tourist arrivals estimated at 1.5 billion in 2019 (World Tourism Organisation [WTO], 2019). According to WTO, tourism has continued to expand over time, despite occasional shocks and the year 2019 was the tenth consecutive year of sustained growth since 2009 (WTO, 2020). South African Tourism [SAT] (2019) has described the tourism as the fastest growing industry globally and has been a key contributor to economic development. The WTO (2019) defines tourism as a cultural, social and economic phenomenon involving the movements of persons to countries or places outside their usual environment for personal or business/professional purposes. It is a multidimensional and consumption-based activity, which has great job creation capacity, revenue earning potential and supports the culture and entertainment industries (Garg, 2013; 2015). Tourism is an intense geographic phenomenon, as it exists through the desire of people to move in search of embodied experiences of other places, interactions with people, business travel and creating relationships between host spaces and places (Cohen et al., 2014).

The tourism industry is generally acknowledged as an industry that only thrives under peaceful conditions (Chauhan, 2007; Batrá, 2008; Williams & Baláz, 2015). Peace, safety and security are the basic pre-requisites for a successful tourism development (Mansfeld and Pizam, 2006). Ensuring the safety of tourists has become an indispensable element in a destination's offering to gain maximum profit, hence most destinations strive to present themselves as crime-free and idyllic spaces (Boakye, 2012).

#### **1.1.1. Crime and tourism**

While most destinations strive to present themselves as a paradise, the unfortunate reality is tourists are not immune and they can fall victim to crime. George (2003; 577) notes three main types of crimes are experienced by tourists:

- a. Physical, which include; property-related crimes, bodily harm and sexual abuse.
- b. Economic, which include; arbitrary price increases of goods and services, swindling and fraud.

- c. Psychological, which include; verbal harassment and instilling fear.

Tourists are particularly prone to crime as a result of their appearance, visits to specific locations, unfamiliarity with the environment, experiencing language barriers, their travel behaviour and the visible way they carry valuables such as cash and cameras (Perry and Potgieter, 2013). A high frequency of security incidents may cause changes in tourists' bookings, cancellation of trips and changes in destination choice (Donaldson and Ferreira, 2009). It is also vital to acknowledge that tourists can also be perpetrators of crime at destinations by committing crimes against local citizens or residents, tourist personnel or against other tourists (Tarlow, 2011).

The link between crime and tourism is a complex phenomenon which has attracted the interest of many researchers and scholars worldwide. Crime and tourism have been approached and analysed in various ways and the most popular perspectives include, studies analysing the impact of crime in tourist areas; analysing the potential impact of tourism on crime and research on tourists' perceptions of safety and the risk of crime (Lisowska, 2017). Prominent studies in recent decades focused on the impact of crime, safety and security with regards to tourism in the Global North include the work of (1) Pizam and Mansfeld (1996), who assessed the negative effects of criminal activities, war, terrorist attacks and violence aimed at tourists have on destination; (2) The study by Schiebler et al. (1996) which assessed tourists' vulnerability to crime in Florida, United States of America (USA) and (3) Dimanche and Lepetic (1999) who analysed the relationship between tourism and crime in New Orleans (USA). These pioneering studies paved the way for new research in the Global North (Williams, 2010; Altindag, 2014) and the Global South (Levantis and Gani, 2000; Mohammed and Sookram, 2015). Within the South African context, studies by George (2001) in Cape Town, Nkosi (2010) in KwaZulu-Natal's Umhlathuze municipality district and Moyo and Ziramba (2013) have similarly investigated the impact of different types of crime on tourism and tourism arrivals.

Up until now, there are few studies on crime and tourism in Johannesburg. This study investigates the safety and security perceptions of international tourists in Johannesburg, South Africa while contributing to research on tourists' perceptions of safety and the risk of crime in the Global South.

## 1.2. Problem statement

Tourism is particularly vulnerable to crime and safety challenges such as crime may deter tourists; this is both detrimental to the industry and the wider economy. At the 2019 Africa's Travel Indaba (a tourism marketing event), South Africa's Minister of tourism, Mr Derek Hanekom hailed and described the industry as the new gold in the country (Africa Travel Indaba, 2019). However, the prevalence of crime and the widespread perception that South Africa is a crime-ridden and violent society is detrimental to the tourism industry. It should be noted that with the increasing rates of crime, including violent xenophobic attacks and reported crime incidents committed against tourists in South Africa, the growth potential of tourism and increasing tourist numbers are undermined. Parallel to the growth of tourism, Johannesburg continues to experience socio-economic problems with high crime rates being one of them. The positive growth cannot be sustained in the tourism industry if the crime is not addressed effectively.

## 1.3. Rationale

Tourist safety and security is important for the future growth and development of the tourism industry (George and Booyens, 2014). Understanding tourist perceptions of safety is to understand and satisfy the intrinsic nature of tourists (Baker, 2003). Similarly, Boakye (2012) stated that one way to effectively provide security for tourists is to seek their views on the matter. This study provides insight into the perceptions of tourists at tourist destinations.

While there have been several studies conducted on safety and security perceptions of tourists in Cape Town (George, 2003; 2010; George and Booyens, 2014), from a tourism geography perspective, more research in the country's key tourist destinations such as Johannesburg would be beneficial. Furthermore, the knowledge obtained from this research could ideally inform effective implementation of crime prevention strategies by tourism stakeholders and the CoJ.

## 1.4. Aim and objectives

### 1.4.1. Aim

The study aimed to investigate perceptions of international tourists on safety and security in Johannesburg, South Africa. This research was carried out on three of Johannesburg's



selected tourist destinations, namely; the Vilakazi Precinct, Maboneng precinct and Sandton City.

#### 1.4.2. Objectives

The objectives of the study were as follows:

- To determine whether tourists who visit Johannesburg feel safe or unsafe.
- To find out whether they choose to limit their activities because of fear of crime

#### 1.4. Overview of the dissertation

This dissertation comprises six chapters, with each chapter subdivided into several sections, namely;

- Chapter 1: Introduction

The first introductory chapter provides a general background of tourism and the interconnection between crime and tourism. The domain of tourism and crime is contextualised by reviewing any relevant research and popular views and perspectives about the topic. Key words are also defined in the chapter. Furthermore, it presents the problem statement, elaborating on the importance of the study and outlines the aim and objectives. An overview of the structure of the dissertation is also outlined in chapter one.

- Chapter 2: Literature review

This chapter reviews existing literature relating to the topic of crime and tourism globally and nationally. It examines the perceptions of crime, safety and security on tourists and emerging themes and ideas within the literature.

- Chapter 3: Study area and methodology

The third chapter is divided into two sections. The first section gives details of the study area with the analysis of its geography, demography, population and economy. Brief descriptions of the three selected tourism destinations in Johannesburg are provided with details of the characteristics of the areas, their location, history and crime patterns. The second section discusses the methodology implemented to conduct this research. This includes a description of the research design, sampling

technique and target population, research method, the use of the face-to-face survey questionnaire as the chosen survey instrument and data collection. In addition, ethical considerations are outlined.

- Chapter 4: Results

The results chapter provides a detailed analysis of the findings obtained from the three selected tourism destinations. Descriptive analysis is offered. Commonalities and differences emerging from the findings at the three selected tourism destinations are made.

- Chapter 5: Discussion

In this chapter, the results are further contextualised and discussed in more detail while assessing their relevance and significance concerning studies and findings from research globally.

- Chapter 6: Conclusion and recommendations

The final chapter reflects on how the aim and objectives of the study have been achieved, summarises the key findings and recommendations based on the study findings and outlines further research opportunities.



## **Chapter 2: Literature review**

### **2.1. Introduction**

Tourism has become one of the biggest industries globally. According to estimates by the WTO (2019), the volume of international tourism grew by 5% in 2019 with 1.4 billion total international arrivals and this growth was coupled with an increase in total international tourism receipts estimated at USD 1.7 trillion. The expansion of tourism over time has made it a key global force for economic growth and development, driving the creation of more and better employment opportunities and jobs.

Tourism, like any other industry, has both positive and negative economic, environmental and social impacts on tourist destinations. While the benefits of the industry include job creation and an increase in foreign exchange earnings, there has been a growing body of literature which has sought to assess safety implications on tourism. For the tourism industry to thrive, essential conditions such as safety and peace are vital (Williams and Baláz, 2015). However, the industry is susceptible to several factors that potentially affect its development and growth. Five major factors in terms of tourism safety have been identified, namely; terrorism, war and political instability, health concerns, natural disasters and crime (Pizam and Mansfeld, 2006). What these factors have in common is the perception that they may cause physical harm or financial loss for a tourist. If tourists perceive any threat from these risk factors, they may be discouraged from visiting the affected destination and therefore change their travel plans and destination choice. Ensuring the safety of tourists has become increasingly important for the competitiveness of international destinations, good destination image formation and maximisation of income from industry (Boakye, 2012; George and Swart, 2012). This chapter presents a review of research into the connection between crime and tourism, the influence of both phenomena on each other, and the safety and security perceptions by tourists and locals.

### **2.2. International debates on crime and tourism**

Most tourists select their destinations, not only based on price and image of the destination, but also on personal safety and security (Tarlow, 2011). Crime is a universal concern, and the tourism industry is not immune to its effect; as tourists may be victims at destinations.

There is a growing body of literature that has examined and documented the relationship between crime and tourism. Emerging themes in the literature include; the role of tourism in encouraging crime, the effects of crime on tourism, tourists as victims of crime and the safety and security perceptions held by tourists on specific destinations (George, 2003).

### 2.2.1. Tourism's contribution to crime

Early empirical work on the impact of tourism on crime dates back to the 1970s and 1980s. Pioneering studies in the Global North include studies conducted by McPheters and Stronge (1974) which found that tourist activities may well increase crime; it was demonstrated in Miami, Florida (USA) that higher crime rates were associated with tourist peak season. Similarly, Chesney-Lind et al. (1983) discovered that the increase in crime rates in Hawaii (USA) was an externality of tourism development. These early contributions have similarly concluded that the growth of mass tourism at a destination is often accompanied by increased crime. However, these studies relied on simple methods and lacked rich and robust data (Recher and Rubil, 2020).

Recent research building on the earlier studies has employed modern econometric techniques to assess and document the impact of tourism on crime. For instance, Biagi et al. (2012) applied a Generalised Method of Moments (GMM) estimation to find the possible link between tourism and criminal activity. The study proved that in the long run, tourism areas in Italy exhibit greater crime rates than non-tourist areas. When the number of tourists increases by 1%, the total number of crimes in Italy also increases by 0.018%. In the same way, Biagi and Detotto (2014) argued that the effect of tourism differs based on the type of tourism destination and to this it was found that tourists have a greater effect on crime rates in larger cities than in rural or non-urban areas. In addition, it was discovered that tourism arrivals in cities in Italy significantly increased street crimes such as pickpocketing. A study by Montolio and Planells-Struse (2016) discovered a positive relationship between the number of tourist arrivals and crime rates in a panel analysis of Spanish provinces. Palanca-Tan et al. (2015) used panel data from 16 regions in the Philippines for the period 2009–2011 to investigate the relationship between crime and tourism. Results suggested that the relationship between crime and tourism may largely depend on the characteristics of tourists and the types of crime. However, no significant

correlation between crime rate and total tourist arrivals was found. A statistically significant positive relation was found between foreign tourism and robbery/theft and a positive relationship was also found between overseas Filipino tourism and robbery. However, there was no correlation between domestic tourism and the types of crimes investigated in the study. Recher and Rubil (2020) concluded that more tourism meant more crime. Their study examined the impact of tourism on crime in Croatia by estimating the elasticity of property crime concerning tourism arrivals and evident that tourism increases property crime. The main argument from these studies is that tourist arrivals and activities can generate and contribute to the levels of crime in a given destination. Brunt and Hooton (2010) found that crime in the case of Newquay, England increases during the tourism season. In the same way, Mawby (2012) contended that tourism was a significant generator of crime and disorder in some of the major tourist centres in the county of Cornwall, especially in Newquay. This implies that when tourist arrivals increase, the number of people in circulation will also increase thus creating more victims leading to the escalation in crime rates (Lisowska, 2017).

A study by Boivin and Felson (2018) looked into disaggregating the crime impact of tourist inflows by determining whether, where crimes had been committed, persons charged/chargeable for property and violent crimes were tourists or residents. Two sources of crimes were compared: crimes committed by residents and crimes committed by tourists. The results suggested that an increase in tourist inflow not only increases the number of tourists charged with a crime but also the number of residents charged. In addition, the study found that the effects varied according to visit purpose; more crimes are committed in areas where tourists are visiting for recreational purposes than for shopping. This study concurs with the reality that both tourists and locals can be victims and perpetrators of crime at a destination (Tarlow, 2011; Mawby, 2014; Lisowska, 2017).

A study conducted by Grinols et al. (2011) did not find any statistical connection between the number of visitors and crime rates. The argument made in the study was that some types of tourists such as those visiting national parks have little or no impact on crime. This finding is consistent with an earlier study by Pizam (1999) which found very little linkage and between tourism activity and crime in a nationwide survey of the USA. Another study inconsistent with the common conclusion that an increase in tourism increases crime rates

is that of Van Trans and Bridges (2009). Their research conducted in 46 European nations showed that as per their prediction, as the rate of tourists arrivals increased for the period 2000 to 2004, in the selected European nations, there was a significant decrease in crime rate. The authors argued that when there is more opportunity for tourists, tourist stakeholders at a particular destination, are likely to increase security and there is less opportunity for criminal offences to be committed against tourists.

Crime may also create an externality in the form of a reduction in international tourism activity (Altindag, 2014). International tourists consider the risk of victimisation when choosing a destination to visit, and tourists may be deterred from visiting if the probability of victimisation in that particular destination is high (George and Booyens, 2014). The line of research in the latter study focused on how crime rates at destinations affect tourism arrivals, crimes committed against tourists and/or tourist-victimisation and whether there is a difference between crime experienced by tourists and residents.

#### 2.2.2. The effects of crime on tourist arrivals and activities

Crime-related problems and events have an impact on the destination, the tourism industry itself and the tourists. The most significant and noticeable negative impact of crime on a tourist destination is the negative image created of the destination, resulting in reduced tourist demand and hence tourist arrivals (Mataković and Mataković, 2019). Reducing the number of tourist arrivals has consequences including a fall in revenues (Pizam et al., 2006; Mthembu, 2009). For example, the high crime rates in New Orleans and the associated negative public perceptions have crippled its tourism growth. According to Williams (2010) New Orleans has gained the negative reputation of being the crime capital of the USA. Crimes committed against tourists and the high rates of crime have resulted in some countries issuing travel warnings for New Orleans, thus both affecting tourist arrivals and revenue.

A study by Santana-Gallego et al. (2016) examined the effect of crime along with terrorism and corruption on tourist arrivals for 171 countries for the period 1995–2013. The researchers discovered that crime and terrorism harm tourist arrivals while corruption does not have much effect. The study also considered whether the effects of these three factors differed in terms of the purpose of the trip; it was found that crime along with terrorism had

more effect on personal than for business trips, whereas corruption only affected business tourism. Similarly, Baker and Stockton (2014) carried out a study to assess the relationship between the number of visitors and the types and patterns of crimes, over time, in the mass tourism cities of Honolulu and Las Vegas (USA). The study showed a significant positive correlation between the number of visitors and crime in Las Vegas, while city of Honolulu displayed an inverse relationship between the number of visitors and violent crimes. The results also showed relationships between increasing law enforcement employees and crime reduction. An argument made from this study was that introducing higher rates of tourism in a city that has relatively low crime rates will not automatically lead to higher rates of victimisation of tourists; however, increasing the numbers of tourists in an already high crime city does have a significant effect on the rates of crime committed against tourists. Altindag (2014) presents the impact of crime on tourism through the use of a panel data set for European countries. The results drew attention to the fact that violent crimes such as homicide, rape, robbery and assault are negatively associated with incoming international tourists and revenue for an average country in Europe whereas aggregate property crime and its components (i.e., theft and burglary) do not inherently have a significant influence.

In the Global South context, a reduction in tourist arrivals was also found as a result of crime. Corona (2018) looked into investigating the impact of violent crime on tourism in Mexico for the period 1990-2010. The impact of violent crime/homicide on tourist arrivals was found to be negative and significant. The study showed that a 1% increase in homicides leads to 0.12% decrease in tourism. Furthermore, when disaggregating the tourist arrival data into local and international, it was found that a 1% increase in violent crime leads to a 0.31% decrease in international arrivals; meanwhile, a 1% increase in violent crime leads to a 0.9% decrease in domestic tourist arrivals. Violent crimes deter both types of tourists; however, this effect seems to be stronger for international tourists. The difference is explained by how information asymmetries play a role in tourism demand. According to the study, domestic tourists may know the crime situation in Mexican states better and where violence is worse or where it is not. International tourists obtain their information from international media and the governments from the countries of origin of the international tourists may warn their people not to visit certain places in the country or prefer to choose

alternative destinations for leisure. In a similar vein, Santiestenban and Gamboa (2018) evaluated the effect of the number of homicides recorded for 2006-2016 on the influx of domestic and foreign (American and Canadian) tourists to a destination in the Mexican Pacific coast using econometric techniques such as the multiple linear regression. The researchers found that even though the number of homicides is associated with an increase in insecurity, the impact was found to be minimal. A moderate decrease in the arrival of foreign tourists and the number of flights was observed; however, there was no negative effect on the domestic market that showed an increase. The study contends that the marked increase in domestic tourism is possibly linked to an individual's knowledge of their own country and they perceive it as less dangerous or feel that it is safer than foreign tourists do.

Mohammed and Sockram (2015) undertook an analysis of the impact of violent crimes and property crimes, on tourist arrivals in Jamaica and Trinidad and Tobago. According to their findings, tourists in mass tourism destinations in the Caribbean were more likely to be victims of property crime and robbery. Violent crime, police corruption and failings in the justice system have a detrimental effect on business and investment. These negative aspects of the destinations ultimately impact on the way potential visitors perceive the islands. It was established and concluded that the increase of violent crime and property crime in both Jamaica, and Trinidad and Tobago resulted in decreased tourist arrivals. This study is consistent with research by Lorde and Jackman (2013) showing that an increase in crime significantly decreased tourist arrivals. Karagiannis and Madjd-Sadjadi (2012) reviewed the negative implications of crime on tourism in the Caribbean and the observations made were that crime adversely affects the economy, leads to the loss of long-term investment and causes levels of tourism and its global competitiveness. The findings from these studies are consistent with earlier studies in the Global South which generally found that demand for tourism in nations that suffer deteriorating law and order is adversely affected (see Levantis and Gani, 2000; Alleyne and Boxill, 2003). According to Mataković and Mataković (2019), the insecurity of a destination will encourage investors to rather invest funds in other destinations. The profitability of businesses that partially rely on tourism is negatively affected as a result of diminishing tourist arrivals. Furthermore, affected destinations can lose both professional employees and entrepreneurs who are



essential for the successful operation of the tourism industry (Pizam et al., 2006); this consequently leads to the degradation of tourism infrastructure and services because of employees becoming redundant and insufficient funds for maintenance of infrastructure (Mthembu, 2009).

Research has also focused on assessing whether tourists are more prone to victimisation than locals (see Mawby et al., 2000; Harper, 2001, Crotts, 2003) and the possible differences in the types of crime experienced by tourists compared to locals. Several studies have shown that tourists present lucrative targets of criminals because they tend to carry portable valuables such as cameras, money, they are unfamiliar with their surroundings and environment at the particular destination and they are relatively unlikely to report crimes (Tarlow, 2011; Boakye, 2012; Brás, 2015). A study by Paliska et al. (2020) used police crime statistics and a binary logistic regression to investigate the nature of theft crimes against tourists and visitors in Slovenia with a specific focus on identifying the characteristics of theft victims in tourist areas and analysing the differences in risk between various crime scenes and types of crime. The study findings suggest that victims' backgrounds such as status, age group and accommodation type determined their vulnerability to certain crimes. Foreign victims were found to be more likely to suffer burglary than their domestic counterparts. Moreover, crimes against foreign visitors and tourists were more likely to involve seniors, amount to larger losses, and to take place in hotels, motels and camps. On the other hand, crimes against domestic visitors were more likely to take place during evenings in bars, restaurants and vacation homes. Li and Pearce (2016) conducted a study in popular tourist cities in China to identify dominant scams affecting domestic tourists. Scams typically involve the tourist losing money by being deceived. The reported scams are often linked to the busy and chaotic environment at tourist attractions and the misdemeanours of tour agents. It is pointed out that the amount of tourism traffic in Chinese cities is at the heart of the problem, with numerous scammers lurking at traffic nodes and entrances to the main tourist attractions. Scammers in this case include unlicensed taxi drivers, tour guides and operators of fake buses, uniformed persons pretending to be traffic regulators or staff of official buses. The intention here is to extort more money from tourists or charge tourists more money than the metered price, take tourists to a different spot where the driver can take a commission from the private tourism business. Other forms of scams were found to

occur in shopping situations involving the monetary exchange between buyer and seller. In these cases, tourists lose money by paying high prices for stolen or fake products from dishonest salespersons. Pearce (2011b) also gave similar scenarios of tourist scams in Thailand, Bangkok and the study concluded that three categories of scams can be identified; tourism service deception, general retail deception and social contact deception. These scenarios are seen as a collection of episodes likely to trouble tourists and form a subset of the research area concerned with crimes against tourists (Pearce, 2011a; 2011b).

Harris (2012) claimed that tourists are more likely to be victimised than the residents and that people are more likely to be victimised on holiday than they are at home. This argument supports earlier sentiments made by Harper (2001), whereby tourists frequent specific tourist locations and display certain behavioural characteristics, are seen as easy targets by an offender and are therefore more prone to be victims of crime. It was also concluded that when crime rates and victimisation of residents increases, the victimisation of tourists is also likely to increase. A study by Michalkó (2003) discovered that the number of foreign tourists and criminal offences committed against them showed a close relationship and most of the crime committed against foreign tourists is property crime, particularly car theft, car burglary, stealing and pickpocketing. Cotterill et al. (2013) assessed tourist-victimisation by providing a critical perspective on the juncture between crime and tourism in Cairns, Australia. The study discovered that there were several alcohol-related assaults and sexual assaults involving backpacker tourists. These incidents led to an increase in media reports which in turn created a negative tourism destination image of Cairns for backpacker tourists. Tourism stakeholders and the community of Cairns had to step up and respond swiftly with several tourism-related crime preventative measures to address the victimisation of backpacker tourists in the area.

Tourist arrivals and destination image are significantly influenced by the media because the first impression of a destination is likely to come from mass media. Protracted media storms, which often follow a crime or murder, can be devastating to countries that rely on tourism as the largest economic driver. Media coverage on crime incidents or security issues can contribute to the decline of tourist visits to the affected destination. This is illustrated by Brown (2015) who conducted a study on how Aruba's tourism was affected by negative media coverage in the aftermath of the disappearance of a tourist, Natalee Holloway.

Americans were heavily exposed to this narrative by far-reaching cable news channels such as Fox, CNN, MSNBC as well as national network channels (ABC, NBC and CBS). These featured the case as the lead or headline story more than 950 times during the first six months of coverage. The US cable and network anchors had cast Aruba as the villain, declaring the Aruban justice system inept, corrupt and unwilling to bring the prime suspect to justice. The study argued that the prolonged media coverage exposure severely tarnished the image of Aruba and this affected the tourism industry and arrivals. United States arrivals to Aruba accounted for 73% of tourism demand and this declined to 58% after the reporting and coverage of the Natalee Holloway case. Aruba was framed as an unsafe, drug-infested and lawless country. The Natalee Holloway tragedy is pivotal in the study of criminal victimisation of tourists and is suggestive of the pervasive role broadcast media plays in image perceptions and ultimately, the public's resultant travel decision. In the same way, media coverage of gang wars on drugs in Mexico has had a strong negative impact on some of México's major tourist destinations (Boxill, 2012).

Giusti and Raya (2019) assessed tourists' reactions to crimes reported by different media formats in communicating risk and how these can potentially influence a tourist's willingness to visit Colombia. It was discovered that a negative message regarding crime is stronger when delivered through an "*emotional channel*" represented by the TV-news format. In addition, high perceived levels of crime in the country have a direct and negative effect on the willingness/intention to visit. From this, it can be postulated that mass media has the potential to make or break a destination.

While traditional media is still a major source for information, there is rapid growth and proliferation of internet use and several electronic media as a source of information when planning a trip (Hernández-Méndez et al., 2015; Van der Bank and Van der Bank, 2015). The internet is increasingly mediating tourism experiences, allowing users to share their views and their experiences with others, as a result, technological advances can have an impact on the perceptions and behaviours of tourists (Pennington-Gray et al., 2013). Examples of internet and social media platforms include blogs, virtual communities, social networks, travel websites, collaborative tagging (Hernández-Méndez et al., 2015). These internet-based sites are described as Electronic Word-of-Mouth (e-WOM) as they provide a platform to let users share their travel experience with others, provide travel tips and

recommendations, upload travel photos and evaluate hotels and restaurants to give readers an idea of the destination or hotel they intend to visit. Shuqair and Cragg (2017) observed Instagram posts were effective in changing the viewers' perceptions and that it might influence viewers' behavioural intentions during the pre-trip stage. Similarly, Kim and Stepchenkova (2015) presented a significant effect of photos posted by visitors or tourists on the perception of destinations by other users of social media networks. Stepaniuk (2015) stated that social media can be effectively used for image building for destinations. However, Pennington-Gray et al. (2013) indicated that while there is an opportunity to increase international visitation to a destination, there is also an increased vulnerability to crises and exposure to the influences of modern technological and communication advances. The tourism industry must understand that tourists may not disconnect from their devices during a crisis at a destination and crime-safety issues and incidents can be shared on social media platforms in real-time.

Prieto Curiel et al. (2020) stated that social media is a useful source of information for detecting and measuring fear of crime. According to Bendler et al. (2014), the density of tweets in an area can be used to identify the correlation between social media users and crime rates, as well as detecting risky areas on a city. A study by Agustí (2019) mapped the spatial distribution of images taken by tourists visiting cities with high murder rates and several tourist arrivals in Latin America. The data for the study were obtained from the social media platform Instagram and the images were used to highlight tourists' preferences within the different parts of the cities studied. The cities studied were Los Cabos, Acapulco, Tijuana and La Paz (Mexico) and Natal and Fortaleza (Brazil) and were all similarly characterised both by high murder rates and receiving over 2 million visits yearly. The researcher discovered that the greatest concentration of photos taken was in the economic and functional centres, along the seafront and around spaces that offered the highest level of safety or where the perception of safety was greatest. Social media was used as a proxy for mobile population density and hotspots were assumed to move based on the density of posts and tweets are considered (Malleon and Andresen, 2015; Prieto Curiel et al., 2020). In addition, the study support Karl's (2018) sentiments that after a final choice is made, tourists may sometimes choose to travel to the same destination or affected destinations at another time or may alter their travel plans by taking precautions during visits by visiting

relatively safe areas. Tourists may also search for the latest information about a destination, or shift from travelling alone to travelling in groups/purchasing travel insurance (Adams, 2015). Boakye (2012) stated that the fear of crime has both positive and negative effects and when it is positive, it creates a greater sense of awareness thereby forcing people to be more cautious.

The potential impact of crime is also linked to special events and this relates mostly to the sudden changes in population and increased opportunities with a seasonal increase in tourism.

### 2.2.3. The impact of mega-events on tourism, destinations and crime

While many factors influence tourism growth, one of the most perceptible contributions, at least to the public eye, comes from global events or mega-events (Fourie and Santana-Gallego, 2011). Although hosting events has predominantly been considered from an economic perspective, there is a growing recognition that social impacts can be substantial (Mopeli, 2009). These events such as the Olympic Games and the FIFA World Cup™ have not only attracted an increasingly global audience but have also contributed to shaping world tourism patterns, highlighting new tourism destinations and creating so-called lasting legacies in the host cities or countries (Fourie and Santana-Gallego, 2011; Kersulić et al., 2020). It is further cautioned that mega-events have both positive and negative impacts on host destinations including economic factors such as increased income to the host destination and socio-cultural impacts such as crime (Baker et al., 2003; Matos, 2006; Liu and Wilson, 2014; Butler and Aicher, 2015; Kim et al., 2019).

George and Swart (2015) sought to assess tourists' perceptions of London, UK as a safe host city destination during the 2012 Olympic Games. Through survey interviews at various public viewing sites and key tourist attractions during the games, the results revealed that tourists to the Olympics perceived London to be safe both in terms of crime and terrorism, with positive implications for their plans to revisit London. They further recommended it to others as a safe tourism destination. This study not only illustrated the effects of safety and security perceptions on a post-travel decision such as revisit and recommendation levels but also the effectiveness of how sports events allow host cities to re-create a positive image of the destination, offer tourists a safe experience as well as the potential for a long-term

impact on tourism through repeat visitation. Baumann and Matheson (2016) discovered that sporting events such as the Honolulu Marathon and national football AFC-NFC Pro Bowl generate a positive and significant net impact on aeroplane arrivals. Schroeder et al. (2013) investigated USA residents' perceptions of the 2012 Olympic Games before the Games. They examined several potential risks associated with the staging of the Games including increased crime, the likelihood of terrorism as well as the possible occurrence of natural disasters. It was established that prospective tourists perceived London to be relatively safe in terms of both crime and terrorism. In addition, the study found that tourists with past travel experience to London and past attendance of the Olympic Games have higher perceived levels of the likelihood that various crises might occur.

In the Global South context, a study by George et al. (2013) in Rio de Janeiro sought to determine how tourists' satisfaction with their experience in the city during the 2013 FIFA Confederations Cup™ explains the relationship between their safety–risk perceptions of the host destination in the future. The study discovered that tourists who experienced lower perceptions of travel-risk within Rio de Janeiro were found to exhibit a stronger intention to return to the host destination in the future. This study documents an example of a positive inter-relationship between event satisfaction, host destination itself and repeats visitation. George and Swart (2012) stated that the hosting of mega-events can be viewed as a vital element for the branding of destinations as desirable locations for tourism and investment. Mega-sports events not only attract large audiences to the host destination, but also create job opportunities, investments, community development and improvements in infrastructure and facilities, amongst other things (Swart and Bob, 2012). However, such events also provide increased opportunity for criminal activity at a host destination (Barker et al., 2003).

Studies focused on addressing the extent to which such events are crime generating have assessed whether they attracting spectators who are disorderly problems or are criminals who target spectators (Kim et al., 2006). The presence of a large number of tourists at events or in enclosed areas and attractions such as stadiums and fan parks provide an environment that epitomises the concentration of opportunities for crimes (Kim et al., 2006; Mopeli, 2009). Fowler et al. (2010) assessed international visitors' perceptions of safety while shopping in Las Vegas during two major events held over the same weekend; namely

the Nevada Chinese New Year celebration (which brings a large number of Asian visitors) and the NBA All-Star basketball game. Violence during partying after the NBA basketball games in Los Angeles with multiple shootings and arrests. This resulted in disruption and reduction in tourism activities with fewer Chinese tourists seen at various tourist attractions such as shopping malls and parks, to name a few. Barrett (2011) conducted a study looking at the considerable challenges that the London 2012 Olympic Game posed in terms of crime and security. Several key tensions appeared to rise as the games approached regarding *inter alia* tourism areas, street crime, human trafficking, terrorism, serious gang organised crimes and security threats. The study suggested that the 2012 Games might represent easy pickings for streetwise youth, whether gang-affiliated or not, via street robbery, theft from the person, vehicle-related theft both around the Olympic site and in other hotspot locales. Another study on the London 2012 Games done by Liu and Wilson (2014) examined the negative impacts that mega sporting events have on host cities and the relationship between negative impact and the travel intentions of potential visitors. The data was gathered from Shanghai University students who were asked about their international travel experiences, London Games Awareness, the perceived negative impacts of the games on London and their travel intentions during the London Games. The study found that travel inconvenience was the most negative impact, followed by price inflation, security and crime concerns. Another significant factor found to have heightened awareness of the security issues surrounding mega-sporting events include reports of terrorists targeting big cities such as the London underground bombing in 2005. This finding reiterates the statement that tourists' perceptions of tourists are influenced by the information they attain about a destination. For example, Schroeder and Pennington-Gray (2014) found that exposure to information from media sources such as television and radio influenced tourists' perceptions of increased crime before the commencement of the 2012 Summer Olympic Games in London. Similar studies have provided evidence that big sporting events, attracting a volume of visitors and tourists from different parts of the world, increase crime. These include Barker et al. (2002) researching the 2000 America's Cup Yacht Race, and Campaniello (2013) assessing the 1990 FWC in Italy. In essence, the increase in various tourism activities such as gambling, casinos, festivals and sports events at host destinations bring tourists and offenders close to each other and may result in the escalation of various types of crimes.



Studies in the Global South such as Ludvigsen (2018) examined security threats before the 2018 FIFA World Cup™ in Russia and it was revealed that violence, terrorism threats and crime potentially threatened the physical and perceived safety of competitors, spectators and organisers in Russia. Healix International (2018) similarly outlined these security risks in Russia prior to the 2018 FIFA World Cup™. However, it was argued that the majority of visitors and fans were unlikely to be affected by security incidents. A study by Wong and Chadwick (2017) involved a risk assessment based on previous FIFA football tournaments namely; 2006 FIFA World Cup™ in Germany, 2010 FIFA World Cup™ in South Africa and the 2014 FIFA World Cup™ in Brazil. This was done to reflect on threats and challenges posed by the hosting of the 2018 FIFA World Cup™ in Russia. The authors argued that security risks relating to the football world cups had previously been similar and had recurred during each FWC. Furthermore, each FIFA World Cup™ had its own set of risks. The key risks found before the Russia 2018 FIFA World Cup™ that emerged through the analysis of previous FWCs fell broadly in the categories of terrorism, inflating costs, football violence, racism, as well as boycotts of the tournament. Butler and Aicher (2015) stated that the representations of protests in Brazil before and after the 2014 FIFA World Cup™ and in preparation for the 2016 Summer Olympics flooded international media. The reports were largely focused on the negative impacts associated with hosting such mega-events. The protests and demonstrations caused travel-related concerns for potential visitors and fans. Another safety concern related to the hosting of mega-events such as the 2014 FIFA World Cup™ in Brazil's Recife was the increase in sexual exploitation of children and adolescents (see Castilho et al, 2018). According to Schiffman and Kanuk (2010), risk creates and heightens emotions that lead to anxiety and fear about the outcomes of the purchasing decision.

#### 2.2.4. Fear of crime in the context of tourism

Although the fear of crime is a rather abstract concept that denotes a broad range of social and political concerns, a core of meaning may be reasonably identified: public concerns and worries about becoming a victim of crime, perceptions of the risk of victimisation, precautionary behaviours such as avoiding certain situations because of concerns about personal safety, and subjective judgements about the safety of the streets (Jackson, 2002). While it has long been observed that tourist destinations have high rates of crime (see



Mawby et al., 2000), it would appear that the fear of tourist crime is rather more complex than recorded crime statistics would suggest.

In the context of tourism, the fear of crime or victimisation creates two effects, namely on the tourist and the destination area, respectively (Boakye, 2012). For the tourist, the fear of crime is seen as suppressing demand and causes a shift in demand patterns. At the destination level, the single most important effect of fear is the negative image it acquires for itself and the consequent decline in its appeal to tourists (Boakye, 2012). Tourists' fear of crime may be derived from various sources such as their personal experience of crime at a destination, exposure to crime through mass media, and discussion of crime-related issues and events with friends, relatives or other tourists (George, 2003; Boakye, 2012; Intravia et al., 2017).

A study by Leung et al. (2018) explored the typology of crime in tourist reception areas such as hotels and how it related to guests/tourists' fear of crime. This was done through an online review analysis of guests' who had witnessed hotel-crimes or had been a victim of crime in any of the seven USA cities included in the study. Property crime was the most frequently mentioned in the hotel online reviews compared to statutory crime and personal crime respectively. The study also discovered that hotel guests generated a higher level of fear of crime when crime occurred inside guest rooms, particularly when related to burglary, theft and fraud. Differences in classes of hotel were also analysed with high-end hotels experiencing more theft, fraud and burglary and lower-class hotels encountered more prostitution and drug-related activities. This study is consistent with previous studies conducted by Jones and Groenenboom (2002) and Groenenboom and Jones (2003) that examined the types of crimes experienced and perpetuated by guests and/or tourists in central London hotels. The main crime committed against guests and tourists in hotels is public area theft. This is described as the theft mainly of bags and briefcases from public areas of the hotels such as the lobby area, the reception area, restaurants, bars and breakfast rooms (Jones and Groenenboom, 2002).

Selby et al. (2010) discussed a range of factors that appear to be associated with variations in fear of crime, such as gender, age, ethnicity; and assessments of the seriousness of consequences and personal risk. Although several studies have indicated that gender did

not influence on perceptions of safety at various destinations, Mura and Khoo-Lattimore (2012) addressed how young men and women perceived fear of crime and violence on holiday. The results of this study highlighted a significant gendered difference concerning tourists' perception and expression of fear at the island of Ios, Greece. While almost all the female tourists interviewed and observed regarded fear of sexual violence as a major concern on holiday, males did not mention it in their discussions about fear. However, one of the most significant results of this study concerns males' fear of physical violence. More specifically, it was found that male tourists visiting the island did not seem to be concerned about the possibility of being sexually assaulted, yet most of them did not deny their fear of being physically attacked. The authors rejected the assumed stereotypical images of masculinity and femininity and the tourists in the study questioned the stereotypical image of fearless men. From the study findings, it was firmly suggested that men's perceptions of fear on holiday should not be ignored. Rather, tourism scholars should begin to acknowledge and subsequently continue to investigate the phenomenon of men's fear while on holiday. Another study which took a gendered perspective to investigate fear within the context of tourism was carried out by Amir et al. (2015) who examined international women travellers' perceptions on safety and security in Kuala Lumpur, Malaysia. The study found that 99% of respondents perceived that walking around Kuala Lumpur during daytime as safe; however, this perception decreased to 15% during night time. The authors also argued that women were more fearful of crime, either as a result of perceived vulnerability compounded by sexual risk or by the differences in acknowledging fear.

An exploratory study by Snyder and Evans (2017) examined visitors' perceptions of risk, the use of safety precautions, experiences of victimisation, and their influence on fear of crime while camping in state and national parks in the USA. In addition, fear of crime and perceptions of risk while camping is compared to fear and perceptions of risk in one's home neighbourhood. It was concluded that the fear of crime was significantly related to perceptions of risk and taking safety precautions, however, the risk of being victimised while camping was only marginally related to fear. The participants in this study expressed higher levels of fear and perceptions of risk in their own neighbourhood than when they were camping. Mawby et al. (2020) compared tourists' concerns about their fear of being

victimised in Istanbul prior to their arrival and upon their departure from the city. The findings showed those arriving saw Istanbul as a relatively safe destination, and while those leaving Istanbul expressed the least positive perceptions of safety and security, they still felt that the city was relatively safe. The authors concluded that while crime was relatively common neither tourists arriving nor those leaving after their vacation saw the levels as problematic.

Global South studies such as that undertaken by Chiu and Lin (2011) have shown that tourists in India were generally anxious of being harassed during their visit and feared being victims of violent and property crimes. Badu-Baiden, Boakye and Otoo (2016) sought to examine backpackers' perspectives on issues concerning risk in the Cape Coast-Elmina area in Ghana. Backpackers were found to be mainly concerned about crime, finance risk and health risk. Herrera et al. (2019) draw attention to the fact that the image of insecurity refers to the problem of tourists' victimisation and their fear of going to the city of Latacunga (Ecuador) owing to its violence and danger. The study revealed that violence and tourist victimisation trigger low tourism demand in the city. Hashim et al. (2019) asserted that perceived risk such as physical harm, danger or injury affect the intention of tourists to travel, and their criteria for the choice of destination.

Much of the literature within tourism studies has viewed and regarded fear as a negative emotion, particularly an emotion that tourists want to avoid. However, a study conducted by Mura (2010) showed that some tourists view fear as a positive component of the tourism experience and deliberately seek fear and thrill by engaging in activities perceived as risky. The study explored young tourists' perceptions of fear on holiday. Most of the interviewed holidaymakers at the Island of Ios indicated that they participated in activities perceived as risky such as going out at night, consuming drugs and alcohol and engaging in unprotected sex knowing that they may be attacked or become the victims of crime. The young tourists indicated that they deliberately sought fear and thrill to increase their level of pleasure and enjoyment during the tourism experience. This argument supports one made by Cater (2006) that participants engaging in adventure tourism deliberately seek fear and thrill.

The risk-fear paradox has also been evident in tourism, as the fear of crime in destinations is often disproportionate to the actual risk (Mawby, 2000; Selby et al., 2010). In the same way,

Prieto Curiel and Bishop (2018) stated that there is often a mismatch between levels of crime and the fear of becoming a victim of crime. The fear of crime does not imply that the actual crime will occur, or tourists will be victims of crime. It is important, regardless of any exaggeration that tourists are informed as to the dangers of crime to prevent it (Mawby, 2000; George and Booyens, 2014).

Tourists' risk perception is shaped by two factors, namely internal and external factors. Internal factors are closely related to tourists themselves. Whereas external factors include information sources such as travel advisories and media, as well as destination image. The external sources provide tourists with information about actual risks which they might encounter when travelling to the destination. However, it is the internal factors that determine the interpretation and perception of these informed risks (Yang and Nair, 2014).

#### 2.2.5. Crime-safety perceptions by tourists and locals

Liu et al. (2013) assessed the influence of internal factors such as past travel experience, demographics and revisit intentions of African American travellers' safety perceptions at the top three state tourism destinations in the USA; New York, California and Florida. Factors that influenced perceptions of a safe destination varied among the destinations. However, the respondents consistently in the study indicated that personal and general safety concerns have an impact on their likelihood of revisiting or taking a leisure trip in future. The findings also revealed that respondents who have visited a destination before tend to perceive the destination as safer. This can imply that past travel experience may moderate the influence of perceptions of destination risk. More precisely, tourists' past travel experience of a destination can also be a significant influencer of repeat visitation. Mawby et al. (2016) sought to address safety and security in Braşov, Romania, by analysing police data and attitudes about the perceptions of security by tourists, locals and stakeholders. The results revealed that pickpocketing and robbery were rated as the greatest concerns. Foreign tourists in the study were more concerned about safety than Romanian tourists. However, Braşov was considered to be a safe destination by the tourists and locals. Crime and security were not a major concern for the tourists and the locals indicated that crime and disorder were not tourism-related. A study that discovered negative safety and security perceptions was carried out by Sumb (2019) and it was strongly suggested that the

government of Madang (PNG) should address safety and security perceptions as a result of tourists not feeling safe at the destination. International tourists in the study indicated that they did not feel safe in Madang and they take extra precautions such as not exposing large amounts of money, travelling with local people or security personnel and limiting going out alone due to crime and safety concerns.

Safety and security perceptions have also been investigated from various travel stages of a trip. Özaşçılar et al. (2019) studied safety and risk perceptions held by tourists from specific crimes at the start of their vacation in Istanbul. Participants in the study indicated that they knew or heard of crime committed in Istanbul before their visit and these crimes were mostly related to property, sexual offences and violence. Information on crime associated with prior visitation was mainly obtained from newspapers and the internet. A significant finding from the study was that high risk was attributed to being cheated, conned or swindled. In addition, it was found that participants anticipated that they had a low vulnerability to crime. In another study, Terrah et al. (2020) looked into exploring the differences in safety and security perceptions held by tourists at Antalya (Turkey), pre-trip and post-trip. The study identified gaps between expectations and perceptions that exist in the levels of security at various tourist attractions and sites. Several gaps have been identified regarding the security of tourists in buses, hotels, airports, shopping malls, restaurants, tourist sites, and beaches. Concerning tour buses, tourists were found to have had higher perceptions of security than what they expected before their trip. The airport and hotels similarly had higher levels of expectations and lower levels of perceptions of security. These differences may be explained by the issues of hotels being related to several components of security such as the risk of robbery, theft and acts of violence. No significant differences were found between tourists' expectations and perceptions of security regarding transportation, accommodation and public spaces. In addition, the study also sought to assess the influence of visitors' purpose of travel and countries of origin regarding their expectations and perceptions and no significant differences were found, respectively. Overall, there were significant differences between tourists' expectations and perceptions about overall safety in Antalya. The study revealed that tourists' safety and security perceptions can be affected after arrival at a destination by recognising respondents' stages of a trip. Lim et al. (2014) revealed that pre-and post-visit perceptions changed for tourists.

Pre-visit perceptions had the lowest mean values, and perceptions of safety improved post-visitation for Singaporean youth tourists to China. This implies that the primary perceptions of youth tourists had exceeded their secondary image of the destination.

The perceptions of safety and security at a destination can also influence tourists' post-purchase decisions and intentions such as satisfaction levels, revisiting intentions and willingness to recommend a destination to other potential tourists (see Hasan et al., 2017). In one of these studies, Corte et al. (2015) investigated the effects of some attributes on the generalisation of customer satisfaction in Naples (Italy) from a tourist perspective. Fourteen satisfaction indicators were used to measure tourists' level of satisfaction, including perceived security, access to various modes of transportation, stage of information accessibility, amongst others. The study revealed that Naples is denoted by a very conflicting image: on the one hand, it is associated with excellent food tradition and natural splendour and artistic beauty but, on the other hand, it is perceived as a dirty place characterized by criminality and disorganisation. Findings show that tourists visiting Naples were not completely satisfied supporting the assertion that Naples does not have a clear destination image.

Boakye (2012) sought to understand tourists' perspectives on issues about safety and security in Ghana and it was established that tourists felt most unsafe at attraction sites as compared to accommodation facilities and open spaces. Nevertheless, Ghana was considered a relatively safe tourist destination. In addition, various socio-demographic factors such as age were found to influence tourists' perceptions of vulnerability. In a study by Badu-Baiden et al. (2016), socio-demographic factors such as gender were found to influence tourists' perceptions of crime at the Cape Coast Elmina in Ghana. Female tourists were found to have low perceptions of crime risks compared to their male counterparts and it was suggested that this may support the view that females employ risk-reduction strategies more than males, such as avoiding going out at night, rather remaining in their accommodation venues. Moreover, past travel experience was also discovered to influence tourists' perceptions of risk, with repeat visitors exhibiting greater health and crime-related concerns, whereas first-time visitors focused their concerns on financial risks. Overall, tourists in Cape Coast Elmina had mild perceptions about risk in the area, while levels of

safety in terms of crime and health faced by tourists in Malaysia positively influenced the tourists' satisfaction and motivations to visit the destination (Tan et al., 2017).

Yang et al. (2015) discovered that the number of fatal incidents along the east coast of Sabah, raised safety and security concerns amongst tourists. Being a marine environment, the area exposes tourists to a distinctive set of risks such as piracy, terrorism and kidnapping. Tourists were shown to perceive the east coast of Sabah to be risky, but still, perceive Malaysia's coastal destinations as safe for travel in general. Furthermore, the purpose of travel was found to influence tourists' risk perception. For instance, it was discovered that tourists with more marine travel experience perceived to be lower for Sabah's eastern coast and those who travel for diving perceived lower risk compared to inexperienced conventional tourists due to different travel motivations. This study is consistent with the research of Kuilis-Bosimin and Chan (2018) who found that although several crime-related incidents against tourists and unsafe incidents took place in Sabah, the general perceptions by tourists and tour operators was that Sabah is a safe tourist destination and tourists would not hesitate to revisit in future. Njoloma and Kamanga (2019) sought to establish the link between crime committed against tourists and their Malawi travel decisions. This study showed first, that tourists in Malawi mainly suffered opportunistic crimes such as petty theft of electronic gadgets such as cell phones, laptops, cameras, money theft and break-ins in tourist' lodging accommodation. It was also found petty crimes have little or no effect on travel decisions and therefore, crime suffered by tourists in Malawi is not enough to prevent them from second or successive visits to Malawi. In addition, criminal behaviour against tourists was attributed to underlying factors such as levels of income inequality, rapid urbanisation, high unemployment and a poorly resourced criminal justice system, just to name a few. Poverty prevailed as one of the major factors that drive people to commit crimes against tourists in Malawi. These studies similarly support Holcomb and Pizam (2006) and Mawby *et.al* (2000) who similarly concluded that being a victim of crime at a destination or knowing someone that has been a victim of theft while on a trip does not affect the likelihood of visiting the destination where the crime occurred.

The issues pertaining to crime and tourism in South Africa have also been increasingly researched. South Africa is one of the countries in the Global South and particularly in Africa



that has been experiencing tremendous growth in tourism; however, internationally, it has been listed and categorised as a destination where tourists are vulnerable to crime and are likely to be victims (Ntuli and Potgieter, 2001; Potgieter, 2019).

### 2.3. The development of tourism in South Africa

Before 1994, tourists were discouraged from visiting the country through international sanctions on account of the inhumane apartheid laws and policies pursued by the apartheid government. During this period, tourism was limited for the most part to white people and it was mainly confined to nature-based tourism (Visser and Rogerson, 2004; Ramchander, 2007; Nkosi, 2010). At the dawn of democracy in 1994, the new democratically elected government prioritised improving the lives of the poor, and various policies and frameworks were developed to help facilitate access to socio-economic opportunities and services for all. Tourism was also identified as one of the vital industries for economic growth (SAT, 2018). The transition allowed for the development of new and previously underutilised tourism sites and segments. Heritage-based tourism also gained popularity with ventures in urban, peri-urban areas, the inner-city and inner-city fringes (Hoogendoorn and Giddy, 2017). At the 2018 travel trade show in Germany, the Chief Executive Officer of SAT, Mr Sisa Ntshona, stated that tourism is vitally important to the South African economy and the industry should be nurtured for sustained and inclusive growth (Statistics South Africa, 2018).

With the expansion and development of tourism in the post-apartheid era, South Africa became more competitive within the international community by increasingly drawing multi-motivated tourists from all over the world such as those visiting friends and relatives, leisure, business travel, travel for educational purposes and religious travel, amongst others (Rogerson and Rogerson, 2017; SAT, 2018). South Africa received 29.0 million overnight stays in 2019, which saw the industry grow by 7.5% (SAT, 2019). Of those trips, 18.6 million (64%) were domestic tourism trips and this grew by 12.2% compared to the 16.6 million trips in 2018. International tourism constituted 10.4 million trips, a decline of 0.6% compared to 10.5 million in 2018 (SAT, 2019). The industry injected R119.9 billion into the South African economy through the direct spend of both international and domestic tourists. The economic significance of tourism is further supported by tourism's contribution



to the GDP. WTTC (World Travel and Tourism Council) estimates that the tourism industry contributes 8.6% of the total economy and approximately 1.5 million jobs have been created through tourism. Stats SA (2019) overseas countries with the greatest number of tourists to South Africa are UK, Germany, USA, France and the Netherlands. The greatest number of tourists from SADC countries are Zimbabwe, Lesotho, Mozambique, Swaziland and Botswana. The tourists from other African countries are mainly from Nigeria, Kenya, Ghana, Uganda and Egypt.

Despite the development of economic conditions and opportunities in South Africa, the potential growth of tourism has been and still is threatened by many factors such as poverty, crime and unemployment (Nkosi 2010: 76). The major threats to the tourism industry are seen to be socio-economic problems which lead to an increase in the crime rates.

#### 2.4. Crime and tourism in South Africa

Perry and Potgieter (2013) stated that crime remains one of the key challenges facing South Africa in the post-apartheid era, impacting on a range of industries including tourism. Violence, crime and political instability have the most significant impact on the tourism industry. The country deals with a strange paradox, experiencing dramatic growth in tourism on one hand, while on the other hand the tourism industry and the country's markets are increasingly aware of the rising crime levels. Although the number of tourists visiting South Africa has been increasing, serious concerns have been raised about the level of crime in the country (Moyo and Akanbi, 2013). The prevalence of crime and the widespread perception that South Africa is a crime-ridden and a violent society has major impact on the tourism industry.

##### 2.4.1. Image of South Africa as a tourist destination

Tourist destination images are important because they both influence the decision-making behaviour of potential tourists and the level of satisfaction regarding the tourist destination. From a marketing perspective, role players at destinations need to realise that crime and, more importantly, media coverage and the resulting perceptions of safety will affect image.

The crime situation in South Africa has given the country an undesirable image, which might impact negatively on its tourism industry (Phori, 2017). According to SAT (2019), negative perceptions are a significant barrier for international tourists and are mostly formed by information obtained from mass media. For instance, negative publicity from reporting of high-profile cases that have taken place in Cape Town against tourists may have led potential visitors to believe that Cape Town and township tours in Cape Town are unsafe (George and Booyens, 2014). Examples include the case of Amy Biehl, an American exchange student killed in Gugulethu in 1993. Another case that went viral and dominated international media coverage is that of Anni Dewani, a British honeymooner who was killed in Cape Town when she was with her husband in 2010 (Mawby, 2000; George 2003).

Recent criminal acts aimed at tourists in the country and that have been reported in both local and international media were in 2017 when Dutch tourists were held at gunpoint, robbed and terrorised in a bus from the OR Tambo International Airport en route to their accommodation in Fourways, Johannesburg (Pijoo, 2017). News coverage of crime against tourists played a dominant role in forming an unsafe destination image of the country (Ferreira and Harmse 2000; Donaldson and Ferreira, 2009). Mudzanani (2017) analysed newspaper articles published between 2007 and 2014 on crime and tourism in South Africa. The analysis revealed that armed robbery is the most prevalent and a threat to tourists. It is argued that these incidents involving tourists to South Africa all serve as a disincentive to tourists visiting the country and further creating an undesirable image. In recent years, South Africa has also seen several waves of xenophobic violence against foreign nationals. The xenophobic incidents sparked international reactions and media coverage. According to Eye Witness News (2015), the violence started in KwaZulu-Natal and later spread to the Johannesburg CBD, Alexandra and certain parts of the East Rand in 2008. Other incidents of xenophobic attacks were seen in 2013 when a Mozambican taxi driver was handcuffed and dragged behind a police van and violent attacks against foreign nationals broke out in some of Eastern Cape communities in Port Elizabeth, following the death of a 19-year-old South African, allegedly shot by a Somalian immigrant (Chauke, 2013; Zvomuya, 2013). Nkosi (2015) reported that businesses in South Africa are feeling the wrath of the continuing xenophobic attacks on foreign nationals with the tourism and hospitality industries the hardest hit amid fear of violence. Potential visitors were deterred by xenophobic attacks

and SAT (2019) stated that potential visitors to the country were raising questions about safety due to the xenophobic attacks. Visitors across the continent had cancelled their plans to visit the country following the widespread xenophobic violence, killings, shop looting and razing (IOL News, 2015). This indicates that domestic tourists decline during the outburst of xenophobic attacks. Following the 2015 xenophobic attacks, the Institute of Security Studies [ISS] (2017) warned that xenophobia jeopardises South Africa's interests in Africa. In the recent 2019 xenophobic attacks, backlashes and retaliatory strikes created hostile attitudes towards the country and created threats to South African-owned business and companies in the continent (Burke, 2019; Fabricius, 2019; Human Rights Watch [HRW], 2019).

Trepidation over crime has emerged as a key concern about South Africa's ability to host the 2010 FIFA World Cup™ successfully (Swart et al., 2010). Similarly, Steyn et al. (2009) illustrated that the key issues in the build-up to the 2010 event was the negative impacts of high levels of crime in the country and concerns that this was likely to deter tourists from visiting. In the months leading up to the event, the western media was filled with stories about crime and terrorism risks to visiting fans (Lepp and Gibson, 2011). Hammett's (2014) study analysed print media coverage of South Africa as a destination in four British newspapers, namely The Guardian, The Times, The Daily Mail and the Daily Star. The study discovered that South Africa was framed negatively with images of fear, insecurity and moral panic. Alongside the negative portrayal, reports of hotel and flight price increases further reduced the attractiveness of South Africa as a tourist destination owing to concerns over costs and value-for-money. The destination image of South Africa as presented within the British media was also identified by FIFA and the Local Organising Committee as deterring potential visitors, with newspaper hype surrounding fear and uncertainty over safety and security in South Africa and consequently producing a negative destination image. In a similar vein, Moloi-Siga (2012: 44) investigated how South Africa was portrayed by two international media newspapers, namely The New York Times (USA) and The Guardian (UK) as the host for the 2010 FIFA World Cup™. The study found that the common words in the articles from both newspaper sources respectively were; "*stadium*", "*tickets*", "*vuvuzela*" and "*crime and security*", framed in the context of doubts about South Africa's ability to host the FIFA World Cup™ successfully. Moreover, the 2008 xenophobic attacks and the murder of Eugène Terre-Blanche were incidents that heightened the focus on crime

and security in the two newspapers, respectively. However, after the world cup, there was a decrease in the mention of crime and security. Ngomba (2014) and Nothias (2014) similarly argued that South Africa and Africa, in general, were viewed in an Afro-pessimistic way by western media with negative stories revolving around issues of crime, famine, conflict, poverty and disease. George and Swart (2015) stated that the build-up to mega-events may also attract considerable negative publicity related to safety and security. The power of the media in forming an image of an area must never be underestimated. Nonetheless, Donaldson and Ferreira (2009) noted that the hosting of the 2010 FIFA World Cup™ had the potential to show that South Africa is a safe destination to visit. Also, the government together with tourism stakeholders would have the opportunity to change the narrative of the destination which has long suffered negative public perceptions by providing the visitors with a pleasant and safe experience, as well as re-creating a positive destination image.

Despite being popularly known as an unsafe place to visit and being labelled as the crime capital of the world, South Africa managed to host the tournament successfully with relatively few safety and security incidents (George et al., 2013).

George and Swart (2012) investigated foreign tourists' perceptions of South Africa during the 2010 FIFA World Cup™ regarding crime and safety concerns. The study was carried out in Johannesburg and Cape Town, which were the major host cities, semi-final and final venues. It was found that 90% of the tourists were aware of the high crime rates in South Africa. Media coverage on crime in the country and WOM (Word of Mouth) communications played a vital role in informing people about the crime situation of the country. Moreover, information about crime was mainly disseminated from traditional media sources such as television and radio and cautions from family and friends. Petty crimes including theft and muggings were cited as major safety concerns. In general, tourists were found to have positive perceptions regarding crime and safety while attending the 2010 FIFA World Cup™ and 64% felt safe. Even though tourists were highly aware of crime rates in South Africa, 71% stated that they had not witnessed crime or been victim of crime personally, and it was found that international tourists were less concerned about violent crimes such as; assault, rape and murder. In Bob and Potgieter's study (2013) it was discovered that foreign tourists generally enjoyed their stay in South Africa and perceived the country as a good tourism destination. In addition, the majority of the respondents

indicated that they would revisit South Africa, reinforcing positive levels of satisfaction. According to Lepp and Gibson (2011) the 2010 FIFA World Cup™ contributed to an increase in perceived knowledge about South Africa and favourable changes in perceptions about the country as a result of the mega-event (Cornellissen et al., 2011). The hosting of the FIFA World Cup™ contributed to positioning South Africa as a key tourism and events destination in the Global South (Ferreira, 2011; Perry and Potgieter, 2013).

There are many factors which influence where tourists choose to go on holiday. One of these factors is the safety or perceived safety of a destination. Therefore, perceptions of safety and security play a central role in a tourist's decision-making process (Ferreira and Harmse, 2000). If a tourist feels unsafe or threatened at a holiday destination, he or she can develop a negative impression of the destination (Mopeli, 2009). Potgieter (2019) adds to the discussion and argues that media reporting does not influence tourists regarding visits to the country, but rather the overall image of the country as a whole.

#### 2.4.2. Tourists' safety and security perceptions

When safety concerns are introduced into travel decisions, they are likely to become the overriding factor, altering the context of conventional decision-making models and causing travellers to amend travel plans. A common finding is that the safety and security of tourists is a pre-requisite for a prosperous tourist destination. According to George (2003), negative impressions can be very damaging to the destination's industry and can result in the decline of tourism to the area. This decline can happen in the following ways: (a) prospective tourists may decide not to visit the destination because it has a reputation of having a high crime rate, (b) if tourists feel unsafe at the destination, they are not likely to take part in activities outside their accommodation facility, and (c) tourists who have felt threatened or unsafe are not likely to return to the destination and are not likely to recommend the destination to others.

Reports of attacks on tourists and tourist-related theft, particularly in urban areas, have had negative effects which give cause for grave concern. Earlier studies in crime-safety perceptions in South Africa pointed out that the major gateways for foreign tourists entering South Africa include the largest metropolitan areas such as Cape Town, Durban and Johannesburg, for several reasons these cities periodically encounter high levels of

crime and violence, resulting in safety concerns and fear for tourists (see Bloom, 1996; Ferreira, 1999).

A study by Moyo and Ziramba (2013) investigated the impact of various types of crime on tourist inflows to South Africa. The study also sought to find out the nature of crimes that foreign tourists are sensitive to. Crimes in the form of car hijackings, sexual crimes, murder and kidnapping have short and long term negative impacts on tourist visits to South Africa. These crimes were particularly found to intimidate foreign tourists. Perry and Potgieter (2013) pointed out that while the majority of tourists to South Africa may not personally experience crime, perceptions of high levels of crime remain a pervasive characteristic of South African society. Among the bad experiences identified by the respondents, issues about crime and security were consistently the highest. However, the study found that tourists exiting South Africa exhibited high levels of satisfaction with their experience generally in the country and in relation to safety and security specifically. A study by George (2010) discovered that although tourists in Cape Town's Table Mountain National Park had concerns about their safety, they were still likely to return to the TMNP and recommend it to other potential tourists and people.

Phori and Mbali (2020) examined stakeholders' safety and security perceptions against crimes committed against tourists eating out at venues on Florida Road, Durban. Stakeholders such as workers in the tourism and hospitality industry and drivers revealed that tourists in Florida Road mostly suffer theft crimes and the stakeholders indicated that they had noticed a decline in customers in Florida road due to crime in the area. However, other factors such as the global economic decline were also cited as the cause for the decrease in the number of tourists in the area. The study stressed the necessity for improved security at Florida Road to increase tourism demand and satisfy the safety needs of tourists in the area. Meanwhile, Nkosi (2010) examined safety and security perceptions from the perspective of the local community in Umhlathuze, KwaZulu-Natal. Findings indicated that the majority of respondents are aware of the levels of crime. The study suggested that tourists should be educated and made aware of dangers they may encounter at the various tourist attractions and facilities in the area while limiting the instilling fear or anxiety about safety and crime. Ramoliki (2013) interviewed Sasolburg residents who engage in various travel-related activities and tourism in the country and it was revealed

that the participants were well aware of the crime situation in South Africa. Respondents were most concerned about crime, while travelling and their biggest concerns were theft, robbery and rape. Moreover, it was revealed that respondents felt the safest when dining out, staying at their accommodation establishments and while driving during the day. They did indicate feelings of unsafeness at night. This is consistent with George's (2010) finding that tourists also felt less safe at night in Cape Town.

Townships in South Africa have also stood out as places of poverty and crime (Ramchander, 2007; Steinbrink, 2012). The issue of crime in the South African urban areas, especially in townships, is perceived according to how international media portrays criminal activity and rates. Unfortunately, perceptions of crime on the safety and security of townships as destinations can either scare or woo tourists depending on the truth of the perception (Chili, 2018).

George and Booyens (2014) stated that doubts and concerns about personal safety have cast a negative light on the township tourism offering. Their study aimed to investigate the safety and security perceptions held by tourists engaging in township tours in Cape Town's townships. The study found that the majority of the respondents felt safe while on a township tour. Safety perceptions positively influenced satisfaction levels, recommendation intentions and revisit intentions. A similar study by Chili (2018) found that tourists did not encounter any danger or any challenges of unsafeness during their visit to townships. The study also confirmed that satisfaction of tourists about township visitation is relative and compatible with a better chance and a greater likelihood of recommending a tour to friends, relatives and colleagues. Steinbrink (2013) revealed that tourists' perceptions changed positively after they visited Umlazi Township. These findings support an earlier study on township tourism by Rolfes et al. (2009) that found that 71% of the respondents were satisfied with their township tours in Cape Town. Rogerson (2013) suggested that township tourism may be vital for re-imagining township areas tarnished by negative perceptions of safety and crime.

## 2.5. Conclusion

The consensus in the literature is that any threat to the safety of tourists such as criminal activities against tourists along with associated media coverage is likely to affect a specific

location, be it a destination, region or country. The perceptions of safety concerning crime rates at various destinations have an impact on the development of tourism, the safety of the tourists and may ultimately alter the demand patterns and behaviour of tourists. Destinations known to have high crime rates and tourist-victimisations may awaken fear amongst tourists and potential tourists. Destinations perceived to have high crime rates are likely to negatively affect its image, deter tourists, reduce the desire to revisit and spread negative WOM. Safety and security are vital factors that influence the success of the tourist industry. Peace, safety and security are important conditions for tourism development of a destination and thus ensuring the safety and security of tourists is undoubtedly essential for the destinations ability to attain maximum receipts and arrivals while creating a globally positive image.





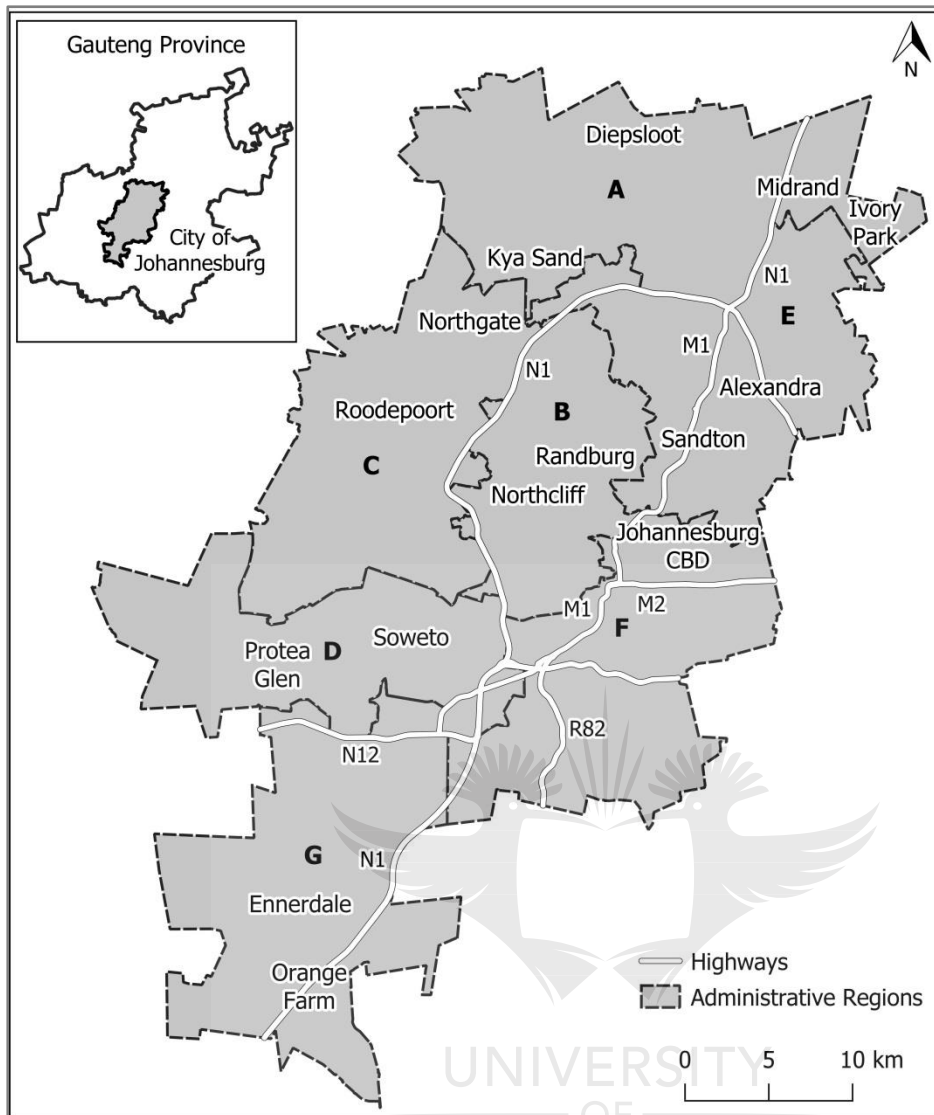
## **Chapter 3: Study area and methodology**

### **3.1 Introduction**

This chapter describes the study area and discusses the methodological procedures applied in achieving the aim and objectives of the study. The chapter is divided into two main sections. The first section gives details of the study area with the analysis of its geography, demography, population and economy. In addition, brief descriptions of the three selected tourism destinations in Johannesburg are provided with the characteristics of the areas, and details regarding location, history, demographic profile and crime patterns. Maps of the areas are further provided. The second section discusses the methodology implemented during this research. The section also elaborates on the selection of the study areas, the sample and target population, the survey instrument applied and the data analysis approach followed.

### **3.2. Study area(s)**

Johannesburg is a metropolitan city in Gauteng province, South Africa, covering an area of 1645 km<sup>2</sup> (Figure 3-1). Johannesburg has an estimated density of 1962 people/km<sup>2</sup> (City of Johannesburg [CoJ], 2011; Harrison and Harrison, 2014). The city is home to about 5.5 million people, making it the biggest metropolitan area by population size both in South Africa and southern Africa (CoJ, 2019). In 2018, the city housed nearly 10% of South Africa's population and the largest share of the city's population of about 40% is within the working-age range of 25–44 years (CoJ, 2019). Harrison et al. (2014) stated that the growth in the economy and especially in employment has attracted large numbers of work seekers to Johannesburg. Migrants came mainly from elsewhere in South Africa, but there is also a considerable influx from international destinations especially from sub-Saharan Africa. People move to Johannesburg because of the economic opportunities that the city offers; however, the expanding population brings challenges and strains services such as infrastructure, housing and other basic services.



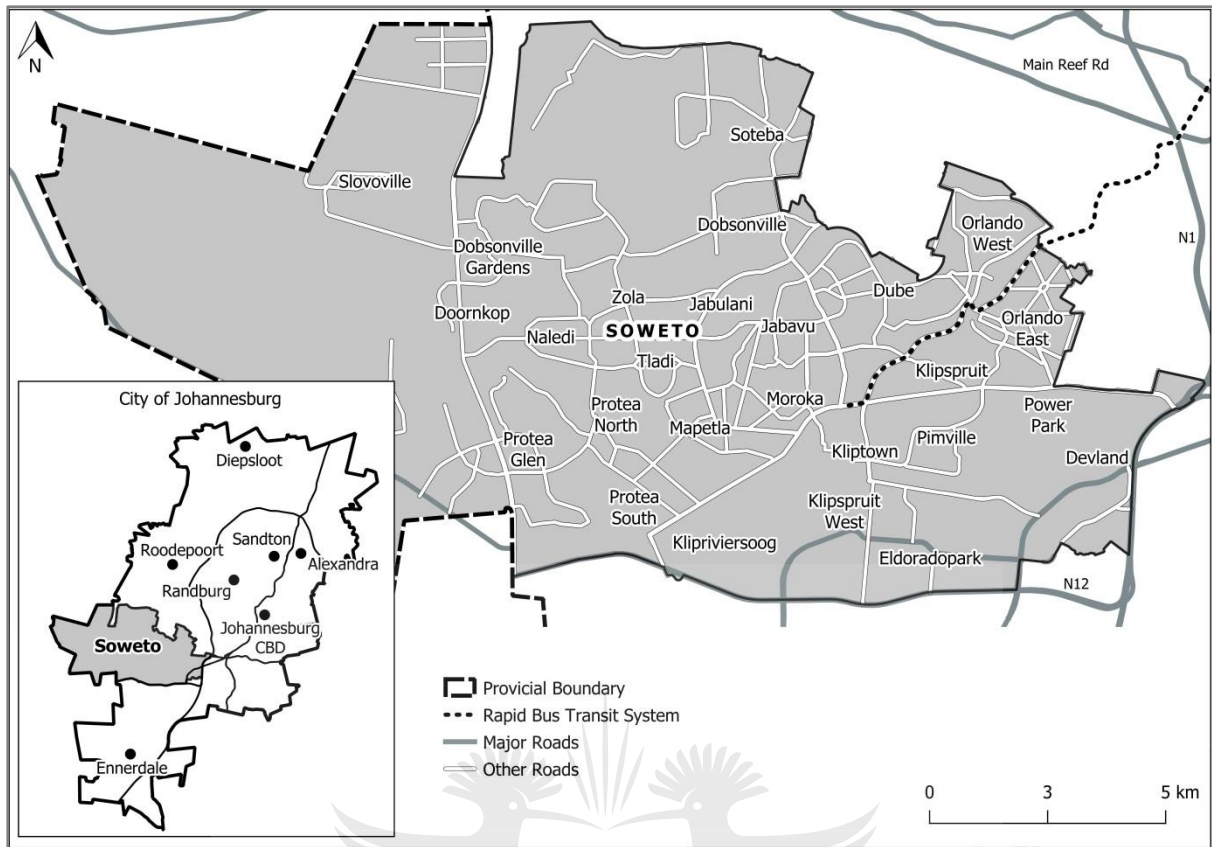
**Figure 3-1: CoJ including Soweto region D, Sandton region E and the inner-city region F**

Johannesburg is the most frequently visited destination in South Africa leading in the total number of total trips, business trips and international trips (Rogerson and Rogerson, 2017). It is typically viewed as a transit and business destination (Booyens, 2010). The development of business travel, major convention centres and the OR Tambo International Airport has made Johannesburg one of the key nodes for tourism space economy and created a space for tourists to engage in township tourism in and around Johannesburg. Hoogendoorn and Gregory (2016) indicated that Johannesburg has revitalised significantly and has emerged as a place for the creative class and has begun to draw tourists. Three tourist destinations within Johannesburg; namely the Vilakazi precinct in Soweto township, the Maboneng precinct in the Johannesburg CBD and Sandton City, the new CBD located to the north-east

of the city, were selected to investigate international tourists' perceptions of safety and security while visiting Johannesburg. These selected destinations have formed an integral part of Johannesburg's tourism offering through heritage-based tourism and business tourism. Owing to this, study sites were chosen on their strength of visitor numbers and it was determined that the majority of the tourists visiting Johannesburg would congregate at one or more of these areas and would therefore provide a reasonable representation of the target survey population. Travel agencies such as TripAdvisor (2019) have shown that these three destinations are amongst the top rated tourist attractions and visited sites in Johannesburg.

### 3.2.1. Vilakazi precinct

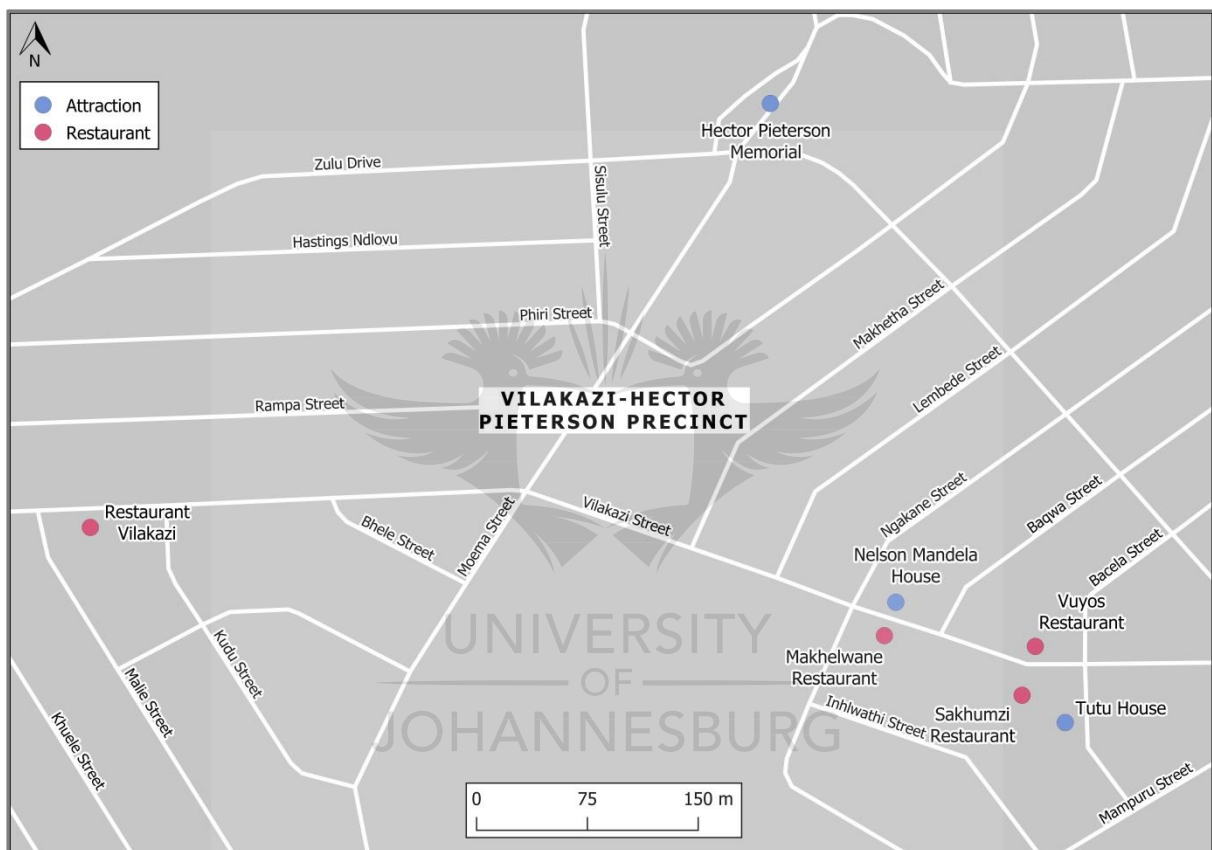
Soweto, an acronym for South Western Townships, was one of the South African townships planned to group and accommodate people by race and ethnicity according to the laws of the apartheid era (Hoogendoorn et al., 2019). It is the largest township in South Africa and internationally known for being iconic through South African political history and prominent during the struggle against the apartheid regime (Ramchander, 2007). Black Africans were forcibly removed from the areas of the Johannesburg city centre and displaced and marginalised to Soweto under the Group Areas Act of 1950 (Lemon, 1991). Today, Soweto's population is officially estimated at approximately 1.3 million, with between 600 000 and a million people regarded as living in abject poverty (Harrison and Harrison, 2014). The township covers an area of approximately 150 km<sup>2</sup>, just more than 9% of the 1645 km<sup>2</sup> of the CoJ and an estimated density of 8667 people/km<sup>2</sup> (see Figure 3-2) compared to the 1962 people/km<sup>2</sup> average for the whole city area (CoJ, 2011).



**Figure 3-2: Greater Soweto in the context of Johannesburg**

After the first democratic elections and the systematic removal of apartheid laws, Soweto was integrated and became part of greater Johannesburg. The CoJ propagated means and strategies to transform Soweto through a combination of infrastructure policy interventions such as the Bus Rapid Transit (BRT) system named *Rea Vaya* that connects Soweto to the inner-city Johannesburg (Hoogendoorn et al., 2019). Its diverse and rich political history has become a sought-after cultural experience for international tourists and one of the key tourist attractions in South Africa (Ramchander, 2007; Booyens, 2010). Most of the tourism activities in Soweto are clustered in Orlando West, where the Vilakazi-Hector Pieterseon precinct is located (Booyens, 2010; Booyens and Rogerson, 2018 and Hoogendoorn et al., 2019). Most tours to Soweto stop at the Vilakazi precinct, which has expanded considerably in the past decade, boasting an array of restaurants, stalls, shops, bed-and-breakfast (BnB) establishments, Credo Mutwa Village, the Hector Pieterseon memorial and museum (Hoogendoorn et al., 2019). The Hector Pieterseon memorial and museum is a site dedicated to a key event in the history of the liberation struggle and pays tribute to the victims of the 1976 Soweto uprising; it particularly focuses on the young boy, Hector Pieterseon, who became an international symbol of apartheid and youth resistance (Marschall, 2006). The

museum and memorial, along with the Mandela family museum, the house of Desmond Tutu, former homes to Nobel Peace Prize laureates, the former president Nelson Mandela and Archbishop Desmond Tutu and the house of Winnie Mandela have been described as anchor heritage tourism attractions in the precinct for Soweto as a whole (Hoogendoorn et al., 2019). In addition, the Vilakazi precinct is famous for hosting the watching sports/cultural events and festivals. The Vilakazi precinct has become an attraction that forms part of the culture of Johannesburg (see Figure 3-3).



**Figure 3-3: Vilakazi precinct and the various attractions in the area**

The literature has argued that tourist attractions can also be affected by crime. Figure 3-4 compares the most recent crime statistics of four crime types (murder, sexual offences, assault with the intent to inflict grievous bodily harm (GBH) and common robbery) in Orlando, Soweto. Irrespective of the number of people in the area, the actual reported cases show that assault GBH was the most frequently committed and cases of murder had the lowest occurrence and were least reported to the South African Police Services (SAPS).

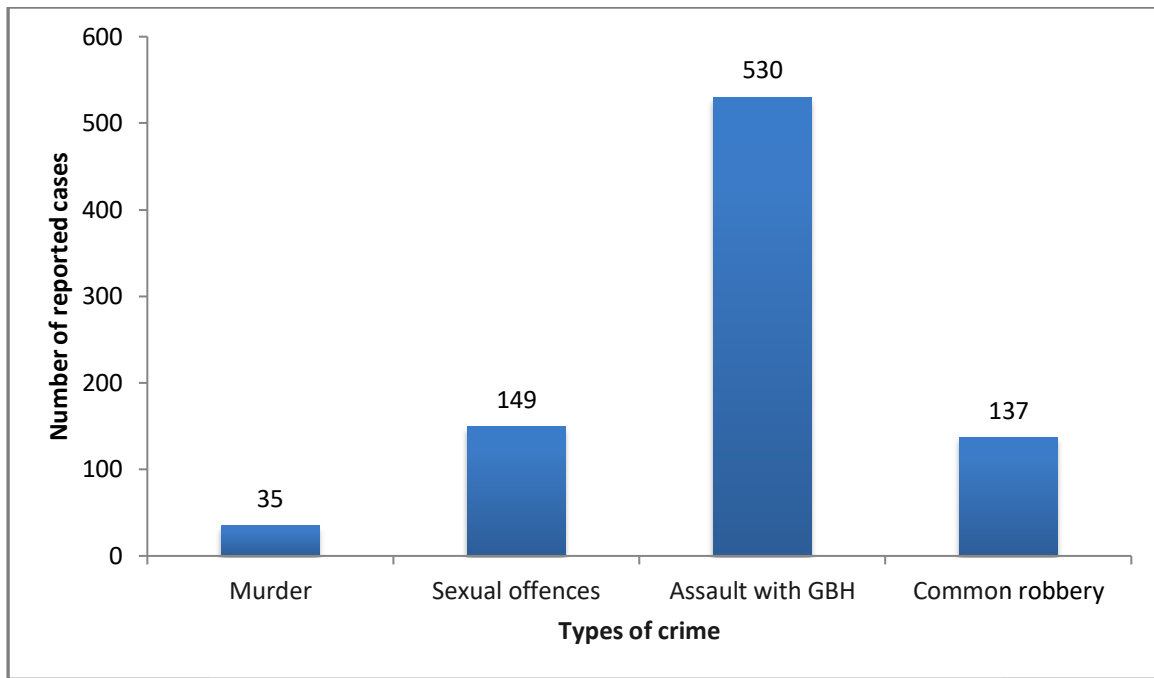


Figure 3-4: Types of crimes reported to SAPS in Orlando for 2019 (Source: [www.crimestatssa.com](http://www.crimestatssa.com))

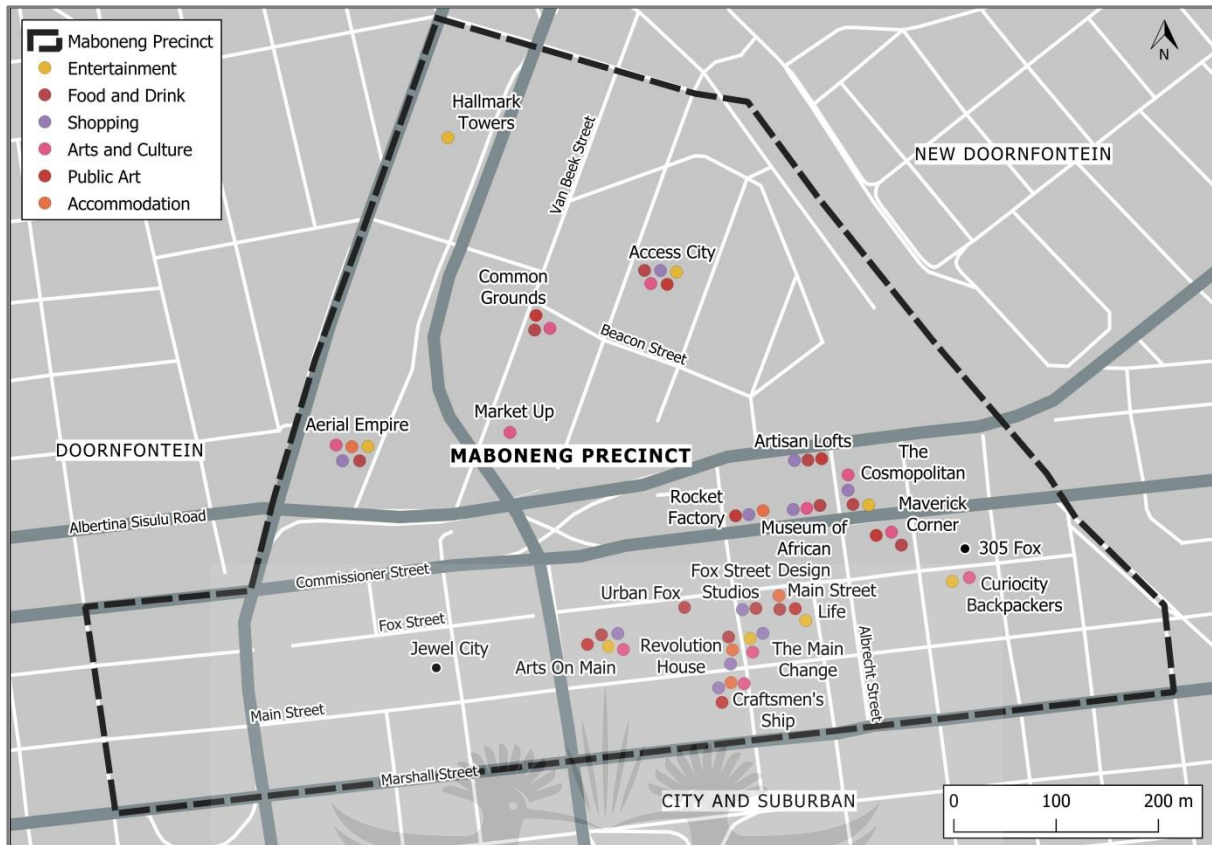
Such crimes can potentially spill over to tourism attractions in or near the area. Introducing a large number of unsuspecting tourists into small areas and spaces or where tourists cluster the most may inevitably make them targets for criminal acts. In recent years, local media reported the killing of the manager of the Sakhumzi restaurant at the Vilakazi precinct in 2017 during an attempted robbery. The CoJ and tourism stakeholders swiftly responded with the implementation of CCTV cameras and surveillance along the popular Vilakazi precinct to ensure the safety of tourists, residents, tour operators and businesses (Department of Tourism, 2019). The tourist attractions in Vilakazi Precinct, Soweto are a good example of the Hotspot theory approach which states that particular types of locations put victims and offenders in great proximity to each other (see Sherman et al., 1989).

### 3.2.2. Maboneng Precinct

The inner city of Johannesburg has undergone significant transformation over different periods during its history (Hoogendoorn and Giddy, 2018). During apartheid, Johannesburg was divided into the central and northern areas which were predominantly white and middle class and the southern areas being mostly black and working-class (Crankshaw, 2008). Throughout the 1970s to the 1990s, decentralisation of service-based industries continued northwards, close to middle-class consumers who resided in the city's northern suburbs (Hoogendoorn and Gregory, 2016). According to Murray (2011), towards the end of

the apartheid and after its fall, the once-vibrant business centre in southern Africa saw a period of major decline and was described as a 'no-go zone' by many South Africans. The city saw capital flight and large-scale abandonment of business relocating to decentralised offices and nodes in northern suburbia. This was coupled with rising crime, poor service delivery and deteriorating infrastructure in the inner city (Hoogendoorn and Gregory, 2016). In recent years, however, the city has revitalised significantly through several urban renewal projects (Gregory, 2016; Opfermann, 2020). A fitting example of this is the Maboneng precinct, the brainchild of and developed by Mr Jonathan Liebmann. The Maboneng precinct was carved out of Jeppestown, one of the oldest suburbs in the city and which comprise light industrial warehouses and factories and working-class neighbourhoods. The urban regeneration of the area was developed through the use of arts, design and creativity to upgrade and re-develop the abandoned spaces of factories and warehouses, transforming them into artistic, commercial, residential and entertainment locations (see figure 3-5). According to Gregory (2016), inner-city fringes such as Maboneng are experiencing re-centralising and clustering from creative industries. Its creative and artistic allure was built on the support of the art community, who took up residence in the art studios and galleries. Key figures that collaborated with Mr Liebmann, include Mr William Kentridge, a best-selling visual artist in South Africa, who established a studio in Maboneng. Gregory (2016) mentioned that with Mr Kentridge's interest, several other major artists and creatives followed suit and took up spaces that could be used as studios, galleries or other types of creative spaces and the base for a creative hub and community was established. Under the portfolio and management of Propertuity, the Maboneng precinct comprised of more than 40 buildings and became home to about 620 residents and 120 people were employed within the precinct (Gregory, 2016).





**Figure 3-5 Distribution of various attractions in Maboneng precinct**

The artistic and cultural experience at Maboneng precinct is known for the plethora of African-inspired food and refreshment outlets and restaurants, local brand clothing boutiques, heritage sites and street art murals. These attractions in the precinct have been gaining media attention and international exposure, and they have also been an intrinsic tool in the promotion of urban tourism in the area. Hoogendoorn and Gregory (2016) stated that the precinct has drawn both domestic and international tourists. As a result of the influx of both international and domestic tourists to Maboneng, many accommodation services have been established such as hotels, a backpacker lodge and trendy hostels (Gregory, 2016). Tourism offerings in and around the precinct include *inter alia* walking tours, bike tours, city-sightseeing, backpacking by different tourism stakeholders, companies and operators additionally, a beacon for events and major art exhibitions. Maboneng precinct has become one of Johannesburg tourism drivers with the local market and international markets (Murtagh, 2015; Hoogendoorn and Gregory, 2016).



In terms of crime, Jeppe experienced more case of assault GBH with 637 cases reported. Sexual offences and murder numbers were relatively the same and were both the least committed crimes in the area (see Figure 3-6).

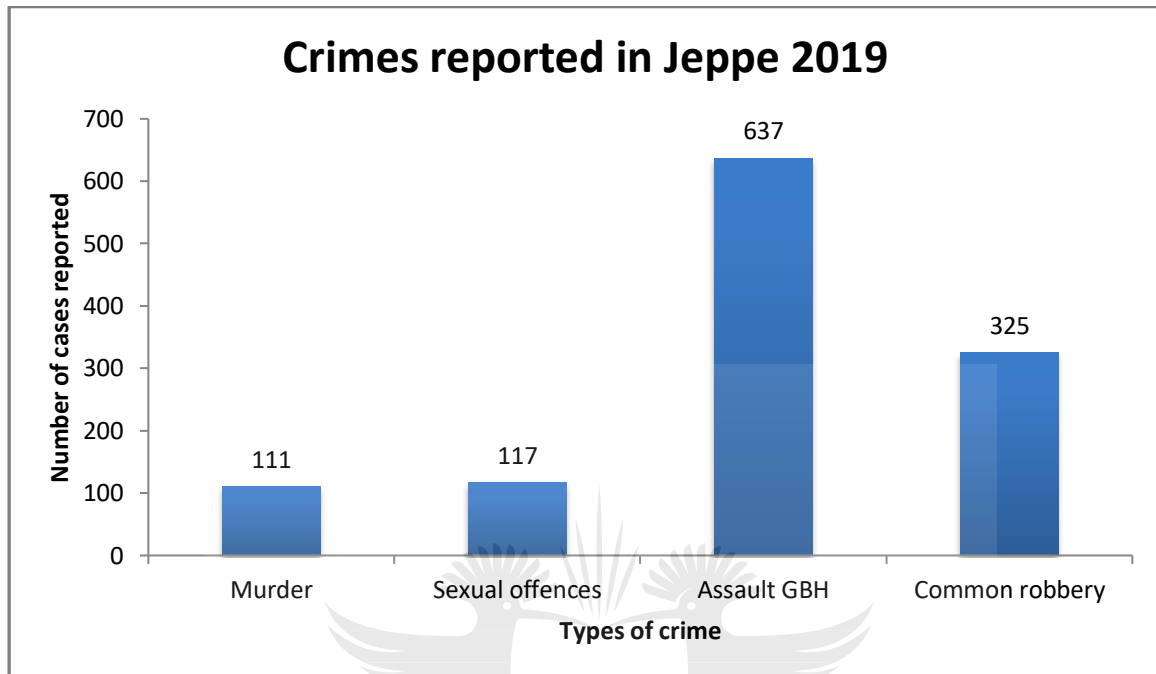


Figure 3-6 Types of crime reported to SAPS in Jeppe for 2019 (Source: [www.crimestatssa.com](http://www.crimestatssa.com))

The outbreak of xenophobic attacks in Johannesburg's CBD, which have also occurred in areas such as Jeppe, affected tourism activity at the Maboneng precinct with various outlets and establishments choosing not to operate due to violent riots and shop lootings when xenophobic outbreaks occur. Adeleke et al. (2008) stated xenophobic attacks put tourism in a difficult trading environment as it scares tourists away. Crime in the inner city according to Harrison (2006), include lower-level crime groups involved in muggings, theft and burglaries and foreign-based groups that control much of the drug and prostitution trade.

### 3.2.3. Sandton City

Sandton was promulgated as a municipality in 1989 with the name being formed from a combination of the names Bryanston and Sandown (Sandton Central Management District, 2018). According to the Sandton Central Management District (2018), the first step in transforming Sandton from a farm community to a bustling business district came with Sandton City, which was developed and constructed by Rapp and Maister during the early 1970s and opened for trade in 1974. In the early 2000s, Larsen's (2004) *'The changing status*

*of the Sandton Business District 1969–2003* indicated the significance of the shopping centre's development in five phases; the study furthered in recent years, identifying six phases with the availability of new data detailing the rentals for prime office space from the end of 1988 through to the beginning of 2013 and the vacant of office space from 1990 to mid-2011. Beavon and Larsen (2014) illustrated that the first and second stage began with the identification and establishment of Sandton, which was then characterised by peri-urban and vacant land. The plan and intention were to build a large shopping complex. In the early 1970s, the conceptual foundations were laid and stage three began the race for commercial land with an increase in the volume of firms wishing to decentralise from the Johannesburg CBD. Sandton thus developed into a major decentralised business node in greater Johannesburg. The fourth and fifth stages of development saw more retail spaces mainly dealing with high-end commodities. By the end of 2013, stage 6, Sandton Central included *inter alia*, a massive increase in the number of retail shops dealing exclusively in high-end local and international brands, restaurants, several private galleries, a civic gallery, 20 cinema auditoriums, a convention centre and top-quality hotels.

Sandton has emerged as a major centre for the city and has become the most important business and financial node in South Africa. Today, Sandton central alone stands at more than 1.5 million square metres and is still growing (Sandton Central Management, 2020). The growing prestige of Sandton and its power of attraction have made it one of the wealthiest areas in Johannesburg and it emerged as a centre for banking, prestige office space and tourist accommodation (Kaplan, 2004). Rogerson and Sims (2012) noted the area receives several business and leisure tourists and is home to various five-star hotels and green hotels (environmentally-friendly properties) for travellers. It also has a shopping centre which is ranked amongst the largest in Africa. Visitors are spoilt for choice with entertainment facilities. Nelson Mandela Square has become a prime lifestyle and fine dining destination for locals and tourists alike (Figure 3-7). Nelson Mandela Square also houses the Joburg Tourism office and the visitor information centre (Sandton Central Management, 2020). Sandton Central is now linked by the high-speed Gautrain to both the OR Tambo International Airport and via Midrand, Rosebank, Parktown and Centurion to Pretoria (Beavon and Larsen, 2014). Sandton tourism stakeholders and management have recently launched a new tourism information kiosk positioned outside the Sandton Gautrain

station to promote tourism information and safety in the city for leisure and business travellers alike (Sandton Chronicle, 2019).

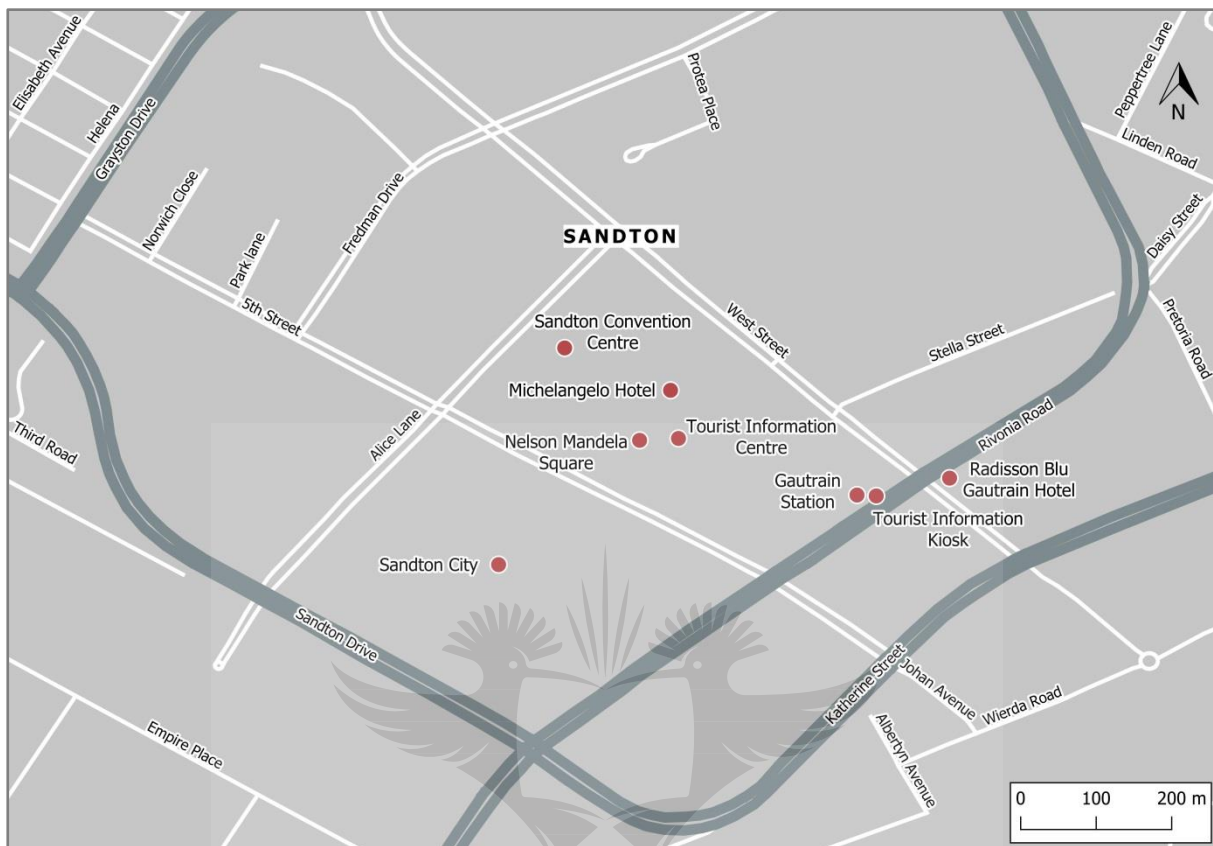


Figure 3-7: Distribution of various attractions in and around Sandton City

In terms of crime, Sandton was mostly affected by common robbery in 2019, with over 300 cases reported, while murder was the least reported crime (see Figure 3-8).

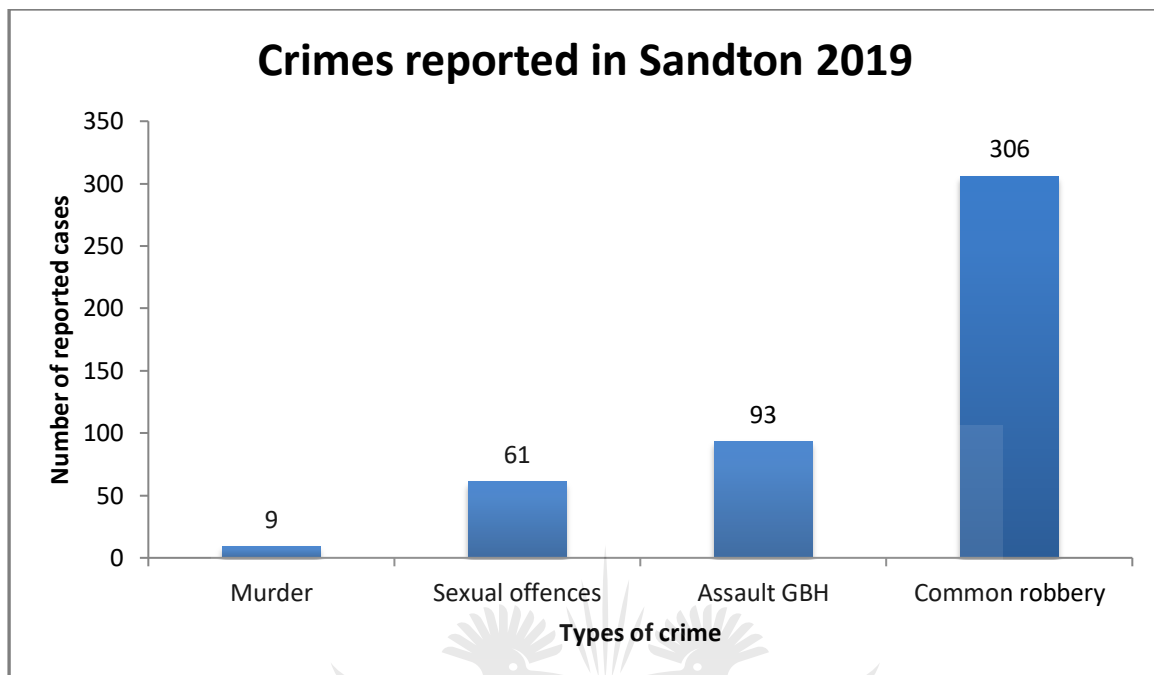


Figure 3-8: Types of crime reported to SAPS in Sandton for 2019 (Source: [www.crimestatssa.com](http://www.crimestatssa.com))

According to reports by Maliba (2019), the upscale suburb is also increasingly becoming a fertile hunting ground for criminals who pose as casual workers. Sandton City was listed as the sixth of ten precincts in Gauteng with the largest number of reported crimes (Statistics SA, 2019). There is a growing concern about crime perpetuated against high-profile foreign visitors within this area. For example, a video circulated on social media showed an attack on Arnold Schwarzenegger (a former professional body-builder, film star and US governor), at the Sandton Convention Centre during a sporting event (Maliba, 2019). This shows that crime and safety concerns are not only linked to low-value or low-income areas but there are also growing safety and security concerns for visitors in well-off areas as well.

Limited studies have focused on tourists' experiences and perceptions on safety and security in Johannesburg. Therefore, this study attempts to contribute key knowledge production regarding urban tourism including how this is affected by safety and security.

### 3.3. Research design

A research design involves the overall procedures and strategies utilised in collecting, analyzing, interpreting and reporting data in research studies (Creswell and Plano Clark,

2007; Grey, 2014). It details the methods to be applied in collecting and analysing data so as to obtain answers to research questions. According to Robson (2002) there are three forms of research design; descriptive, exploratory and explanatory and each design serves a different end purpose. Blumberg, Cooper and Schindler (2005) explained that the objective of a descriptive design is to describe a phenomenon or characteristics associated with a study population, to estimate the proportions of a population and to discover any associations or relationships amongst different variables. An exploratory design is conducted when there are few or no earlier research/studies to which references can be made for information (Saunders et al, 2007). This research design enables the researcher to develop concepts and achieve new insights on a topic of interest (Ramoliki, 2013). Lastly, an explanatory design sets out to explain and account for descriptive information. Grey (2014) states that explanatory design studies seek to ask 'why' and 'how' questions and goes on to identify actual reasons a phenomenon occurs.

For the purpose of this study, descriptive design was chosen and deemed fit to describe the perceptions held by international visitors regarding safety and security in Johannesburg.

#### 3.4. Research Methodology

The primary objective of this study was to determine whether international visitors who visited Johannesburg felt safe. A qualitative research approach was found to be appropriate and fitting to carry out the research. Denzin and Lincoln (2008) stated that qualitative methods provide the researcher a means to understanding the issues being researched from the view point of the respondents through observations and interactions. Through this approach, the visitors may express for themselves both their perceptions and concerns regarding safety and security in Johannesburg. One of the greatest advantages of a qualitative research approach is the potential to generate rich descriptions of the respondents' thought processes (Creswell, 2003). Even though the study is inherently qualitative in nature, quantitative data is also used. Quantitative data may be used to support a project qualitative in nature but for which a justification in terms of importance is derived from statistical information (White, 2010). In addition, quantitative data is used to provide a context for a study, comparison and as the prime evidence for analysis. Through the structured questionnaires, basic quantitative data is collected such as respondents'

demographic details which can be expressed in numbers (Scupin and DeCorse, 2014). Secondary data such as government-generated information and statistical information was also used to develop a description of characteristics of the phenomena in study.

The researcher also examined and reviewed previous research studies related to the study. According to Neuman (2006) a literature review should demonstrate familiarity with the existing body of knowledge. From this, the researcher should be able to learn and stimulate new ideas and summarise previous studies addressing and investigating the current study's problem statement. Previous study articles and material were obtained by searching the University of Johannesburg's electronic database namely; Emerald, EBSCOhost, JSTOR, SAGE and Science Direct. Other articles, books and study materials from the library were also utilised. The literature review was then reflected upon in Chapter 2.

The study emanated on studies by George (2003, 2010), George and Swart (2012) and George and Booyens (2014) on tourists' perceptions of safety and security whilst visiting South Africa and South African townships. These studies gave leeway and recommendations for more research to be conducted to examine tourists' perceptions of safety and security at various tourism attractions and destinations. The conduct of this study was therefore heeding the call of the above recommendations and focused on perceptions of safety and security in Johannesburg.

#### 3.4.1. Sample and target population

Maree and Pieterse (2008) defined sampling as a technique to select a particular number of respondents in a study population. Rice (2010) similarly defined sampling as the acquisition of information about a relatively small part of a larger group or population. For this study, the criteria for the target population were that potential respondents should be international visitors visiting the selected tourist destinations in Johannesburg. To reach the targeted population of this study, purposive sampling will be used as the sampling method. Purposive sampling is a non-probability sampling method which is selected based on characteristics of a population (Rice, 2010). The researcher interviewed international visitors at various locations and attractions at each of the selected tourist destinations in Johannesburg. These include *inter alia*, outside or near food establishments, bus station, along tour destination routes. The sample should be large enough to obtain enough data to

sufficiently describe the topic of interest, address the research questions and ensure that reliable conclusions can be made (Mopeli, 2009; McLafferty, 2010). The study aimed to collect at least 100 responses per 1000 population at each tourist destination.

#### 3.4.2. Survey instrument

A structured, self-administered questionnaire survey was used as the research instrument. Questionnaire survey research is defined as a research methodology used for gathering information about behaviours, attitudes and characteristics (Field, 2010). A questionnaire survey is tailor-made to fit a research project, including a series of questions that address the topic of interest.

The questionnaire consisted of 22 questions. The questions were divided into four sections; (a) demographics; (b) Previous travel experience; (c) perceptions of safety and security; and (d) satisfaction and recommendation levels. The first set of questions captured respondents' demographic details such as gender, age, nationality and occupation. The second set of questions assessed previous travel experience by asking respondents whether they had previously visited Johannesburg before; how many times they had visited the city; how many days they were staying in Johannesburg; and whether they were on package tour or travelling individually. The third set of questions consisted of open-ended questions, fixed-questions and evaluated three Likert scale questions (two five-Likert scale questions and one 3-Likert scale question) related to perceptions of safety and security together in Johannesburg and the selected tour destinations. The last set of questions assessed four 5-Likert scale questions relating to satisfaction and likelihood to recommend the tourist destinations and Johannesburg as a whole to other potential visitors and to return to Johannesburg in future based on their perceptions of safety and security (see Appendix B). The questionnaire survey was the same for the three destinations. Moreover, it used the structured interview approach in which the same questions were asked of every respondent in a given sample. By adopting this approach, the researcher can obtain more accurate data (Scupin and DeCorse, 2014).

### 3.4.3. Data collection

The questionnaire surveys were administered face-to-face. The face-to-face approach is advantageous as it ensures communication between respondents and the interviewer and allows the opportunity to clarify any question during the data collection process. Scheaffer et al. (2012) similarly stated that the primary advantage of personal interviews is that people will usually respond when confronted in person and additionally, the interviewer can note specific reactions and eliminate misunderstandings about the questions asked. McLafferty (2010) indicated that personal contact between researcher and respondent often generates a higher response rate.

The potential respondents were conveniently recruited and asked whether they were international visitors to Johannesburg. To this, the researcher relied on available subjects who were willing to participate in the questionnaire survey. The aim of the study was explained to the respondents. This was accompanied by a brief description of the study on the first page of the questionnaire together with a written consent. Moreover, the objectives of the study were well-communicated to the respondents and their anonymity was declared and sustained. No school groups or persons under the age of 18 took part in the study for ethical reasons.

In an attempt to contact as many respondents as possible, the conducting and collecting of the data span over a month (including weekends) from October to November 2019. At the Vilakazi precinct, most of the data was collected along the Vilakazi street; the Hector Pieterse museum and memorial and neighbouring streets. In Maboneng precinct, responses were mostly collected at the Arts on Main and along tourist attraction routes within the precinct. Responses from Sandton City were collected along walkways, near or around the Gautrain station, near various food and entertainment establishments in and around the city. A total of 318 questionnaire surveys were successfully collected from the three selected destinations. One hundred and twelve questionnaires were successfully obtained at Vilakazi precinct, 105 at Maboneng precinct and 101 at Sandton City. Through the use and face-to-face distribution of questionnaire surveys, the researcher was able to cover a large enough geographical area and reach a large number of respondents.



#### 3.4.4. Data Analysis

Scheaffer *et.al* (2014) stated that large surveys generate huge amounts of data. Hence, a good well-prepared data management plan is of utmost importance. This plan should include steps for processing the data from the time a measurement is taken in the field until the final analysis is completed. Descriptive analysis is used to summarise responses and make inferences about the survey data. In order to describe the information obtained in a more meaningful way than a large set of numbers, the raw data can be plotted on graphs or maps and summarised via descriptive statistics, often arranged in tables (Field, 2010). This analysis method is effective for this study because it helps with transforming raw data into a form that will make them easy to understand and interpret.

Responses from the questionnaire were captured on an Excel spreadsheet and then analysed using the Statistical Package for Social Science (SPSS) computer programme. The software was used to organise data into tables, graphs and charts. Various quantitative values were converted into percentages that could be used for comparisons and analysis. An analysis of variance (ANOVA) helped in exploring possible associations between respondents' demographic details and their perceptions of safety and security. Furthermore, commonly used phrases or words and those that highlight specific relevant sentiments were extracted and quoted. Field (2010) stated that descriptive statistics help to identify underlying structure or pattern allowing the researcher to develop an understanding of their data. Thus, descriptive statistics were compiled to summarise the responses and make inferences about the data.

#### 3.5. Ethical considerations

When conducting research, confidentiality and anonymity are important ethical considerations that need to be upheld. The study did not collect identifying information from individuals taking part in the study such as their names or home addresses, so as not to compromise the anonymity of the participants (Scupin and DeCorse, 2014). This is particularly crucial when investigating topics that might be sensitive, complex or emotive such as safety and security and/or crime-related topics. Written consent was used to carry out the research. The study did not offer awards or incentives to respondents for taking part

in the questionnaire survey. Further, the research was carried out with full ethical clearance from the Faculty of Science Ethics Committee at the University of Johannesburg.

### 3.6. Limitations to the methodology

The limitations of the methodology used included unwillingness of some potential respondents to participate in the survey and incompleteness or non-responsiveness to some questions by the respondents thus, limiting the outcome of the research. The questionnaire was in English Language only therefore, potential respondents who did not understand English were excluded from taking part in the survey as this would have required costly translation.

### 3.7. Conclusion

In this chapter, brief descriptions of the selected study sites were given, and the fundamental procedures and methodology followed to investigate safety and security perceptions of international visitors to Johannesburg were outlined. The study followed a descriptive research design, which was based on qualitative research. A total of 318 questionnaires were successfully collected from the three selected destinations in Johannesburg.



## **Chapter 4: Results**

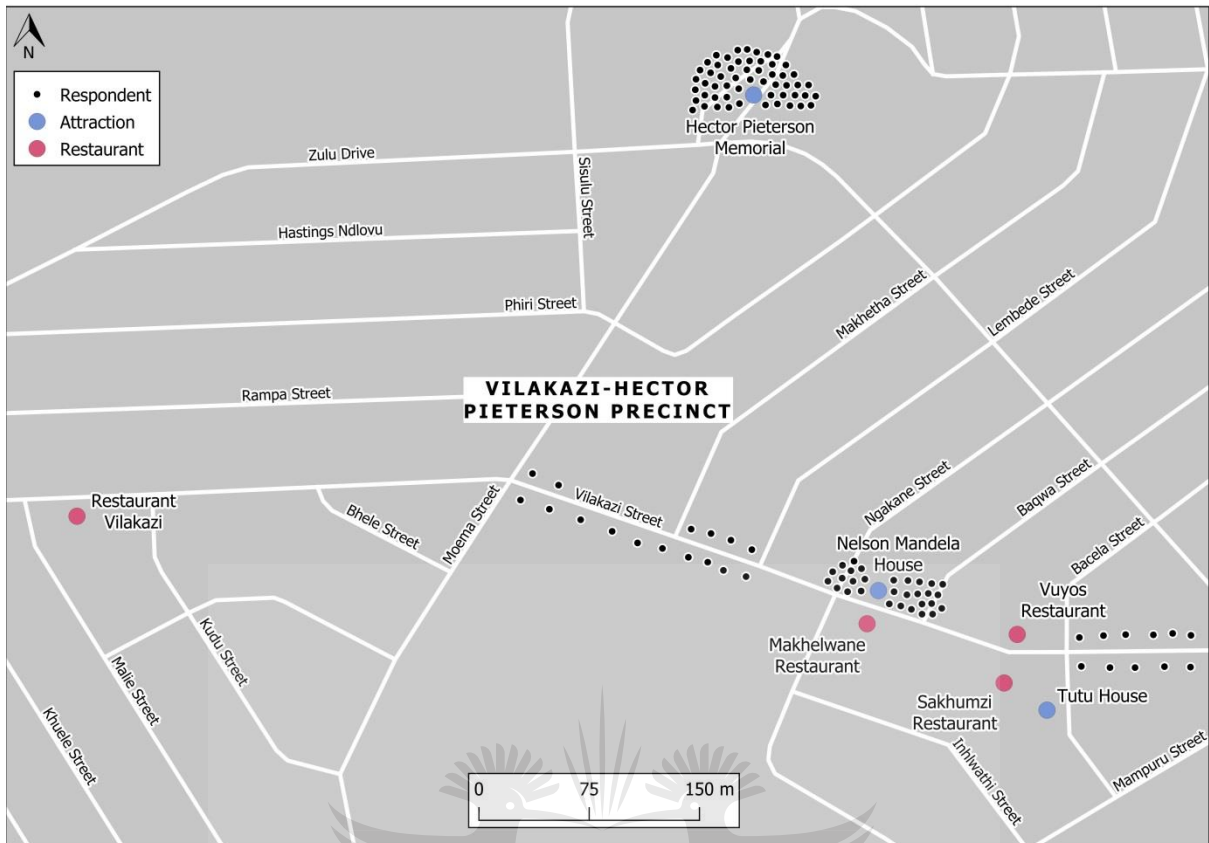
### **4.1. Introduction**

The primary aim of the study was to investigate international tourists' perceptions of safety and security while visiting Johannesburg. The study was carried out at three destinations in Johannesburg; The Vilakazi precinct, Maboneng precinct and Sandton City. This chapter presents the analysis and interpretation of the empirical study.

### **4.2. The socio-demographic profile of tourists at the three selected destinations**

This section explores the demographic profiles of tourists visiting Vilakazi precinct, Maboneng precinct and Sandton City, respectively. The demographic profiles of the tourists at each selected destination were similar.

In the case of Vilakazi precinct, 112 tourists were surveyed in and around the precinct (see Figure 4-1) and the demographic details of the respondents were as follows: there was an equal distribution between male respondents (49%, n=112), and female respondents (49%, n=112) and the remaining 2% chose not to specify. Respondents were relatively youthful with 60% (67 respondents, n=112) in the age group 18–30 years, followed by 28% of respondents in the group 31–40 years (32 respondents, n=112). Ten respondents fell into the 41–50 years category making up 10% of the sample. Just 3 respondents fell into the age category 51–60 years (3%, n=112).



**Figure 4-1 spatial distribution of areas respondents were surveyed in and around Vilakazi precinct**

Similarly, out of the 105 tourists surveyed in the Maboneng precinct (see Figure 4-2), 52 respondents (50%, n=105) were male and 48 respondents (46%, n=105) were female, demonstrating a relatively even divide between genders. The respondents in Maboneng precinct were also youthful, with 56% (59 respondents, n=105) in the age group 18–30 years. Twenty-eight respondents (27%, n=105) were in the age group 31–40 years, followed by 14 respondents (13%, n=105) in the 41–50 years age group and fewer international tourists fell into the age groups 51–60 years, three respondents (3%, n=105) and one respondent (1%, n=105) in 61–65 years.

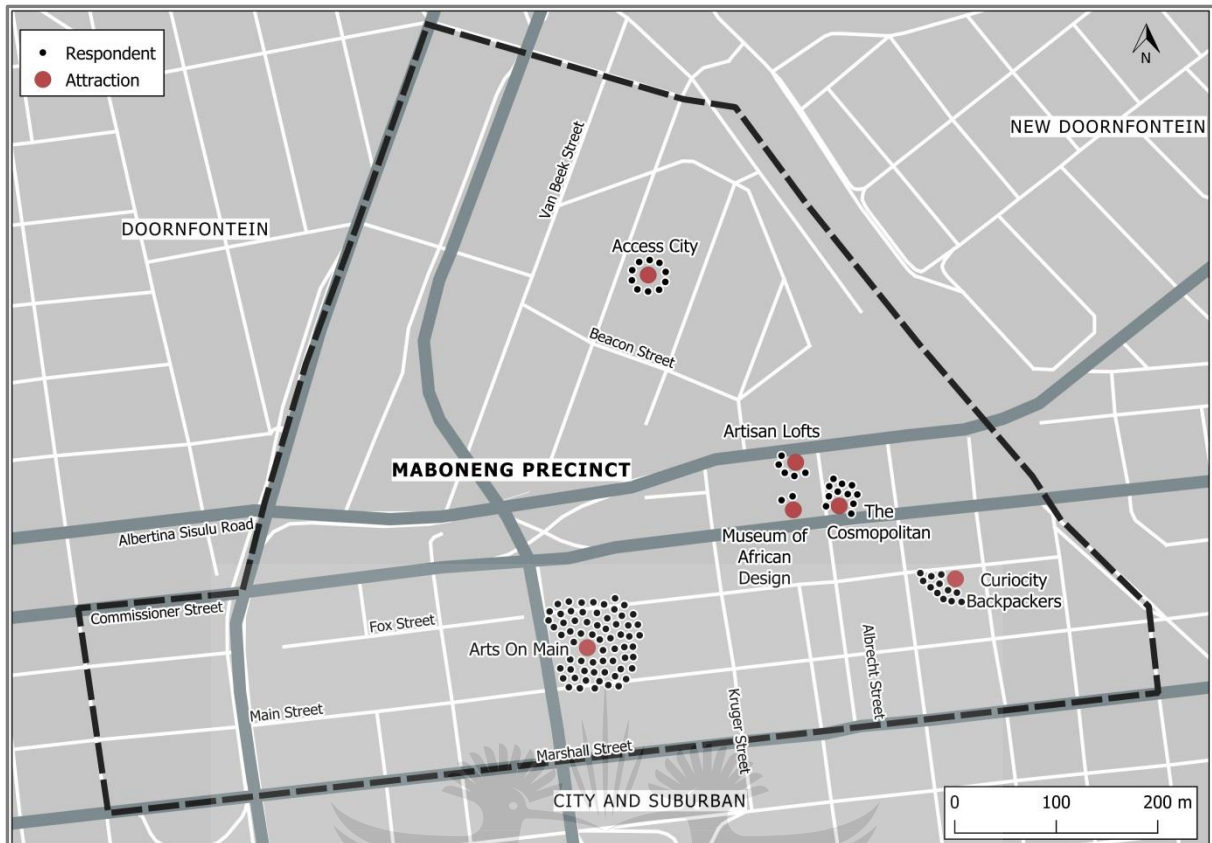
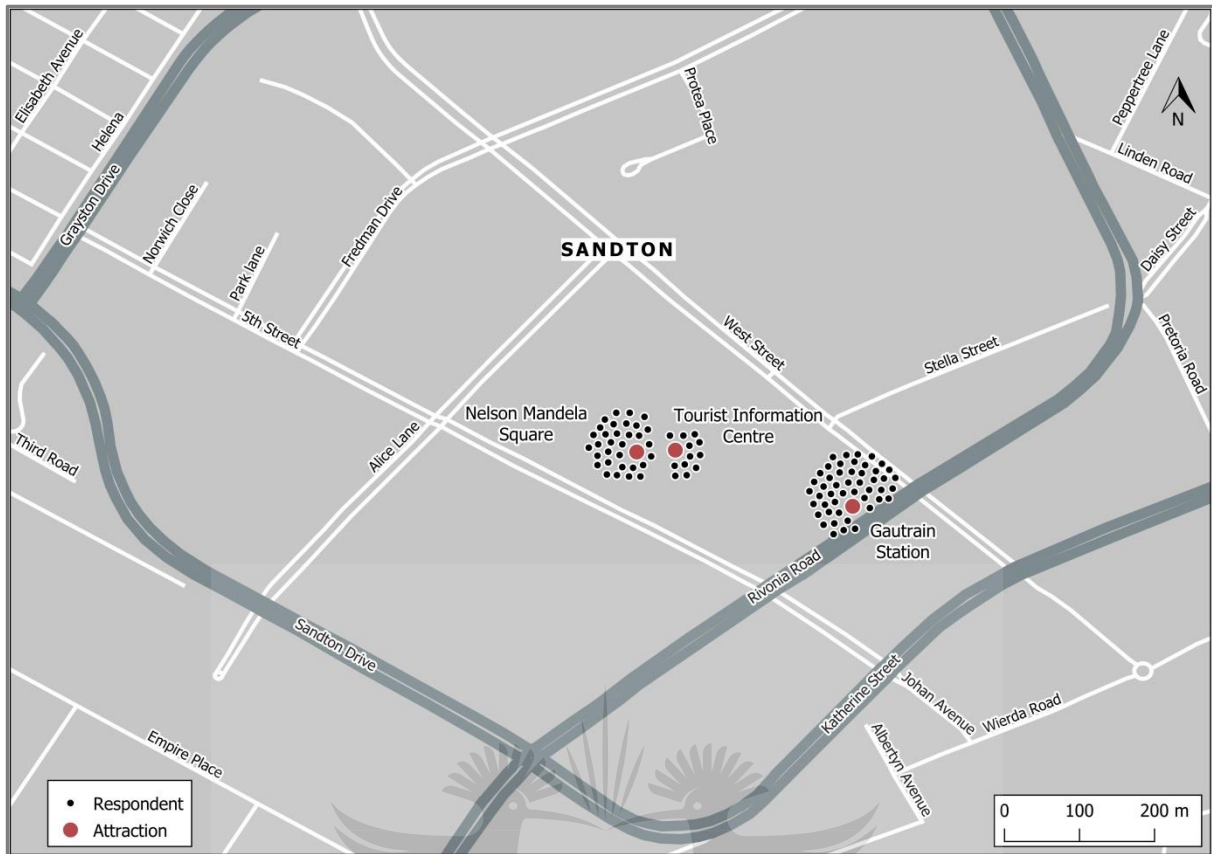


Figure 4-2 spatial distribution of areas respondents were surveyed in Maboneng precinct

One hundred and one tourists were surveyed in Sandton City (see Figure 4-3) and a similar trend in gender was also found in Sandton City, with 49 male respondents (49%, n=101) and 50 female respondents (50%, n=101). A youthful sample was also found in Sandton City with the age group 18–30 years making up the largest portion (43%, n=101), followed by 34 respondents (34%, n=101) in the age group 31–40 years. The age group 41–50 years constituted 13 respondents (13%, n=101). Six respondents (6%, n=101) fell in the age group 51–60 years and five respondents (5%, n=101) were in the age group 61 + years.



**Figure 4-3 spatial distribution of areas respondents were surveyed in Sandton City**

For all three destinations, the composition of international tourists was consistent with SAT’s main overseas target markets, namely the UK, Germany, the USA, France and the Netherlands. Tourists from Asia were mainly from China and India; tourists from South America were from Brazil and Cuba and Australasia tourists were mainly from Australia and New Zealand. Tourists from Europe in Vilakazi precinct constituted 32% of respondents (n=112), in Maboneng precinct 26% (n=105) and in Sandton City 31% (n=101). Tourists from North America constituted of; 25% (n=112) in Vilakazi precinct, 29% (n=105) in Maboneng precinct and 21% (n=101) in Sandton City. Asian tourists constituted 11% of tourists in the Vilakazi precinct, 12% in Maboneng precinct and 18% in Sandton City. Fewer than 10% of tourists were from Australasia and South America for all of the three destinations. Tourists from African were mainly from SADC countries such as Zimbabwe, Lesotho, Swaziland and Mozambique and to a lesser extent from other African countries such as Nigeria. Vilakazi precinct received 24% (n=112) tourists from African countries, Maboneng precinct received 26% and Sandton City received 20% of tourists from African countries.

In terms of employment, respondents' statuses and occupations varied for all the destinations. The data was largely made up of students, those employed in finance/business, medical and social services, engineering and IT, education and creative/media industry working *inter alia* as artists, journalists, make-up consultants and designers. To a lesser extent, respondents were employed in hospitality, transport and aviation and less than 5% of the respondents at the three destinations were unemployed or retired, respectively (see Table 4-1). The largest portion of tourists surveyed in both Vilakazi and Maboneng precincts were students, while most of the tourists surveyed in Sandton City were working in finance and business.

**Table 4-1: Respondents' employment sector/occupation (Source: Surveys, 2019)**

<b>Employment sector/occupation</b>	<b>Vilakazi precinct (n=107)</b>	<b>%</b>	<b>Maboneng precinct (n=101)</b>	<b>%</b>	<b>Sandton City (n=94)</b>	<b>%</b>
Student	23	21	31	31	15	16
Finance/Business	19	18	20	20	19	20
Medical and social services	20	20	14	14	12	13
Education	14	13	8	8	14	15
Creative/media	12	11	11	11	10	11
Engineering/IT	14	13	13	13	9	10
Transportation and aviation	2	1	0	0	2	2
Hospitality	1	1	2	2	2	2
Law	1	1	0	0	4	4
Other	0	0	0	0	2	2
Unemployed	0	0	2	2	0	0
Retired	1	1	0	0	4	4

#### 4.3. Tourists' travel characteristics

The study examined three key travel characteristics, namely past travel experience, length of stay and travel party types. Considering past travel experience, for example, similarities



between the three destinations were discovered. More first-time tourists; Vilakazi (66%, n=112), Maboneng (59%, n=105) and Sandton City (53%, n=105) were surveyed than repeat visitors, respectively. Table 4-2 compares findings with SAT's 2018 survey with regards to first-time and repeat visitors to South Africa. The comparison was done to assess whether the travel patterns in a specific, local context found in the study survey complement that of the 2018 survey commissioned by the country's tourism marketing organisation. To this, it was observed that more repeat visitors came to South Africa as compared to first-time visitors in 2018.

**Table 4-2: Comparison of findings with the SA tourism 2018 survey**

<b>Travel experience</b>	<b>Vilakazi precinct</b>	<b>Maboneng precinct</b>	<b>Sandton City</b>	<b>SA tourism (2018)</b>
<b>First-time visitors</b>	66%	59%	53%	18%
<b>Repeat visitors</b>	34%	41%	47%	82%

Of the 38 repeat visitors in Vilakazi precinct, five respondents had visited once previously (13%, n=38) and 13 respondents visited twice previously (34%, n=38). Five respondents had visited Johannesburg three times (13%, n=38) and 15 respondents had visited Johannesburg four times or more in their previous travels (39%, n=38). Respondents were also asked how long they would be staying/visiting Johannesburg, and length of stay was found to vary among respondents. Eleven respondents stated that they were visiting Johannesburg for less than a week (10%, n=112) and 18 respondents were in Johannesburg for a week (16%, n=112). Only three respondents (3%, n=112) were staying a week and a half. Johannesburg saw the majority of visitors visiting for two weeks with 31 respondents (28%, n=112), and 49 respondents were visiting Johannesburg for more than two weeks (43%, n=112).

Of the 43 repeat-visit tourists in Maboneng precinct, seven respondents (16%, n=43) had visited once previously, and 22 respondents (51%, n=43) had visited twice previously. Three respondents (7%, n=43) had visited Johannesburg three times previously and 11 respondents (26%, n=43) stated that they had visited Johannesburg four times previously. With regards to the length of stay, thirty-two respondents (30%, n=105) stated that they were visiting Johannesburg for less than a week and 27 respondents (26%, n=105) were in



Johannesburg for a week. Five respondents were in Johannesburg for 1.5 weeks (5%, n=105), 18 respondents (17%, n=105) were staying for two weeks and 23 respondents (22%, n=105) were in Johannesburg for a longer period of more than two weeks.

In the context of Sandton City, the 47 repeat tourists comprised 13 respondents (28%, n=47) that had visited Johannesburg once previously and another 13 respondents (28%, n=47) stated they had visited twice previously. Six respondents (13%, n=47) had been to Johannesburg three times and 15 respondents (32%, n=47) stated that they had visited more than four times. Regarding the length of stay, it was found that 84 respondents (84%, n=100) were visiting Johannesburg for less than a week, 71 respondents (71%, n=100) were visiting for a week. Sixteen respondents (16%, n=100) stated that they were in the city for a week and a half, 68 respondents (68%, n=100) decided to stay in Johannesburg for two weeks and 78 respondents (78%, n=100) were visiting for more than two weeks.

Figure 4-4 illustrates that the tourists from long haul markets; such as Europe (Germany, the UK, France, Netherlands) and North America (the USA and Canada) mainly consisted of first-time tourists rather than repeat tourists at Vilakazi precinct; conversely, short-haul markets such as tourists from African countries (Zimbabwe, Swaziland and Lesotho) were mainly repeat visitors to Johannesburg rather than first-time visitors.

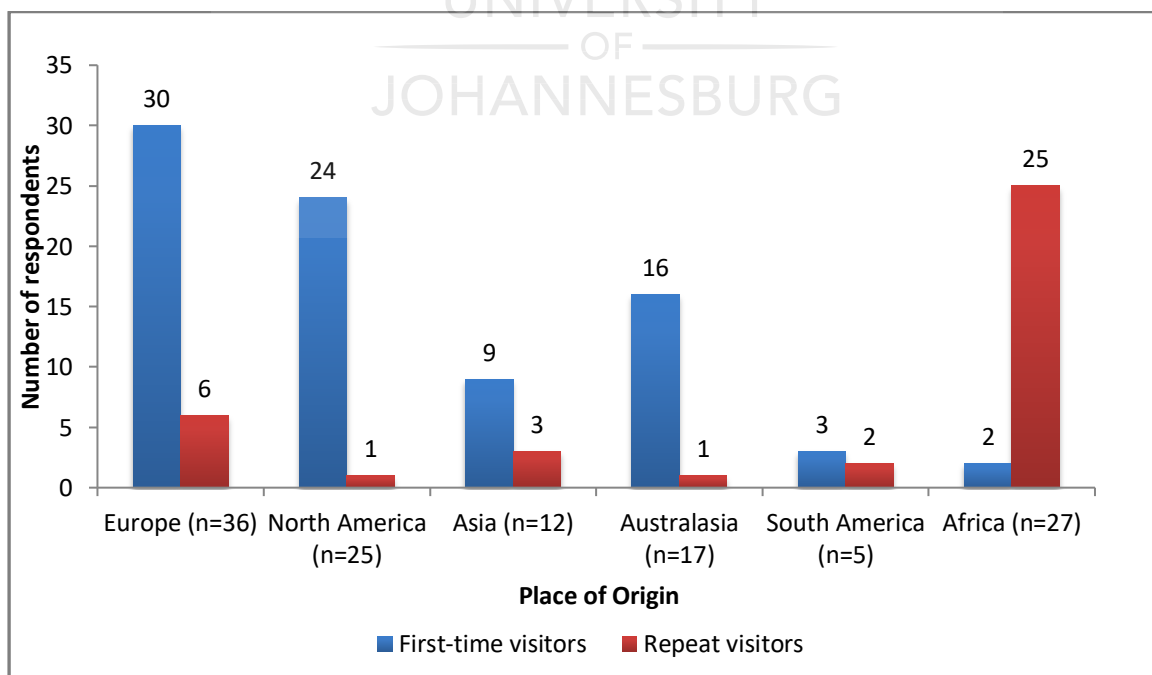


Figure 4-4: Respondents' travel experience by region in Vilakazi precinct (Source: Vilakazi precinct survey, 2019)

In the same way, the results from the Maboneng precinct suggest that the majority of the tourists from Europe (96%, n=27) and North America (68%, n=31) were first-time tourists to Johannesburg, respectively. The first-time tourists from these regions were notably from; the UK, the USA, Germany, France and the Netherlands. Figure 4-5 illustrates that the majority of repeat visitors were from African countries rather than first-time tourists to the city.

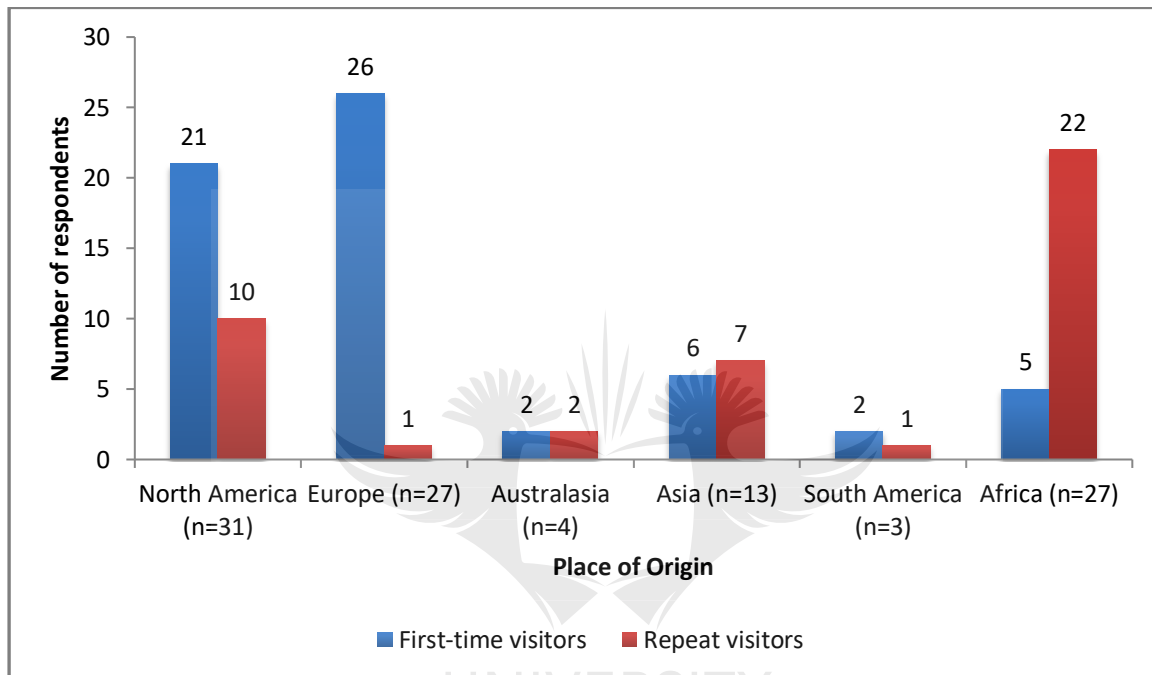


Figure 4-5: Respondents' travel experience by region in Maboneng precinct (Source: Maboneng precinct survey, 2019)

Figure 4-6 shows travel experience about tourists' region in Sandton City. The results suggest that 90% (28 respondents, n=31) of visitors from Europe were first-time tourists and 10% (3 respondents, n=31) were repeat tourists to Johannesburg. There was a relatively equal divide between first-time respondents (10 respondents, n=21) and repeat respondents (11 respondents, n=21) from North America. Australasia consisted of 20% (1 respondent, n=5) of first-time tourists and 80% (4 respondents, n=5) of repeat tourists to Johannesburg. Tourists from Asia consisted of ten first-time visitors (56%, n=18) and eight repeat visitors (44%, n=18). All the tourists from South America were first-time visitors (100%, n=4) to Johannesburg; conversely, both visitors from the Middle East were repeat visitors (100%, n=2). African tourists dominated with 80% repeat visitors (16 respondents, n=20) and 20% were first-time visitors (4 respondents, n=20) to Johannesburg.

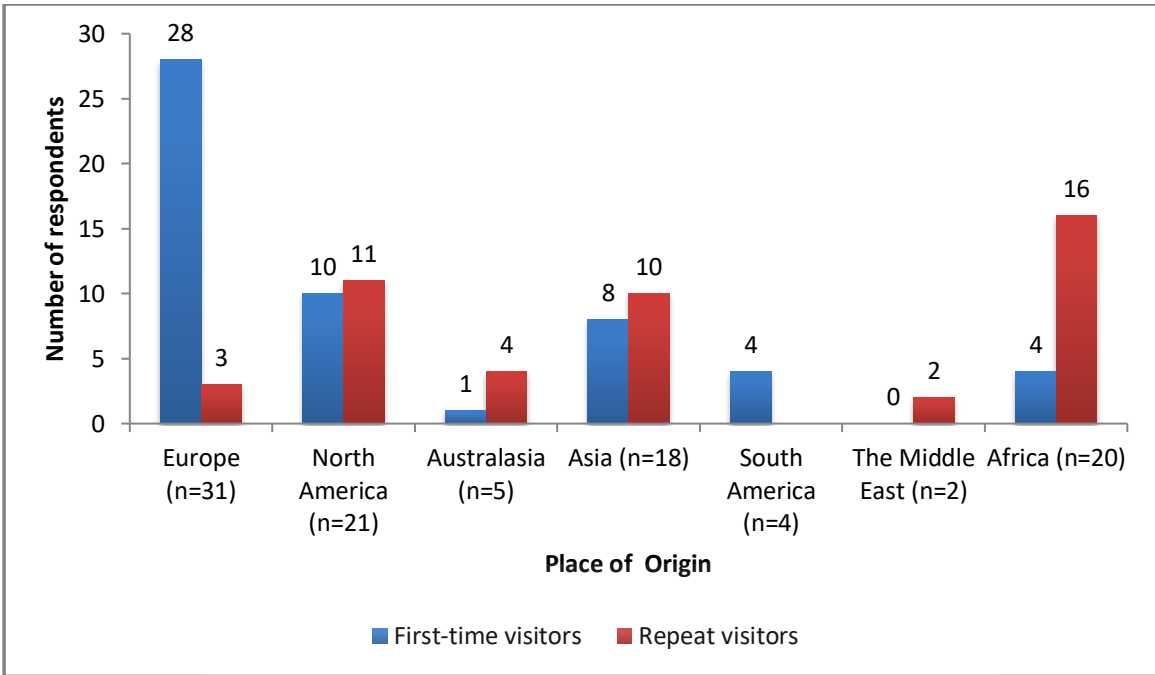


Figure 4-6: Respondents' travel experience by region at Sandton City (Source: Sandton City survey, 2019)

In terms of travel party types, it was discovered that tourists at Vilakazi precinct were mainly engaged in organised package tours (57%, n=112) while tourists in Maboneng precinct (52%, n=105). Sandton City tourists (54%, n=101) were travelling individually or in their own groups, respectively (see Figure 4-7).

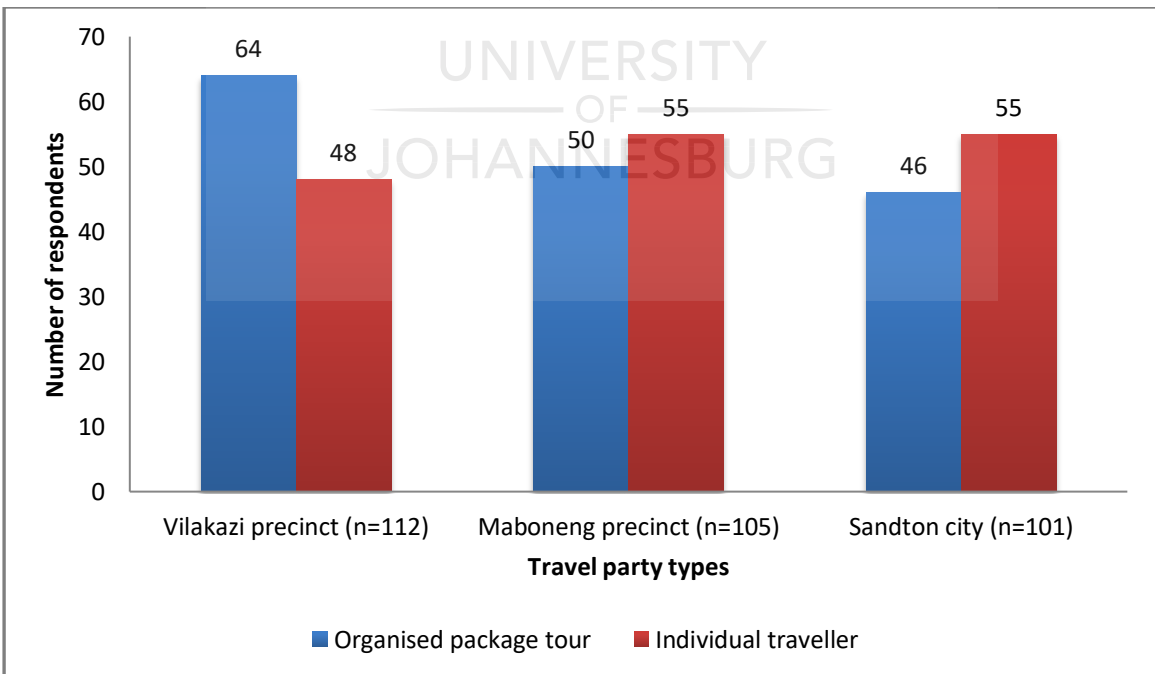


Figure 4-7: Respondents' travel party types (Sources: Surveys, 2019)

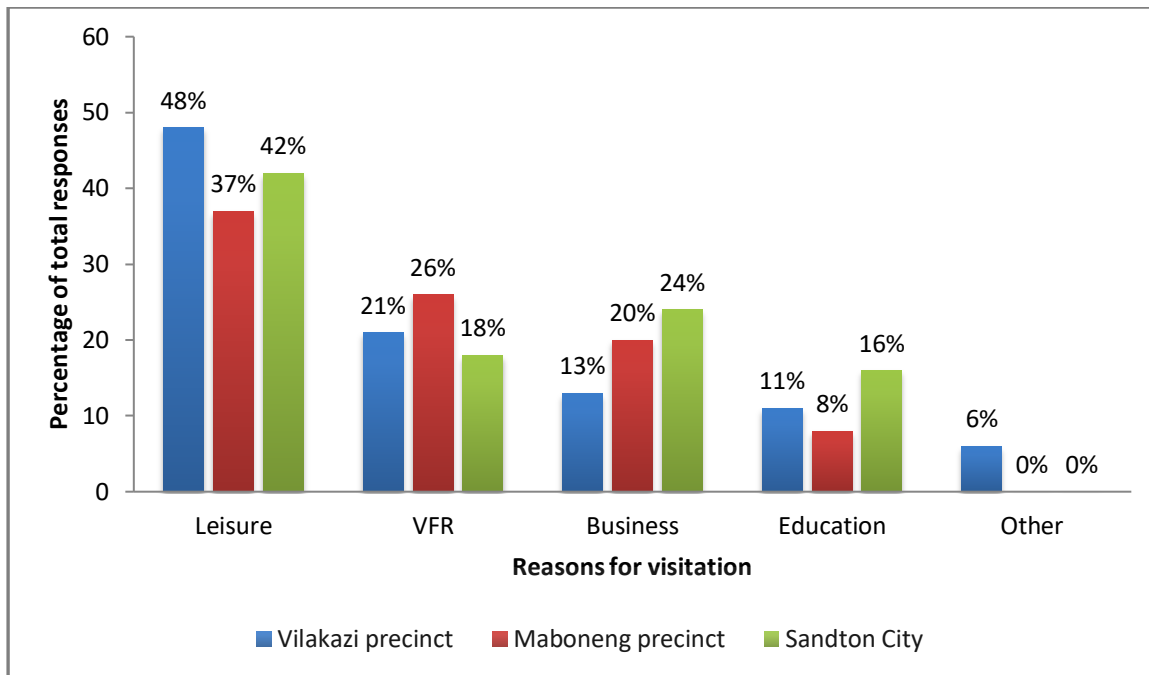
#### 4.4. Primary reasons for visiting Johannesburg

The majority of the respondents in Vilakazi precinct were visiting Johannesburg for leisure purposes, 54 (48%, n=112), followed by 24 respondents who were visiting friends and relatives (21%, n=112), 15 respondents were in Johannesburg for educational purposes (13%, n=112), 12 respondents were visiting Johannesburg on business/work (11%, n=112) and only seven respondents (6%, n=112) were in Johannesburg for other reasons such as religious gatherings.

In the case of Maboneng precinct, there was a response rate of 99% from the respondents and the survey revealed that the majority of the respondents in Maboneng precinct were in Johannesburg for leisure purposes (37%, n=104), 27 respondents (26%, n=104) were visiting friends and relatives (VFR). Business travellers in Maboneng precinct constituted of 21 respondents (20%, n=104) and eight respondents (8%, n=104) noted that they were in Johannesburg for educational purposes.

A response rate of 84% was provided regarding the primary reasons for visiting Johannesburg in Sandton City. The majority (36 individuals [42%], n=85) of the respondents stated that they were in Johannesburg for leisure, followed by 20 respondents (24%, n=85) were visiting Johannesburg on business. Fifteen respondents (18%, n=85) were visiting relatives and friends and 14 respondents (16%, n=85) were on educational trips such as learning exchange programmes, academic research and teaching.

Figure 4-8 illustrates that respondents in all three destinations mainly came to Johannesburg for leisure. The two most cited reasons in Vilakazi precinct and Maboneng precinct were leisure and VFR, respectively whereas, in Sandton City, the two most cited reasons for visits were leisure and business. Rogerson and Rogerson (2017) revealed that Johannesburg is the number one destination for business trips and second leading destination in leisure and VFR arrivals, respectively compared with the other metropolitan regions in South Africa. Similarly, Rogerson (2015) explained that tourism to metropolitan destinations such as Johannesburg is relatively concentrated in leisure and business travel.



**Figure 4-8: Respondents' primary reasons for visiting Johannesburg (Sources: Surveys, 2019)**

The expansion and development of major convention centres, bidding to host national and international conferences and the OR Tambo international airport have made the city one of the key nodes for business tourism (Booyens, 2010; Rogerson, 2015). Educational travel has also been on a gradual increase. According to Boekstein (2017) travel coupled with the motivation to learn English has become one of the biggest sought-after experiences worldwide. In recent years, South Africa has also started to offer more tourism packages or educational tourism with English Language learning. The study similarly found that in all three destinations, respondents that were travelling on educational purposes were University students on packaged tours, researchers and holidaymakers (blending of education with leisure).

#### 4.5. Motivations for choosing to visit Vilakazi precinct, Maboneng precinct and Sandton City

The three destinations are endowed with different attractions and offerings, resulting in different motivations for choosing to visit the three selected destinations in Johannesburg. Thus multiple/varied answers were often provided.

##### 4.5.1. Respondents' motivations for visiting Vilakazi precinct

The majority of the respondents (based on a 100% response rate), indicated that they were in the precinct for a tour (38%, n=112), followed by visitors who indicated that they were

sight-seeing the precinct and Soweto (18%, n=112). One repeat-visitor from Australia indicated that she came to:

*“Sight-see before I head back home”* and

A student from the UK said he came to:

*“To learn more about SA history.”*

Nineteen respondents were drawn to the precinct by the plethora of local eateries and restaurants (17%, n=112) as illustrated by Figure 4-9 below.



**Figure 4-9: food and drinks outlets at Vilakazi precinct (Source: Author, 2019)**

Thirteen respondents (12%, n=112) were specifically interested in visiting historical and struggle sites such as Nelson Mandela’s house, the Hector Pieterse memorial and museum and the Tutu House. Four respondents (4%, n=112) indicated that they had simply come to *“explore”* and learn about South African culture and township life. Only four respondents

indicated that they were in the precinct exclusively to shop for arts and crafts (see Figure 4-10).

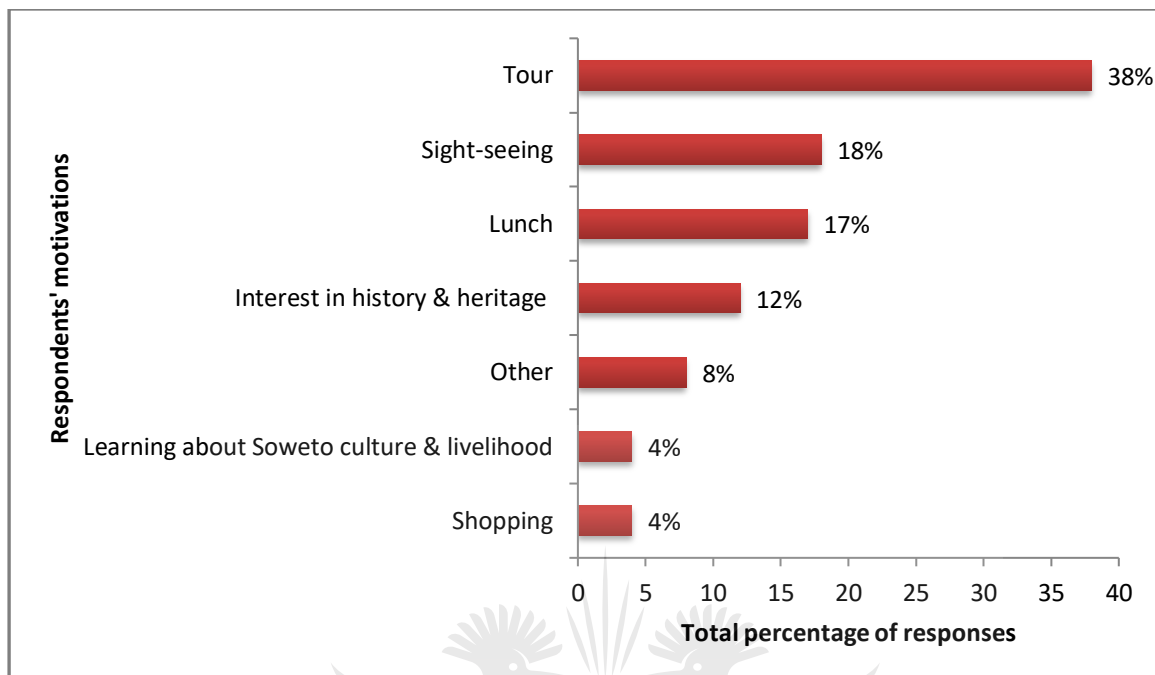


Figure 4-10: Respondents' motivations for choosing to visit Vilakazi precinct (Source: Vilakazi precinct Survey, 2019)

#### 4.5.2. Respondents' motivations for visiting Maboneng precinct

Responses were varied and multiple answers were often provided. Thirty-five respondents (33%, n=105) cited that they were drawn into the precinct by the plethora of restaurants and local eateries, followed by 23 respondents (22%, n=105) who indicated that they were on a tour, or participating in various tour offerings in the precinct such as bike tours, walking tours and backpacking. About 22 respondents (21%, n=105) were interested in the history and culture of Johannesburg. Three visitors on educational trips and/or exchange programmes similarly said they chose to visit Maboneng to:

*"...To gain insight on Johannesburg history and life."*

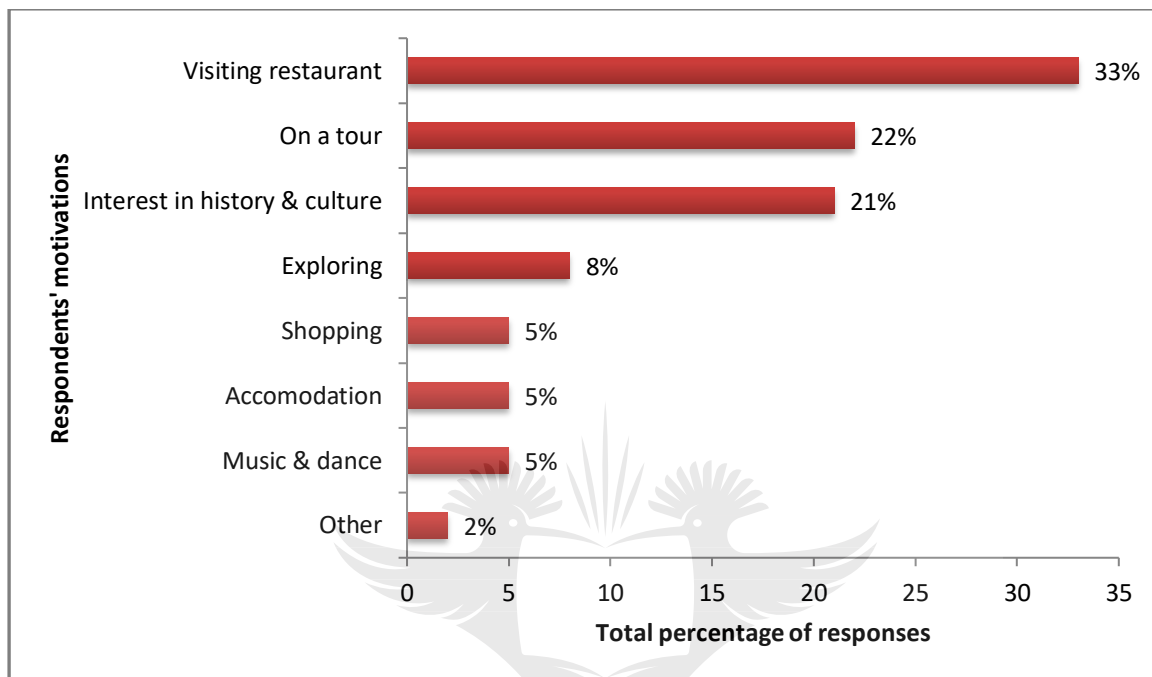
And

*"Visit heritage sites and museums."*

And

*“Learn about the city’s history and sight-see.”*

Eight respondents (8%, n=105) indicated that they went to Maboneng precinct to “*explore*”. These tourists cited going to the market on main, standard sight-seeing and “*city hopping*” as their way of exploration (see Figure 4-11).



**Figure 4-11: Motivations for choosing to visit Maboneng precinct (Source: Maboneng precinct survey, 2019)**

Five respondents (5%, n=105) were in Maboneng precinct for shopping, accommodation purposes such as residing in hotels and lodges in the precinct for the duration of their stay and for music and dance, respectively. Other motivations indicated by two respondents (2%, n=105) were on work-related outings and engagements.

#### 4.5.3. Respondents’ motivations for visiting Sandton City

Thirty-two respondents (32%, n=99) stated that they were in Sandton City for shopping. Twenty-two respondents (22%, n=99) came for city sight-seeing and touring. An optometrist from the USA said he came to:

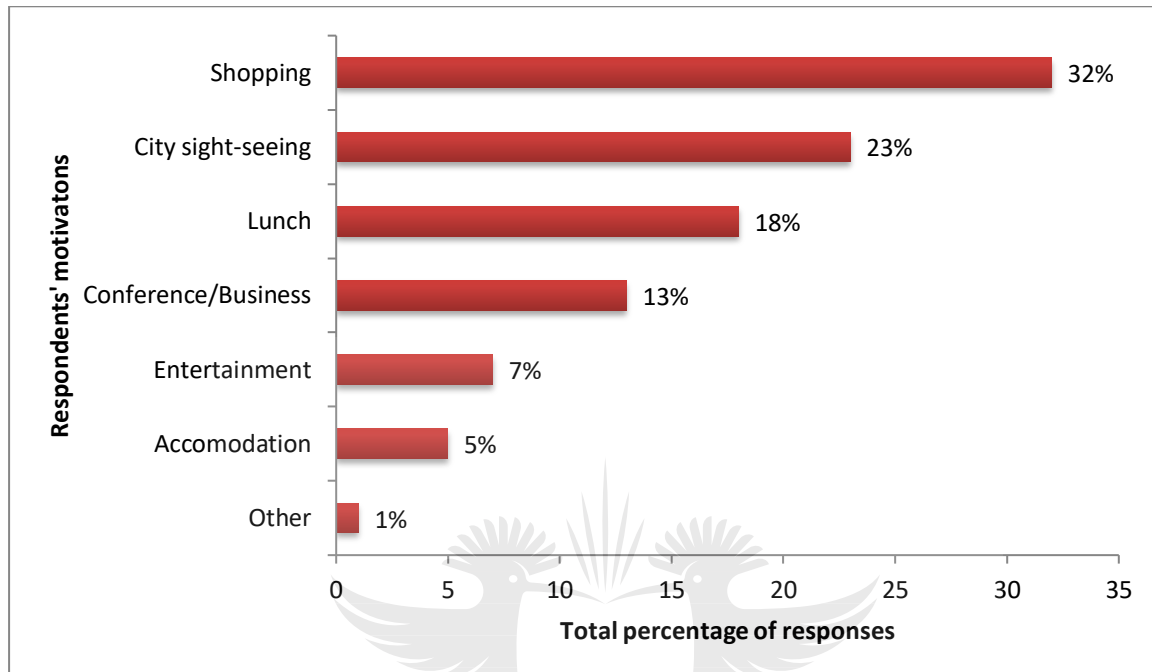
*“.. Have a tour and sight-see the city.”*

Eighteen respondents (18%, n=99) were in Sandton City for the eateries and restaurants notably having lunch or breakfast. Seven respondents (7%, n=99) indicated that they were in



Sandton City for entertainment purposes such as watching movies at the cinema, shows at theatres and visiting the casino (see Figure 4-12). One first-time visitors similarly said:

*“I came to watch a couple of shows at theatre on the square.”*



**Figure 4-12: Respondents' motivations for visiting Sandton City (Source: Sandton City survey, 2019)**

Five respondents (5%, n=99) were in Sandton City solely for accommodation at hotels for the duration of their stay.

#### 4.6. Crime awareness and information sources

Tourists were asked if they knew about crime in Johannesburg and to this, 57% (64 respondents, n=112) tourists interviewed in Vilakazi precinct indicated that they knew about crime levels in Johannesburg. In Maboneng precinct, 45% (48 respondents, n=105) were aware of crime in the city and Sandton City had the highest percentage of 65% tourists (64 respondents, n=99) indicating their awareness of the crime situation in Johannesburg. The study further assessed what sources of information tourists used and consulted to alert themselves to safety issues before visiting the city. It was discovered that traditional media such as television, newspapers and radio are still prominent in disseminating news on crime issues. Friends and relatives were the second-largest information source that cautioned tourists about crime in Johannesburg and the meteoric rise in social media use is also

increasingly becoming a source of information for crime and safety-related issues (see Table 4-3).

**Table 4-3: Number of tourists and their information search and sources on crime (Source: Surveys, 2019)**

Information sources	Vilakazi precinct (n=64)	Maboneng precinct (n=48)	Sandton City (n=64)
TV, newspapers and radio	31	14	31
Friends and relatives	24	18	13
WOM	0	4	2
Social media	5	7	10
Travel book guides	2	5	7
Other tourists	2	0	1

The three destinations similarly revealed that travel guide books and information from other tourists were used the least as sources of information for crime in Johannesburg.

#### 4.7. Crime-risk perception and participation in tourism activities

The study sought to assess whether crime-risk perception has an impact on tourists' intention to participate in activities as a result of fear of being a victim. Varied views were expressed by the respondents involved in the study. Generally, the findings from each of the three destinations suggested that the majority of the respondents had mild perceptions about crime-risk in Johannesburg, despite being aware of the crime situation in the city. Tourists felt that they were not greatly at risk and the risk of crime did not have much of an effect on the intent of participating in tourism activities in the city. For instance, 96 respondents at the Vilakazi precinct (86%, n=112) claimed that crime-risk does not hinder them from participating in tourism activities in Johannesburg. Eighty-four respondents in Maboneng precinct (80%, n=105) similarly indicated that crime-risk does not have much effect on their intention of participating in tourism activities and 76 respondents in Sandton City (75%, n=101) also had positive perception with regards to crime-risk and participation in tourism activities.

When tourists were further asked to elaborate on their responses, the respondents in Vilakazi precinct that indicated that crime-risk does not hinder/limit them from taking part in activities similarly said:

*“Crime-risk is almost everywhere, and it doesn’t really mean I will be a victim.”*

And

*“The risk of crime is found in every country or city. A person just needs to look after him or herself and be cautious when going out and taking part in activities.”*

In the case of Maboneng precinct, a response rate of 76% was attained. Of the respondents who visited the former, 16 (25%, n=64) cited that they found solace in travelling in groups such as organised package groups with tour guides and/or with relatives and friends. This finding is supported by the following quotes by visitors participating in an organised package tour:

*“We have a tour guide to take us through to the different tourism activities and offerings.”*

And

*“Many of the activities we engage in are found in tourist areas and we are always in clusters or groups, which is much safer.”*

A similar understanding was noted by two VFR travellers who stated that they felt safer engaging in tourism activities in the presence of the relatives or friends as illustrated by the quotes below:

*“The presence of my family makes it easier than being alone. They are more familiar than I am with activities and spaces in Johannesburg.”*

And

*“I think it is much easier to take part in activities in a group or with friends, especially in a foreign country or city, luckily I have my friends with.”*

Thirteen repeat visitors (20%, n=64) similarly cited their past travel experiences to Johannesburg to their reasoning using phrases such as “familiar with the destination”, “no

bad experiences". Eleven respondents (17%, n=64) indicated that crime-risk is found everywhere, another 10 respondents (16%, n=64) alluded to the fact that they take precautions whenever engaging in tourism activities to reduce risk of being victims of crime.

In Sandton City, the 25 respondents (39%, n=64) who indicated that crime-risk did not affect their intention of participating in tourism activities in Johannesburg similarly mentioned that they had not encountered any danger or safety issues. Twelve other respondents (19%, n=64) felt that Johannesburg was relatively safer than other cities they had visited. Eleven respondents (17%, n=64) argued that crime-risk is mainly perceived than real and another six respondents (9%, n=64) argued that crime-risk is found in every city or country. This is supported by the following quotes:

*"Every country or city has crime or affected by crime. One just needs to be precautionous that's all."*

And

*"I don't think there's a city in the world that is not affected by crime. Risk is everywhere."*

Two respondents (3%, n=64) agreed with the argument made in the literature that at times, media blows things out of proportion when reporting crime-related events or safety issues at destinations.

It is worth noting that there were tourists who had reservations about crime-risk and participation in activities in Johannesburg and therefore argued the latter. In Vilakazi precinct, nine respondents (8%, n= 112) felt that crime-risk in Johannesburg hindered them from participating in tourism activities outside their accommodation facility. Another nine respondents in Maboneng precinct (9%, n=101) indicated the same thing and two respondents in Sandton City (2%, n=101) also felt that crime-risk hindered them from participating in tourism activities in Johannesburg. These respondents were acutely aware of and mentioned the xenophobic attacks aimed at foreign nationals in the country and Johannesburg, while others commented on the city's notorious negative public crime perceptions.

The respondents who indicated that they were unsure of whether crime-risk hinders them from participating in tourism activities in the city, similarly, stated that they do not have enough knowledge about the level of crime-risk in Johannesburg to make a judgement or decide.

#### 4.8. Safety and security perceptions in Vilakazi precinct, Maboneng precinct and Sandton City

Various questions regarding safety and security were asked at all the three selected destinations. For instance, respondents were asked to rate their level of safeness while taking part in tourism activities during day time in Vilakazi precinct, Maboneng precinct and Sandton City.

In the case of Vilakazi precinct, 109 respondents (97%, n=112) indicated that they felt safe while taking part in tourist activities in Vilakazi precinct during the day and three respondents (3%, n=112) said they were unsure. In Maboneng precinct, it was found that the majority of the respondents, 81 (85%, n=105) felt safe. Fourteen respondents (13%, n=105) indicated they were unsure as to whether they felt safe or not and two respondents (2%, n=105) felt unsafe. In the same way, the majority of the tourists in Sandton City, 82% (82 respondents, n=101) felt safe while engaging in tourism in and around the area during the day. On the other hand, 15 respondents (15%, n=101) stated that they were somewhat unsure and three respondents (3%, n=101) felt unsafe engaging in tourism during the day.

With regards to fear, respondents in the study did not register high levels of fear. In Vilakazi precinct, 96% of the respondents claimed that they did not fear for their safety during their visit to the area. Similarly, respondents in Maboneng precinct indicated fewer feelings of fear, with 94% of them claiming that they were not fearful in the area. Also, Sandton City received positive perceptions in terms of personal safety with 94% not feeling fearful.

However, respondents mentioned a couple of safety concerns while visiting Vilakazi precinct, Maboneng precinct and Sandton City, respectively. In Vilakazi precinct, 68 respondents (64%, n=107) did not have any safety and security concerns. While those that had safety and security concerns cited a variety of concerns. For example, 11 respondents (10%, n=107) mentioned that the presence of street beggars in and around the precinct

made them feel a bit uneasy. Five respondents (5%, n=107) were concerned about the limited parking space within the precinct. Another three respondents (3%, n=107) cited the lack of police visibility and patrolling in and around the precinct. Four respondents (4%, n=107) were acutely aware of the sporadic eruption of xenophobic attacks in townships and other areas of Johannesburg. Other concerns from respondents (10%, n=107) included high prices of tourist goods and services, and traffic jams leading into the precinct.

In Maboneng precinct, the majority of respondents were impressed with safety and security within the area with 72 respondents (82%, n=88) stating that they had no safety and security concerns while visiting Maboneng precinct. Of those that had safety concerns in the area, six of those respondents (7%, n=88) were concerned about parking space in and around the precinct. Two respondents (2%, n=88) stated overcrowding as their concern and the remaining eight respondents (9%, n=88) made comments about the negative crime perceptions of Johannesburg as a whole.

In the case of Sandton City, 65 respondents (70%, n=92) said they had no safety and security concerns while visiting Sandton City. However, eight respondents (9%, n=92) tied their concerns to financial insecurity such as card scams and overpricing of goods and services while visiting. Five respondents (5%, n=92) were anxious about going out at night. Other general concerns included petty theft, overcrowding and theft in hotels.

The study also explored safety and security perceptions from a travel stage perspective. Respondents were asked if their perceptions of safety and security had changed while visiting Vilakazi precinct, Maboneng precinct and Sandton City, respectively.

#### 4.8.1. Pre-trip and post-trip safety perceptions in Vilakazi precinct

The survey in Vilakazi precinct revealed that 47 respondents (42%, n=111) felt that their perceptions regarding safety and security in Vilakazi precinct had changed as a result of visitation, while 21 respondents (19%, n=111) felt that their perceptions did not change much. Forty-three respondents (39%, n=111) indicated that they were not aware of Vilakazi precinct before visiting South Africa and they did not have any pre-conceived ideas.

Amongst the respondents that had changed their perceptions (n=47), multiple answers were given to their reasoning. Eight respondents (20%, n=47) mentioned that their

perceptions had improved as they had expected a far worse experience in the townships owing to territorial stigma and negative portrayal of townships in the media. This finding is supported by the following quotations:

*“Townships are not as bad as we read or see on the papers. The precinct is actually really nice.”*

And

*“There are wary images of townships on the net and some headlines are negative. I am actually glad that we came here to sight-see for ourselves and I am happy with the area.”*

And

*“Townships don’t normally have good reports from media, including crime incidents but, I am witnessing more positive aspects.”*

Eight other respondents (17%, n=47), five first-time tourists and two repeat tourists commented on the cleanliness of the precinct. Another reason that stood out was made about the locals or the residents in and around the Vilakazi precinct. Six respondents (13%, n=47) aligned their changes in safety and security perceptions with the engagements they made or had with the residents in and around the precinct. These tourists similarly indicated that the residents of Vilakazi precinct were not hostile towards them and they felt welcome in their neighbourhood. Seven respondents (15%, n=47) lauded the security and safety measures, while others indicated that they did not think township areas have surveillance security.

Of those who indicated little change in their safety and security perceptions, 48% (10 respondents, n=21) stated that they had visited the precinct before and were impressed from the outset. The sentiments were mainly from repeat visitors, who had visited Johannesburg more than once and it can be assumed that their previous travel experiences and visits had had an impact in improving their personal perceptions of the precinct or even of Soweto as a whole. This is supported by the following quotes:

*“I have visited Soweto in my previous trips, and I see it keeps on developing and the precinct keeps on improving, such a fancy and clean economic hub of the township too.”*

And

*“I’ve been here before and I was impressed from the get-go.”*

And

*“During my previous visits, we used to pass by, and it left me with a good impression.”*

The study also found that social media played a role in creating positive images and promoting tourist destinations. Seven respondents (33%, n=21) stated that they had seen impressive images of Vilakazi precinct on social media platforms such as Facebook, Twitter and Instagram and that the area had good reviews and comments. Two respondents (10%, n=21) stated that recommendations from other tourists were useful, as the area was described as safe to them before their trip. The findings show that the international tourists to Vilakazi precinct experienced an improvement in their safety and security perceptions and those that had unchanged perceptions already had positive sentiments of the area from their previous visits, posts on social media as well as recommendations from tourists who had previously visited Johannesburg and Soweto.

To assess the tourists who indicated that they had no pre-conceived ideas prior visiting, travel experience was correlated against their responses gain an idea of their travel characteristics. It was found 88% of these tourists were actually first-time visitors (see Table 4-4).

**Table 4.4 cross-tabulation of the number of visitors with no pre-conceived ideas and travel experience (Source: Vilakazi precinct survey, 2019)**

<b>Previous travel experience</b>	<b>No pre-conceived ideas prior visitation (n)</b>	<b>Percentage</b>
<b>First-time visitors</b>	38	88
<b>Repeat visitors</b>	5	12
<b>Total</b>	43	100



Twelve per cent of the repeat visitors to Johannesburg surveyed at Vilakazi precinct indicated that they had little or no pre-conceived ideas before their visitation.

#### 4.8.2. Pre-trip and post-trip safety perceptions in Maboneng precinct

Fifty-nine respondents (58%, n=101) stated that their safety and security perceptions changed during their visit while, 12 respondents (12%, n=101) stated that they had no changes in their perceptions regarding safety and security and 30 respondents (30%, n=101) indicated that they were not aware of the Maboneng precinct before their visit.

Of the respondents who indicated that their safety and security perceptions had changed positively, 13 respondents (25%, n=51) noted that the precinct is appealing using phrases such as “harmony” and “tranquil”. Twelve respondents (24%, n=51) simply stated that they felt safe while visiting the precinct. The staff and locals in Maboneng were described as friendly and welcoming by eight respondents (16%, n=51). Negative media portrayal of Johannesburg was also seen to have had an influence in creating negative perceptions of the city as three respondents (6%, n=51) stated their perceptions of Johannesburg were negative before their arrival; however, this shifted from negative to positive during their visit to the Maboneng precinct. A Chinese entrepreneur said:

*“I have read negative things about the Johannesburg city, especially the centre but this precinct is actually safe.”*

Urban renewal in Maboneng also had an impact in changing the misconception of the city for two respondents (4%, n=51) who stated:

*“I am happy to see parts of the city being changed and uplifted for the better.”*

And

*“It has been transformed into such a hip and trendy neighbourhood.”*

Figure 4-13 illustrates a glimpse of Maboneng precinct characterised by urban renewal and transformation of buildings and infrastructure as well as clean streets.



**Figure 4-13: a glimpse of Maboneng precinct (Source: Anderson, 2019)**

Similar to respondents in Vilakazi precinct, respondents in Maboneng precinct who indicated little change in their perceptions of safety and security were influenced by their past travel experiences. The 12 respondents (66%, n=12) were repeat visitors who had been to the Maboneng before and had previously been impressed with the precinct and the safety measures. In contrast, two respondents (20%, n=8) noted run-down buildings in neighbouring buildings, streets or areas near the precinct for why they had not changed their perceptions.

**Table 4-5 cross-tabulation of the number of respondents with no pre-conceived ideas and travel experience in Maboneng precinct (Source: Maboneng precinct survey, 2019)**

Previous travel experience	No pre-conceived ideas before visitation (n=30)	Percentage
First-time visitors	25	83
Repeat visitors	5	17
<b>Total</b>	<b>30</b>	<b>100</b>

Table 4-5 shows the distribution between first-time and repeat tourists that did not have any pre-conceived ideas about Maboneng before their respective visits. As with Vilakazi

precinct, first-time visitors were the main tourists that had no pre-conceived ideas about the Maboneng precinct.

#### 4.8.3. Pre-trip and post-trip safety perceptions in Sandton City

Forty respondents (40%, n=101) stated that their perceptions had changed positively. Thirty-two respondents (32%, n=101) stated that their safety and security perceptions had not changed much and 29 respondents (29%, n=101) indicated that they were not aware of Sandton City before visiting.

Amongst the respondents who indicated changes in safety and security perceptions, 12 respondents (39%, n=31) stated they felt safe making mentions of the presence of walking guards and security systems such as cameras at various facilities. Nine respondents (29%, n=31) stated that their perception visitation were influenced by the negative public perception of Johannesburg and this had improved or changed for the better. This is supported by the following quotes:

*“Word goes around that Johannesburg is dangerous but I see certain areas such as Sandton City seem safe and do not impose danger.”*

Similarly, two respondents (6%, n=31) mentioned the negative media portrayal of Johannesburg and other African cities by saying:

*“From what I read, I assumed that all areas in the City of Johannesburg lacked safety and infected by crime but my trip to Sandton made me realise that this is not the case.”*

And

*“African cities are not really portrayed as developed and safe; however, things are not that bad and Sandton City is quiet developed and safe.”*

The survey also showed that media not only depicts negative semantics of Johannesburg or African cities, but also portrays positive imagery of Johannesburg. This too has influenced tourists' perceptions. Ten respondents (32%, n=31) that indicated that their safety and security perceptions of Sandton City were influenced by the good reviews from the internet, media reporting, travel book guides and friends. Likewise, past travel experience also played

a role in shaping safety and security perceptions. Eleven respondents (35%, n=31) who visited Sandton City before and were impressed by their previous trips. Two repeat visitors similarly said:

*“I have visited Sandton City previously and I am happy with the safety measures and law enforcement in the area. My trips have always been pleasant and safe.”*

And

*“I have always viewed Sandton in a positive light from my past travels and I have read good things about the place too.”*

Ten respondents (32%, n=31) simply stated that they felt safe in the area and made comments about the affluent nature by using phrases such as “fancy”, “classy”, “exquisite”; they also noted the presence of 24-hour security guards, patrolling vehicles and CCTV cameras in and around the area.

The travel experience was correlated with the respondents who indicated that they were not aware of Sandton City before their respective visits and they thus did not have any pre-conceived ideas (see Table 4-6).

**Table 4.6 cross-tabulation of the number of respondents with no pre-conceived ideas and travel experience in Sandton City (Source: Sandton City survey, 2019)**

Previous travel experience	No pre-conceived idea before visitation (n=29)	Percentage
First-time visitors	20	69
Repeat visitors	9	31
<b>Total</b>	29	100

The results suggest that of the 29 respondents who indicated not having any pre-conceived ideas, 20 of them (69%, n=29) were first-time visitors while 9 of them (31%, n=29) were repeat visitors.

#### 4.9. Is Johannesburg a safe tourist destination to visit?

Respondents in the study were asked to rate their safety perception levels of Johannesburg in general. It was discovered that all the respondents at the three destinations considered Johannesburg to be a relatively safe tourist destination to visit (see Figure 4-14).

In Vilakazi precinct, a response rate of 110 was attained and 84 respondents (76%, n=110) agreed that Johannesburg is a safe destination to visit. Twenty-three respondents (21%, n=110) indicated a neutral sentiment and three respondents (3%, n=110) felt that Johannesburg is not a safe destination to visit. Respondents gave multiple reasons for their answers. Of the respondents who indicated that Johannesburg is a safe destination to visit, 37 (59%, n=63) noted that they had not encountered or witnessed any harmful, violent or crime-related incidents. Respondents who had a neutral feeling of whether they consider Johannesburg to be safe noted that the city has a fair share of safety-related issues like any other city. This is supported by the following quotes:

*“It has its fair share of crime and safety issues.”*

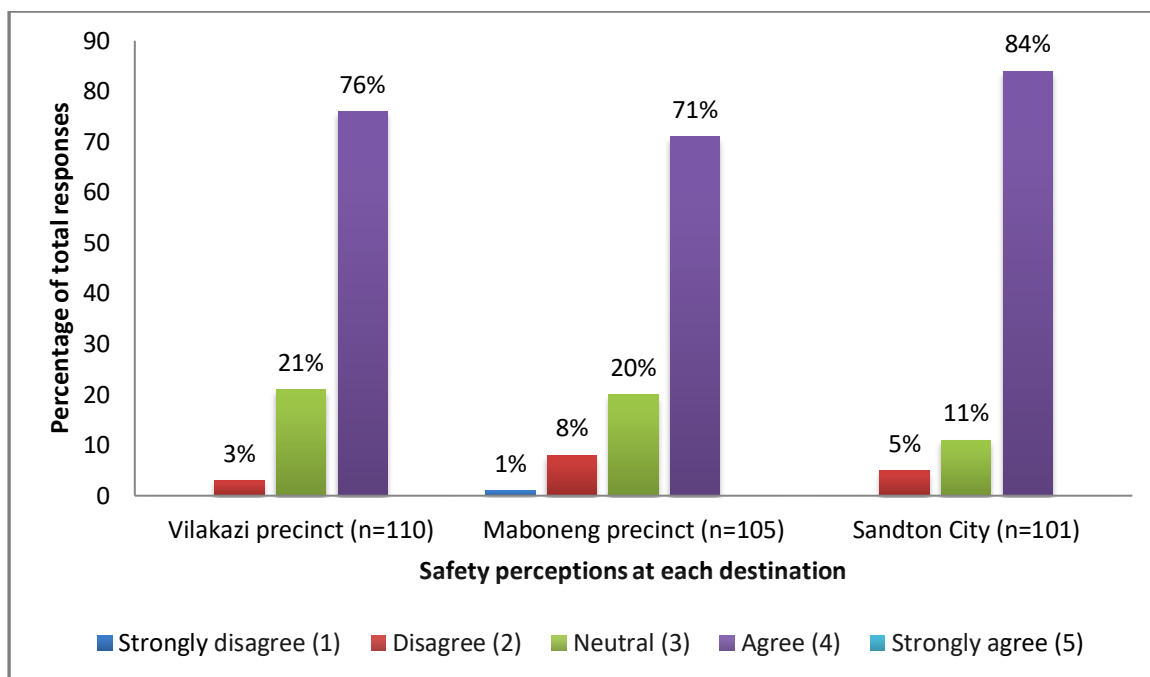
And other two repeat visitors similarly said:

*“There are areas which are relatively safer than others.”*

And

*“There are both safe and unsafe areas within Johannesburg.”*

Of the three respondents who indicated that Johannesburg is not a safe place to visit, one indicated that safety is still a major concern in Johannesburg as a result of crime.



**Figure 4-14: Respondents' safety perceptions of Johannesburg as a safe tourist destination (Source: Surveys, 2019)**

In the case of Maboneng precinct, it was similarly discovered that the majority of respondents, 75 (71%, n=105) felt that Johannesburg is a safe tourist destination to visit, followed by 21 respondents (20%, n=105) who had neutral feelings. However, eight respondents (8%, n=105) and another individual respondent (1%, n=105) felt that Johannesburg is an unsafe destination to visit indicating “disagree” and “strongly disagree”, respectively.

The reasons for these responses were varied and multiple answers were provided. Of the respondents that agreed that Johannesburg is a safe destination to visit, 21 of them (32%, n=65) indicated that they had not encountered any danger during their visit, or witnessed a crime-event. Another 11 respondents (17%, n=65) commented that Johannesburg is relatively safe compared to other areas and/or cities. Similar to the findings in Vilakazi precinct, five respondents in Maboneng precinct (8%, n=65) cited their engagement with the locals and workers stating that locals were not hostile towards them. Four respondents (6%, n=65) also used their past travel experiences to the city to make a judgement, noting that their previous trips to Johannesburg were safe. Another four respondents (6%, n=65) felt that the media sometimes exaggerates the severity of in reporting and broadcasts and there was a mismatch between the media’s negative portrayal of Johannesburg and the

reality they experienced. Tourists in Maboneng precinct also indicated finding safety in the presence of tour guides and touring in groups and these sentiments were made by four respondents (6%, n=65). Two repeat respondents (3%, n=65) stated that Johannesburg is a safe destination to visit during day time. This is supported by the following two quotes:

*“I think it is fairly safe to walk around in most areas during day time.”*

And

*“It is safe during the day but not after dark.”*

Another two respondents (3%, n=65) cited that tourist areas in the city are much safer than non-tourist areas.

The tourists who had neutral feelings consisted of eight respondents (44%, n=18) who explained that Johannesburg has its fair share of safety issues like any other city or region and that it is characterised by areas which are relatively safer than others. Three respondents (17%, n=18) indicated that they had not travelled broadly in Johannesburg or been in the city for long enough to ascertain whether it is a safe tourist destination or not. Three respondents (17%, n=18) stated that Johannesburg is particularly safe during the day compared to night-time. Other reasons included comments on xenophobic attacks by one respondent (6%, n=18).

Of the respondents who were in disagreement with the question of Johannesburg being a safe destination, four (80%, n=5) commented on the city’s negative crime reputation, noting petty crimes in the inner city such as pick-pocketing, drug trafficking and gangsterism. One respondent (20%, n=5) mentioned the xenophobic attacks aimed at foreign nationals in and around Johannesburg. In the same way, the one respondent that had indicated strong reservations also cited the wave of xenophobic attacks.

Concerning the findings in Sandton City, 85 respondents (84%, n=101) felt that Johannesburg is a safe destination to visit by indicating “agree” in response to is Johannesburg a safe tourist destination to visit?. Eleven respondents (11%, n=101) indicated neutrality and five respondents (5%, n=101) disagreed and felt it is not a safe tourist destination to visit. Positive responses in Sandton City were similar to those of respondents



at Vilakazi precinct and Maboneng precinct. The respondents who felt that Johannesburg is a safe destination to visit, 23 respondents (37%, n=62) stated that they did not experience any safety issues or witness any crime-related event while in Johannesburg. Nine respondents (15%, n=62) felt that the media often exaggerates certain issues and challenges at destinations. Five respondents (8%, n=62) were happy with the safety measures provided by tour guides, tour operators and the city's tourism organisations such as bus shuttles and security guards at various tourism facilities. Three respondents (5%, n=62) highlighted urban renewal and transformation taking place in and around the CoJ with statements such as:

*"I can tell the city is going through transformation to make it safe for the locals and visitors."*

Three other respondents (5%, n=62) said Johannesburg was relatively safer than other cities they had visited. Two respondents (3%, n=62) particularly from the Middle East indicated that they consider Johannesburg to be safe as it is not affected much by terrorism. These visitors said:

*"Terrorist attacks are the worst and I think it is safe."*

And

*"If it does not suffer from terrorism, I consider it safe."*

As with responses in Vilakazi and Maboneng precincts, a pertinent mention of xenophobic attacks on foreign nationals is also made by respondents in Sandton City by five respondents (100%, n=5). They stated that it was of grave concern and thus felt that Johannesburg is not a safe destination to visit. Of the respondents that had neutral feelings, eight respondents (80%, n=10) indicated that Johannesburg has its fair share of safety issues and has both "safe and unsafe" areas. One respondent (10%, n=10) stated that more needs to be done to improve safety in the city for both residents and visitors and the other respondent (10%, n=10) was not sure how bad crime is in Johannesburg.

Overall, the positive safety perceptions in Johannesburg reinforced positive revisit intentions and recommendation levels (see Figure 4-15) in all the three selected destinations, respectively.



In the Vilakazi precinct, 110 respondents (97%, n=112) and one respondent (1%, n=112) claimed that they were likely to return to Johannesburg in the future based on their safety and security perceptions and two respondents (2%, n=112) indicated that they were unsure if they would return or not based on their safety and security perceptions.

Of the respondents who indicated “agree” and “strongly agree”, the majority stated that their trip went smoothly without safety issues as their reasoning using phrases such as “no disturbing events”, “no bad experiences” and “no danger encountered”. Ten repeat visitor respondents referred to their past trips to Johannesburg, noting that their past trips to Johannesburg have been hassle-free and safe. This implies there was a positive impact on destination loyalty. Other significant reasons were indicated by three visitors who were in organised package tours who were impressed with how their tour was conducted by their tour guides and that their safety was made a priority throughout their tour. For example, a USA accountant said:

*“I am happy with how the tour company ensures our safety while touring.”*

And another visitor on holiday from India said:

*“The well-being of tourists/visitors is taken seriously and prioritised. The tour guide has made us feel comfortable and safe.”*

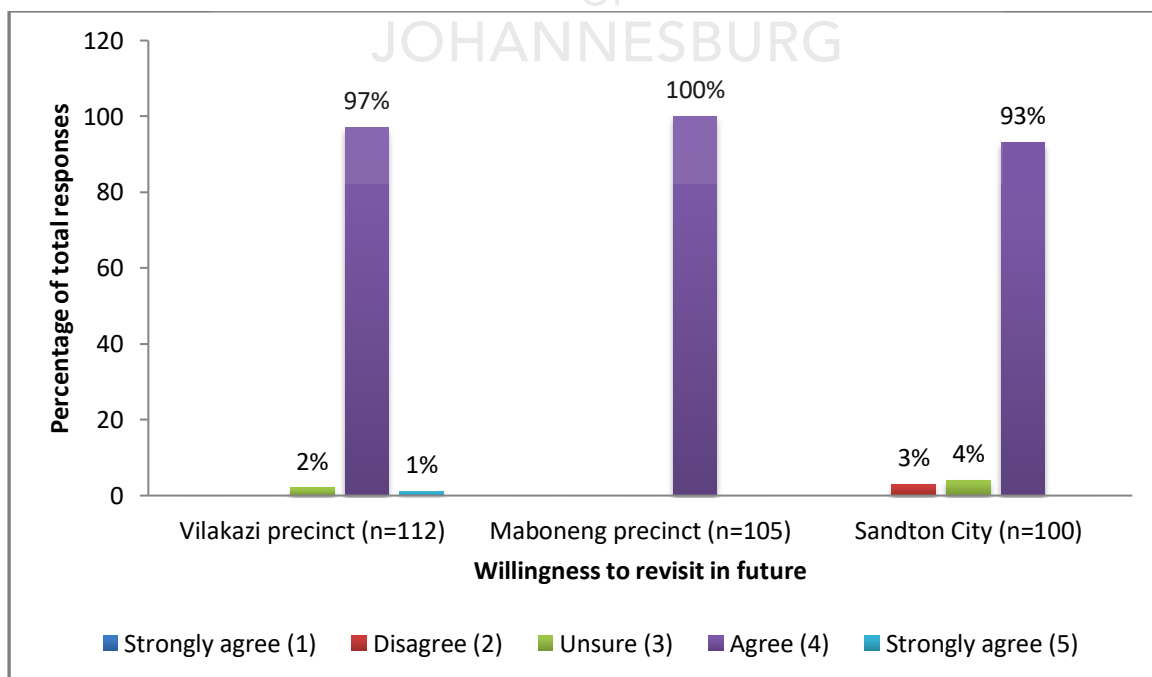


Figure 4-15: Respondents’ revisit intentions to Johannesburg (Source: Surveys, 2019)

Overwhelmingly, all the respondents in Maboneng precinct claimed that they were likely to consider returning to Johannesburg in the future based on their safety and security perceptions. Various responses and multiple reasoning were provided by the respondents. Twenty-six respondents (33%, n=79) stated that they had no safety issues while visiting Johannesburg, followed by 16 respondents (20%, n=79) that believed or felt that Johannesburg is relatively safer than other cities they have visited. Ten respondents (13%, n=79) felt that it is generally a safe destination. Purpose of the visit also played a role in respondents' consideration to visit with 10 VRF travellers (13%, n=79) stating that they would still visit their relatives and friends in Johannesburg and that it is a safe environment for them and their families. This is supported by the following quotes:

*“My family members are based here and their move to South Africa included safety reasons.”*

And

*“Some of my family members reside here and I would like to visit and explore more.”*

And

*“One of the reasons my family moved was because of safety. We viewed Johannesburg or South Africa as a safer alternative.”*

These sentiments were made particularly by tourists from African countries. Two business travellers (3%, n=79) indicated that their business or work-related trips to Johannesburg were always safe and they were able to execute their duties or business without safety-related issues. Eight respondents (10%, n=79) noted their past travel experience to the city had been safe and positive. One of the repeat visitors further went on to say:

*“Johannesburg has my heart now.”*

Ninety-three per cent (93 respondents, n=100) said they would consider returning to Johannesburg in the future based on their perceptions of safety and security, in Sandton City. Various reasons were given by respondents regarding their intentions of returning to Johannesburg. The respondents that “agreed” to considering returning to Johannesburg based on their safety and security perceptions similarly stated that they were impressed

with their trip (38%, n=79). Twenty-nine visitors (36%, n=79) stated that they did not encounter any safety issue during their visit. Thirteen repeat-visit respondents (16%, n=79) made reference to their previous travel experiences to Johannesburg as being safe. Seven respondents (9%, n=79) were happy with the engagement with the locals and residents of Johannesburg using words such as “welcoming”, “friendly” and “not hostile”.

One respondent (50%, n=2) argued that more needs to be done to combat crime in Johannesburg and the other (50%, n=2) was worried about recurrences of xenophobic attacks and violence against other African nationals in and around Johannesburg. In the same way, the three respondents (100%, n=3) that indicated “disagree” to Johannesburg being a safe destination to visit made references to the upsurge of xenophobic attacks in and around Johannesburg.

In terms of recommendation levels of Johannesburg, the survey found that a great number of the respondents were willing to recommend Johannesburg as a tourist destination to others. In Vilakazi precinct’s case, it was found that 110 respondents (96% answered “likely” and 2% answered “very much likely”) indicated that they would recommend Johannesburg as a tourism destination to other potential tourists and only two respondents (2%, n=112) indicated that they were “unsure” if they would recommend Johannesburg as a tourism destination to other potential tourists (Figure 4-16).

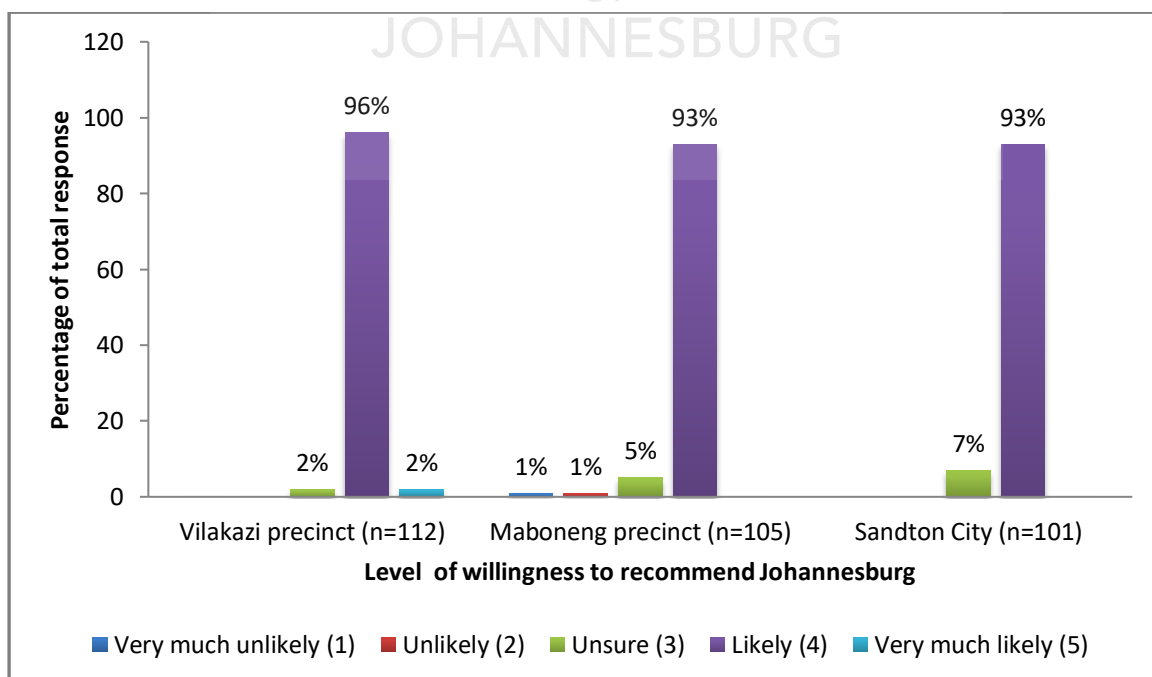


Figure 4.16: Respondents’ willingness to recommend Johannesburg to others (Source: Surveys, 2019)

The survey in Maboneng precinct revealed that 93% (98 respondents, n=105) were “likely” to recommend Johannesburg a tourist destination to other potential visitors. Five per cent (5 respondents, n=105) were “unsure” if they would recommend Johannesburg as a tourism destination to other tourists and 2% (1% answering “unlikely” and 1% answering “very much unlikely”) were relatively unlikely to recommend Johannesburg as a tourism destination to other potential tourists.

Respondents in Sandton City also gave mainly positive responses to the item related to the likelihood of recommending Johannesburg to other potential tourists. To this, 94 respondents (93%, n=101) indicated that they were “likely” to recommend Johannesburg as a tourism destination to other potential visitors and the remaining seven respondents (7%, n=101) were “unsure” as to whether they would recommend Johannesburg as a tourist destination to other potential tourists.

#### 4.10. Influence of socio-demographic characteristics on safety and security perceptions

The various socio-demographic variables produced noteworthy patterns when juxtaposed against perceptions of safety and security at all three destinations.

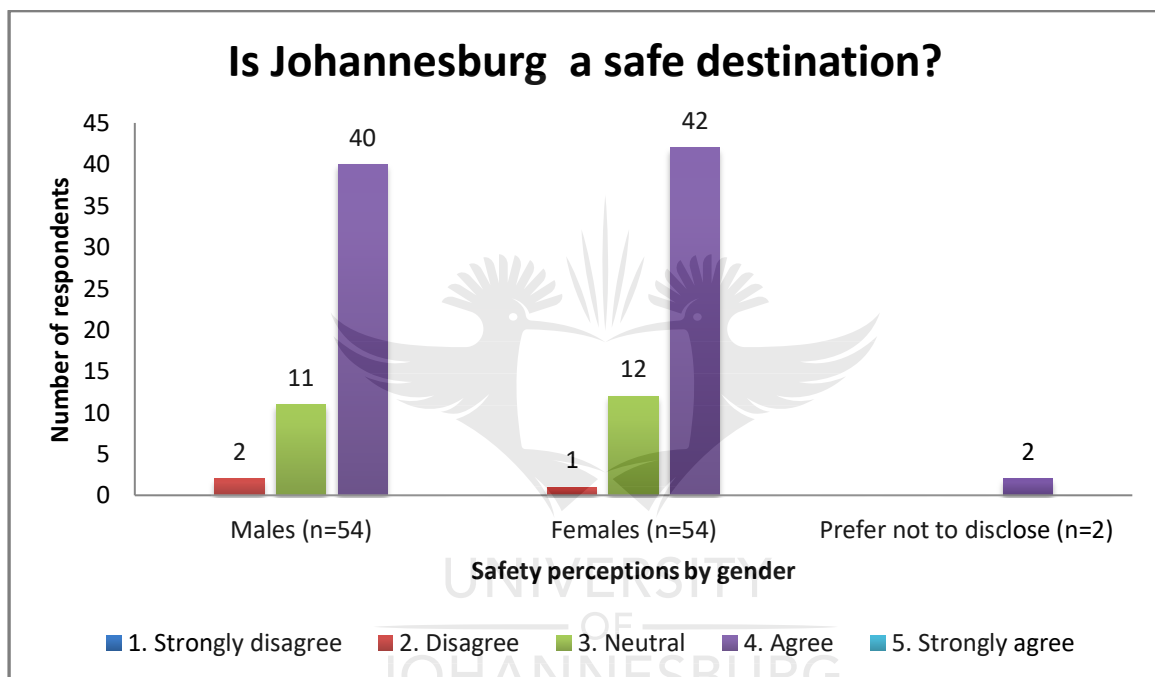
##### 4.10.1. Socio-demographic variables on perceptions of safety and security in Vilakazi precinct

When crime-risk perception and intention to participate in tourist activities were examined against socio-demographic characteristics, it appeared that crime-risk perceptions decreased with age group. In other words, the younger groups (i.e. 18-30 years) perceived crime-risk and the effect on their participation in activities more than the older participants (i.e. 51-60 years) did. In terms of gender, there was a tendency for female respondents (78%) to perceive crime-risk more and the effect of participating in tourist activities than male respondents (93%). Considering origin, African respondents (70%) were generally more likely to consider themselves vulnerable to crime than other respondents from other regions, as they perceived crime-risk more intensely (see Table 4-7).

**Table 4-7: Crime-risk perception and intention to participate in activities across socio-demographics in Vilakazi precinct (Source: Vilakazi precinct survey, 2019)**

<b>Variables</b>	<b>Yes</b>	<b>%</b>	<b>No</b>	<b>%</b>	<b>Unsure</b>	<b>%</b>
<b>Age</b>	<i>N</i>	%	<i>N</i>	%	<i>N</i>	%
18-30	4	6	60	90	3	4
31-40	4	13	24	75	4	13
41-50	1	10	9	90	0	0
51-60	0	0	3	100	0	0
<b>Gender</b>	<i>N</i>	%	<i>N</i>	%	<i>N</i>	%
Male	3	5	51	93	1	2
Female	6	11	43	78	6	11
Prefer not to disclose	0	0	2	100	0	0
<b>Place of Origin</b>	<i>N</i>	%	<i>N</i>	%	<i>N</i>	%
Europe	4	11	31	86	1	3
North America	0	0	25	100	0	0
Australasia	0	0	7	100	0	0
Asia	0	0	9	75	3	25
South America	0	0	5	100	0	0
Africa	5	19	19	70	3	11

Respondents' perceptions of safety while visiting Johannesburg were also assessed against respondents' demographic details such as age, gender and nationality. In terms of gender, it was found that 43 (78%, n=55) females felt that Johannesburg is a safe destination to visit and of the 55 males, 41 (75%, n=55) felt that Johannesburg is a safe destination to visit. The two respondents who had chosen not to specify their gender (100% n=2) indicated that Johannesburg is a safe tourism destination to visit. This finding implies that females felt safer than males in Johannesburg, even though they had perceived crime-risk more with regards to participating in tourism activities in Johannesburg (see Figure 4-17).



**Figure 4-17: Respondents' safety perceptions in Johannesburg by gender: Vilakazi precinct (Source: Vilakazi precinct survey, 2019)**

Cross-tabulation in Table 4-8 illustrates tourists' perceptions of safety in Johannesburg for each age group. The results suggest that the age group 51–60 years regarded Johannesburg as a relatively safe destination to visit more than the other age groups. The finding is consistent with the suggestion that older participants in the age group 51–60 years are more experienced and mature travellers perceiving lower crime-risk associated with their quest for participation in tourism activities in Johannesburg and their level of safety perceptions of the city.

**Table 4-8: cross-tabulation of visitors' safety perceptions and age group: Vilakazi precinct (Source: Vilakazi precinct survey, 2019)**

Age group	N	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	Percentage
18-30	67	0	1.0	18.0	79.0	0	100
31-40	31	0	6.4	28.0	65.0	0	100
41-50	9	0	0	22.0	78.0	0	100
51-60	3	0	0	0	100.0	0	100

In terms of place of origin, tourists from North America, notably the USA, felt that Johannesburg is a safe destination to visit than all the other tourists from other regions/continents. Table 4-9 shows African visitors felt least positive about Johannesburg being a safe destination to visit.

**Table 4.9 cross-tabulation of safety perceptions and region: Vilakazi precinct (Source: Vilakazi precinct survey, 2019)**

Place of Origin	N	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree	Percentage
Europe	27	0	0	15.0	85.0	0	100
North America	25	0	0	4.0	96.0	0	100
Asia	10	0	0	20.0	80.0	0	100
Oceania	7	0	0	43.0	57.0	0	100
South America	5	0	0	20.0	80.0	0	100
Africa	27	0	11.0	44.0	45.0	0	100

Furthermore, the result correlates with the finding that African visitors perceived crime-risk more in compelling them to participate in tourism activities in Johannesburg.

#### 4.10.2. Socio-demographic variables on perceptions of safety and security in Maboneng precinct

In terms of age, over 80% (49 respondents, n=59) in the age group 18–30 years stated that crime did not hinder them from participating in tourism activities in Johannesburg. Of the 28 respondents in the age group 31–40 years, 22 respondents (79%, n=28) felt that crime-risk did not hinder them from participating in tourism activities in Johannesburg. Eleven respondents (79%, n=14) in the age group also stated that crime-risk did not hinder them from participating in tourism activities. In the age group 51–60 years, two respondents (67%, n=3) indicated that crime-risk hindered them from participating in activities and only one respondent (33%, n=3) indicated otherwise. One respondent (100%, n=1) stated that crime did not limit them from participating in tourism activities (see Table 4-10). The results revealed that the perception of crime-risk and participation in activities decreased with age group however, visitors in the age group 61–65 years had a lower perception of crime-risk.





**Table 4-10: Crime-risk perception and intention to participate in tourist activities across socio-demographics: Maboneng precinct (Source: Maboneng precinct survey, 2019)**

<b>Variables</b>	<b>Yes</b>	<b>%</b>	<b>No</b>	<b>%</b>	<b>Unsure</b>	<b>%</b>
<b>Age</b>	<i>N</i>	%	<i>N</i>	%	<i>N</i>	%
18-30	6	10	49	83	4	7
31-40	2	7	22	79	4	14
41-50	1	7	11	79	2	14
51-60	0	0	1	33	2	67
61-65	0	0	1	100	0	0
<b>Gender</b>	<i>N</i>	%	<i>N</i>	%	<i>N</i>	%
Male	4	7	43	83	5	10
Female	5	10	36	75	7	15
Prefer not to disclose	0	0	5	100	0	0
<b>Place of Origin</b>	<i>N</i>	%	<i>N</i>	%	<i>N</i>	%
Europe	0	0	23	85	4	15
North America	0	0	29	94	2	6
Australasia	0	0	13	100	0	0
Asia	0	0	10	77	3	23
South America	0	0	3	100	0	0
Africa	9	33	15	56	3	11

Considering gender, similar trends were seen in respondents surveyed in Maboneng precinct and Vilakazi precincts. Female respondents perceived the risk of crime more than male respondents. Of the 52 males, 43 respondents (83%, n=52) indicated that crime-risk did not prevent them from participating in tourism activities in Johannesburg, while the 48 females consisted of 36 respondents (75%, n=36) who indicated that crime-risk did not limit them from taking part in tourism activities in Johannesburg. All the respondents that

preferred not to disclose their gender (100%, n=5) stated that crime-risk did not affect their engagement in tourism activities.

With regards to tourists' place of origin, more crime-risk was perceived by African respondents than respondents from other regions.

Respondents' demographic details such as age, gender and place of origin were also juxtaposed against their general safety perception of Johannesburg. With age, it was found that respondents in the age group 61–65 years (100%, n=1) felt the Johannesburg is a safe destination to visit more than the other age groups (see Table 4-11). Seventy-nine per cent (11 respondents, n=14) in the age-group 41–50 years were rated second highest in considering Johannesburg a safe destination to visit. Age groups 31–40 years (71%, n=28) and 18-30 years (71%, n=59) similarly rated Johannesburg a safe destination to visit. Thirty-three per cent (1%, n=3) in the age group 51–60 years answered “agree” indicative of Johannesburg being a safe destination to visit.

**Table 4-11: cross-tabulation of respondents' safety perceptions and age: Maboneng precinct (Source: Maboneng precinct survey, 2019)**

Age group	N	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)	Percentage
18-30	59	2.0	7.0	20.0	71.0	0	100
31-40	28	0	11.0	18.0	71.0	0	100
41-50	14	0	7.0	14.0	79.0	0	100
51-60	3	0	0	67.0	33.0	0	100
61-65	1	0	0	0	100.0	0	100

In terms of gender, it was discovered that level of safety perceptions between male and female respondents was relatively the same. Of the 52 male respondents, 37 (71%, n=52) felt that Johannesburg is a safe destination to visit and of the 48 female respondents in Maboneng precinct, 33 respondents (69%, n=48) also felt that Johannesburg is a safe destination by indicating “agree”. Eleven male respondents (21%, n=52) felt neutral in the same way as the ten female respondents (20%, n=48) felt neutral. In the same vein, four

males (8%, n=52) and four females (8%, n=48) equally felt that Johannesburg is not a safe destination to visit and only one female respondent (2%, n=48) felt that is not a safe destination (see Figure 4-18).

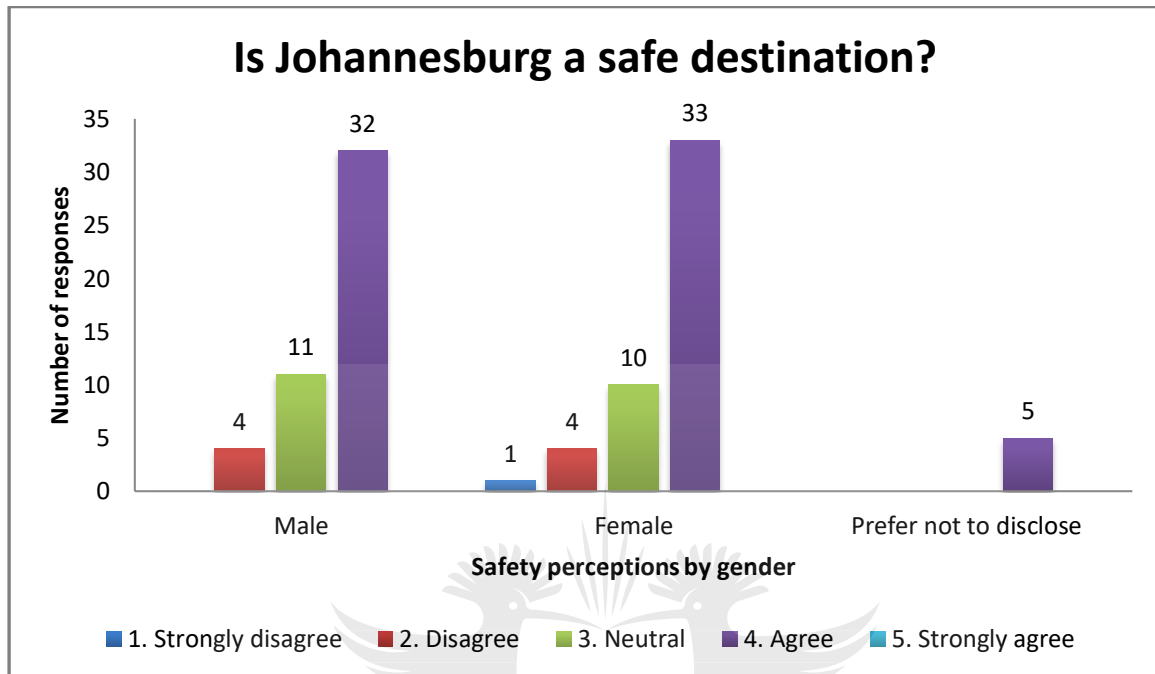


Figure 4-18: Respondents’ safety perceptions of Johannesburg by gender: Maboneng precinct (Source: Maboneng precinct Survey, 2019)

Concerning visitors’ place of origin, results suggest that more tourists from Australasia and South America felt Johannesburg is a safe destination than the other tourists from the different regions (see Table 4-12).

**Table 4.12: cross-tabulation of visitors' safety perceptions and region: Maboneng precinct (Source: Maboneng precinct survey, 2019)**

Place of Origin	N	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)	Percentage
North America	31	0	0	23.0	77.0	0	100
Europe	27	0	7.0	15.0	78.0	0	100
Australasia	4	0	0	0	100.0	0	100
Asia	13	0	0	8.0	92.0	0	100
South America	3	0	0	0	100.0	0	100
Africa	27	4.0	22.0	33.0	41.0	0	100

#### 4.10.3. Socio-demographic variables on perceptions of safety and security in Sandton City

With regards to perceptions of crime-risk and participation in activities, when the age group increased, crime-risk perception and intention to participate in tourism activities decreased. Twenty-nine respondents (67%, n=43) in the age group 18–30 years indicated that crime-risk did not hinder their intention to participate in tourism activities in Johannesburg. Twenty-seven respondents (79%, n=34) in the age group stated that crime-risk did not hinder them from participating in tour activities. In the age group 41–50 years, 10 (77%, n=13) of the respondents' intentions to participate in activities were not affected by the risk of crime. Eighty three per cent of visitors in the age group 51–60 years (5 respondents, n=6) were not affected by crime-risk when choosing to participate in tourism activities in Johannesburg and all the respondents in the age-group 61–70 years (100%, n=5) stated that crime-risk did not affect any of their engagement in tourism activities in Johannesburg (see Table 4-13).

**Table 4-13: Crime-risk and intention to participate in tourism activities across socio-demographics in Sandton City (Source: Sandton City survey, 2019)**

<b>Variables</b>	<b>Yes</b>	<b>%</b>	<b>No</b>	<b>%</b>	<b>Unsure</b>	<b>%</b>
<b>Age</b>	<i>N</i>	%	<i>N</i>	%	<i>N</i>	%
18–30	1	2	29	67	13	30
31–40	1	3	27	79	6	18
41–50	0	0	10	77	3	23
51–60	0	0	5	83	1	17
61 +	0	0	5	100	0	0
<b>Gender</b>	<i>N</i>	%	<i>N</i>	%	<i>N</i>	%
Male	0	0	42	86	7	14
Female	2	4	32	64	16	32
Prefer not to disclose	0	0	2	100	0	0
<b>Place of Origin</b>	<i>N</i>	%	<i>N</i>	%	<i>N</i>	%
Europe	0	0	26	84	5	16
North America	0	0	18	85	3	14
Australasia	0	0	3	60	2	40
Asia	1	6	13	72	4	22
South America	0	0	3	75	1	25
Middle East	0	0	2	100	0	0
Africa	1	5	11	55	8	40

With regards to gender, it was discovered that female respondents perceived crime-risk more than male respondents in their choices of tourism activities in the city. On the other hand, of the 49 male respondents, 42 (89%, n=49) who indicated that crime-risk did not hinder them from participating while seven respondents (14%, n=49) were unsure. In terms of the 50 female respondents at Sandton City, 32 (64%, n=50) indicated that crime-risk did not hinder them from taking part in tourism activities in Johannesburg, although 16

respondents (32%, n=50) were unsure and two respondents (4%, n=50) felt that crime-risk had an impact in their intention of participation in tourism activities in the city.

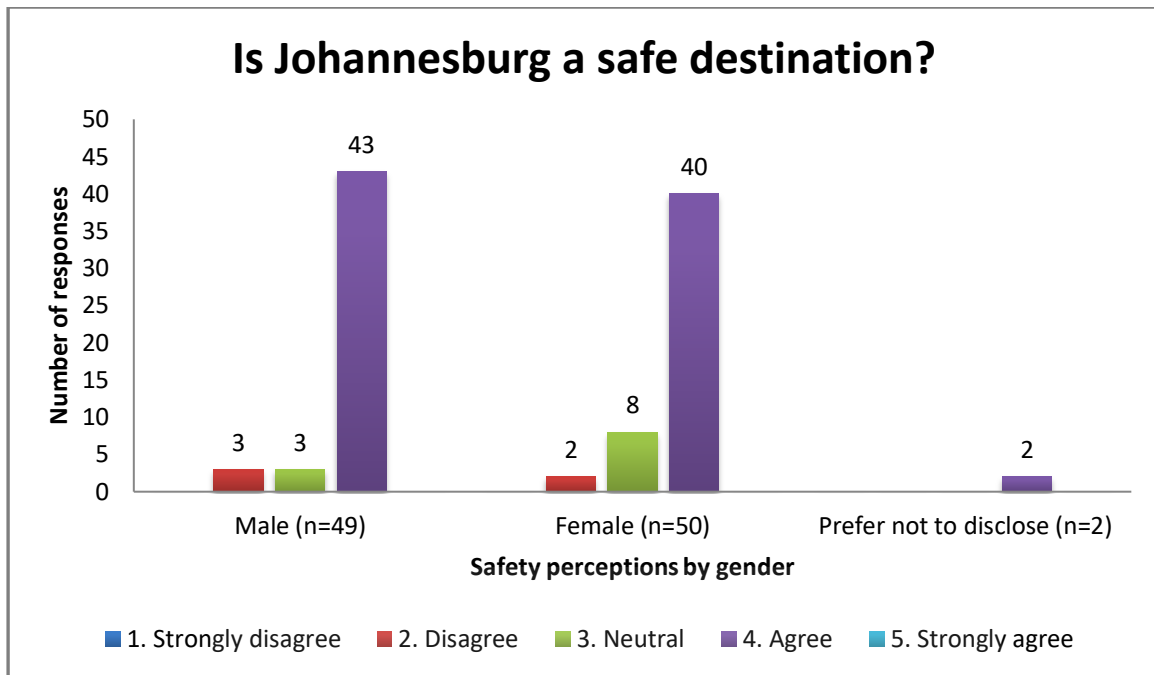
In Sandton City, it was observed that tourists from African countries perceived crime-risk when intending to participate in tourism activities more than the tourists from other regions. This trend is also shown by those surveyed in the Vilakazi and Maboneng precincts.

Considering safety perceptions of Johannesburg, when age was correlated against safety perceptions, it was found that as age group increased, the level of perceived safety also increased (see Table 4-14).

**Table 4-14: cross-tabulation of respondents' safety perceptions and age group in Sandton City (Source: Sandton City survey, 2019)**

Age group	N	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)	Percentage
18-30	43	0	2.0	16.0	81.0	0	100
31-40	34	0	6.0	12.0	82.0	0	100
41-50	13	0	15.0	0	85.0	0	100
51-60	6	0	0	0	100.0	0	100
61 +	5	0	0	0	100.0	0	100

More male respondents than female respondents felt that Johannesburg is a safe destination to visit. Of the 49 male respondents in Sandton City, 43 respondents (88%, n=49) indicated “agree”, while the 50 female respondents constituted of 40 respondents (80%, n=50) who indicated “agree” to Johannesburg being a safe tourist destination to visit (see Figure 4-19).



**Figure 4-19: Respondents' safety perceptions of Johannesburg by gender in Sandton City (Source: Sandton City survey, 2019)**

African tourists in Sandton City felt less safe compared to tourists from other regions. Both tourists from Australasia (100%, n=5) and the Middle East (100%, n=2) felt that Johannesburg is a safe destination to visit, followed by tourists from Europe (94%, n=31) and North America (90%, n=21) indicating "agree". Eighty-nine per cent of Asian tourists (16 respondents, n=18) also "agreed" to Johannesburg as being a safe destination to visit and 75% (3 respondents, n=4) felt that Johannesburg is a destination. Eleven respondents from Africa (55%, n=20) felt Johannesburg is a safe destination to visit (see Table 4-15).

**Table 4-15: cross-tabulation of safety perceptions of Johannesburg and region in Sandton City (Source: Sandton City survey, 2019)**

Place of Origin	N	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)	Percentage
Europe	31	0	0	6.0	94.0	0	100
North America	21	0	0	10.0	90.0	0	100
Australasia	5	0	0	0	100.0	0	100
South America	4	0	0	25.0	75.0	0	100
Asia	18	0	0	11.0	89.0	0	100
Middle East	2	0	0	0	100.0	0	100
Africa	20	0	25.0	20.0	55.0	0	100

#### 4.11. Satisfaction and Recommendation levels in Vilakazi precinct, Maboneng precinct and Sandton City

At the Vilakazi precinct 97 respondents (87%, n=112) were satisfied with their tour by indicating “agree” in the Likert scale (Table 4-16). International tourists from the USA (40%, n=15) were the most satisfied indicating “strongly agree” compared to the other nationalities or regions that made up the study. Furthermore, all the respondents in Vilakazi precinct 100% (n=112) indicated that they were willing to recommend the precinct as a tourist destination (79% answered “likely” and 21% “very much likely”).



**Table 4-16: Respondents' satisfaction levels (Source: Surveys, 2019)**

Item	N	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (3)	Strongly Agree (5)	Percentage
<b>Vilakazi precinct</b>	112	0	0	0	87.0	13.0	100
<b>Maboneng precinct</b>	104	0	3.0	3.0	85.0	9.0	100
<b>Sandton City</b>	101	0	0	1.0	75.0	24.0	100

In the context of the Maboneng precinct, respondents also gave positive responses to items related to satisfaction and willingness to recommend the Maboneng precinct as a tourist destination to other potential visitors respectively. Over 90% (85% answering “agree” and 9% answering “strongly agree”) of the respondents were satisfied with their tour at Maboneng precinct. Three per cent had “neutral” sentiments and another 3% (3 respondents, n=105) were dissatisfied and answered “disagree”.

Positive satisfaction levels also came with the strong likelihood of recommending the Maboneng precinct as a tourist destination to other potential tourists. Over 90% of the respondents (88% answering “likely” and 9.5% answering “very much likely”) indicated that they are likely to recommend Maboneng precinct as a tourist destination to other potential tourists. One per cent (one respondent, n=105) was “unsure” and two respondents (2%, n=105) were somewhat “unlikely” to recommend Maboneng precinct as a tourist destination to other potential visitors (see table 4-17).

**Table 4-17: Respondents' recommendation levels (Source: Surveys, 2019)**

Destination	N	Very much unlikely (1)	Unlikely (2)	Unsure (3)	Likely (4)	Very much likely (5)	Percentage
Vilakazi precinct	112	0	0	0	79.0	21.0	100
Maboneng precinct	105	0	2.0	1.0	88.0	9.0	100
Sandton City	101	0	0	0	95.0	5.0	100

In Sandton City, 99% of tourists (75% answered “agree” and 24% answered “strongly agree”) were satisfied with their visit in Sandton City and only one respondent (1%, n=101) indicated “neutral”. With regards to recommendations, it was found that all the respondents at Sandton City (100%, n=101) indicated that they would recommend Sandton City as a tourist destination to other potential tourists. Ninety six respondents (95%, n=101) indicated “likely” on the likert scale and 5 respondents (5%, n=101) indicated “very much likely” in recommending the city to others.

#### 4.12. Conclusion

This chapter provided details of the survey findings and interpretation of the data collected. The study was intended to investigate the safety and security perceptions of international tourists visiting Johannesburg.

The results were presented from the perspective of the three selected destinations in Johannesburg namely; Vilakazi precinct, Maboneng precinct and Sandton City. The study examined the socio-demographic characteristics of the international tourists, their attitudes, opinions and expressions on safety and security related aspects such as crime awareness; crime-risk perception; fear of crime and/or victimisation and safety and security perceptions. Moreover, the study also assessed post-travel decisions such as satisfaction, the likelihood of recommendations and revisit intention.

The results presented in this chapter show that international tourists to Johannesburg considered the city to be relatively safe. The behavioural intentions of tourists were found to be intertwined with the knowledge they had, safety and security conditions of Johannesburg in general, and at the three selected destinations. In addition, previous travel experience had significant influence on respondents' perceptions of safety and security, with repeat visitors using their experience and perceptions to compare with reality, unlike first-time visitors who did not/could not do this. Peace, safety and security are primary requirements for the growth, attractiveness and competitiveness of tourism destinations. Tourists travel to experience travelling attributes such as relaxation, pleasure, peace, safety, tranquillity, enjoyment and comfort. Therefore, the challenge for every destination is to ensure that all the tourist's expectations and safety needs can be fulfilled.



## **Chapter 5: Discussion**

### **5.1. Introduction**

The purpose of this chapter is to discuss and interpret the findings of the study and to relate these to the larger body of literature on the topic.

This study investigated international tourists' perceptions of safety and security in Johannesburg, South Africa. Overall, tourists had positive perceptions of Johannesburg in terms of overall safety and security. In the Vilakazi precinct, 76% of the tourists considered Johannesburg to be a safe destination to visit. In the same way, 71% of international tourists at Maboneng precinct felt that Johannesburg is a relatively safe destination. Over 80% of visitors in Sandton City indicated that Johannesburg is a safe tourist destination to visit. These findings imply a positive perspective for city tourism in Johannesburg, considering the backdrop of the generally negative public perception of crime in Johannesburg.

### **5.2. The influence of travel experience and information sources**

In terms of travel experience, similarities were discovered with all three regions receiving more first-time visitors Vilakazi (66%, n=112), Maboneng (59%, n=105) and Sandton City (53%, n=101) than repeat visitors, respectively. This has positive implications for tourism demand in Johannesburg with new consumers from South Africa's main tourism target markets. Moreover, the trend in repeat visitation to Johannesburg provides evidence of positive post-purchase decisions made by the repeat-visit tourists, that is, to travel to Johannesburg more than once.

People interact with media narratives and content, be it news stories, fiction and non-fiction films, visual images and literature (academic, fictional and non-fictional) from which they may acquire information or emotive experiences that create myth and fantasy about the places depicted. Through either positive or negative explanations, interpretations, comments and visual presentations, the media (especially the news), comes the power to influence tourists' thinking, perceptions and decision-making (Muhoho-Minni and Lubbe, 2017). Tourists' information gathering stage was made evident in the study and they were shown to utilise various sources to inform themselves about crime in Johannesburg. The top

three information sources used were: traditional media (TV, radio and newspapers), caution from friends and relatives living in Johannesburg, and the growing body of social media platforms.

### 5.3. Perceived safety and security

The information on crime-safety obtained by tourists had an influence on their behavioural intentions at the destinations. One of the study's objectives was to assess whether crime-risk had an impact on their intention of participating in tourist activities in Johannesburg. The findings suggest that even though international tourists were aware of crime in Johannesburg, they were still willing to participate in tourism activities. In the Vilakazi precinct, 86% of tourists indicated that crime-risk did not hinder them from participating in tourism activities in Johannesburg, while 80% in Maboneng and 75% in Sandton City indicated the same. These sentiments echo George and Booyens's (2014: 454) argument that *"in most cases, risk is perceived rather than real"* and the risk-fear paradox as proposed by Mawby (2000) which suggests that a tourist's fear of crime may be exaggerated or blown out of proportion with the actual risk of crime to which the tourist may fall victim. The tourists similarly claimed to have employed precautionary measures, some of which included travelling in groups, utilising organised package tours with a tour guide, keeping their valuables and belongings out of reach, just to name a few. This supports Mawby's (2000) suggestion that it is important, regardless of any exaggeration, that tourists are educated as to the dangers of crime to prevent it.

Opinions and perceptions of tourists were also shaped and changed pre-trip and post-trip. Tourists' safety and security perceptions changed for the better in all three destinations. In Vilakazi precinct, majority of the tourists with changed perceptions were informed that townships are characterised by danger, crime, violence and dirt before their tour; however, these perceptions changed during their tour at the precinct. The finding is consistent with George and Booyens's (2014) study which found that 62% of the tourists were told that townships were dangerous before going on a tour, however, more than 70% of the tourists felt safe while on a township tour in Cape Town. Hoogendoorn et al. (2019) found that 66% of the tourists admitted that their perceptions changed and 91% of tourists did not feel unsafe in Soweto. It can be concluded that tourists classify townships as less dangerous

after having experienced a township tour. This has positive implications for township tourism and changing perceptions of townships as being unsafe. The stigma and deep-rooted perceptions that townships are not places to be visited because of the threat they pose to personal safety, can be eradicated through the promotion of township tourism.

In Maboneng, safety and security perceptions similarly changed for the better, with the majority of tourists linking their positively changed perceptions with the urban renewal and transformation of the area. This finding echoes Gregory's (2016) study that Maboneng precinct acts as a stimulator that is changing perceptions about parts of Johannesburg, which have been deemed as suffering from crime and decay. Hoogendoorn and Giddy (2017) stated that inner-city walking tours are significant in improving tourists' perceptions of the inner-city. Similarly, Opfermann (2020) contends that walking tours in the inner-city play a crucial role in promoting urban development and regeneration and help foster a more positive image of the inner-city by providing authentic experiences.

In Sandton City, negative pre-conceived ideas and perceptions were associated with the entire Johannesburg metropolitan. Tourists tend to associate a security incident with an entire region, country or city (Donaldson and Ferreira, 2009; Kovari and Zimanyi, 2011). However, during and post-tour safety and security perceptions shifted to being more positive. These findings correspond with studies carried out in Cape Town (George, 2003, 2010) which discovered that it was during their visit that visitors' perceptions of safety and security changed for the better.

With regards to fear for personal safety, the majority of the surveyed tourists at the selected tourism destinations, Vilakazi precinct (96 %), Maboneng precinct (95 %) and Sandton City (94 %) did not register high levels of fear for their personal safety during their visit. This finding is contrary to Dirsuweit's study (2002) which found that Johannesburg is considered an unsafe destination and that the residents remain fearful for their safety and has impacted on how people move and use the city. Other counterexample studies– include those conducted by Ferreira (1999) and Donaldson and Ferreira (2009). Another safety-related observation that was made was that the tourists who engaged in organised package tours found safety in the presence of tour guides. Opfermann (2020) stated that tour guides position themselves as insiders who know the area and are known sufficiently well to

promote a safe experience for the tourists. The study also conclusively discovered that experiences from past trips induced tourists to feel safer and perceive crime-risk less.

It is also worth noting that despite the positive perceptions regarding safety at the three destinations and Johannesburg in general, tourists pointed out a couple of concerns, some of which include the lack of police visibility in destinations such as the Vilakazi precinct, the lack of parking spaces in the Maboneng and Vilakazi precincts and the presence of street beggars. Selby et al. (2010: 199) argued that visitors may be disproportionately influenced by “*incivilities*” such as the presence of beggars, hawkers, derelict buildings, rubbish or litter, vandalism, people using or dealing drugs, drunk or rowdy behaviour, graffiti, or ‘slums’. It is possible, therefore, that localities, where tourists are approached on the street or beach are perceived to have higher levels of crime. George (2003) postulated that the presence of informal parking attendants and street children roaming the City of Cape Town both during day and night may have contributed to visitors’ negative perceptions. Tourists also expressed concerns and doubt about travelling or going out at night. Dirsuweit (1999) argued that there are various obstructing factors that undermine the developmental role of cultural tourism, particularly in Johannesburg, and one of those include the lack of safe public transportation to the inner-city (particularly at night), which make it difficult for tourists to access many of the inner-city venues and facilities safely.

The study also found that tourists were acutely aware of the xenophobic attacks aimed at foreign nationals and this has caused concern particularly for tourists from African countries. Rogerson (2002) revealed that the cross-border shopping tourism is in a fragile state with evidence suggesting that the relative importance of the Johannesburg CBD for these shoppers has declined owing to xenophobia and the accompanying violent attacks directed at non-South Africans. Xenophobic attacks have been shown to put South Africa’s interest and relations with other African countries in jeopardy. From the findings and literature, it is argued that xenophobic violence and attacks deter tourists and place the tourism industry in a difficult trading environment. Therefore, this study reveals the importance of providing a safe experience and improving safety and security perceptions of regional tourists as this is one of Johannesburg’s key tourism segments and arrivals.

The study results indicate that many individual factors such as age, gender and region/place of origin influenced tourists' perceptions of safety and security. Considering gender, for example, female respondents perceived a higher crime-risk compared to their male counterparts. Older tourists also perceived a lower crime-risk and considered their levels of safety in Johannesburg to be higher than in other cities. It can be suggested that the older tourists are more experienced and mature travellers than youthful tourists. The findings with regards to the influence of socio-demographic characteristics are consistent with other studies which found that socio-demographics such as gender, age and/or place of origin influence tourists' perceptions of safety and risk (Boakye, 2012; George and Swart, 2012).

#### 5.4. Overall satisfaction and recommendation levels

Literature has shown that when tourists are satisfied with their tour at a destination, they are likely to recommend it to other potential tourists and reinforce considerations for future revisits. At the Vilakazi precinct, 96% of the tourists indicated that they would recommend Johannesburg to other potential visitors and 97% indicated that based on their safety and security perceptions, they could consider revisiting Johannesburg in the future. At the Maboneng precinct, tourists were satisfied with their experience and 93% of them indicated that they would recommend Johannesburg and all the visitors claimed that they were likely to revisit Johannesburg again. In Sandton City, it was found that 94% visitors were willing to recommend Johannesburg as a tourism destination to other potential visitors and over 90% of these international visitors indicated that they would consider revisiting Johannesburg in the near future.

These positive perceptions of Johannesburg may specifically stem from the experience the tourists had at the selected tourism destinations. These destinations are vital in fostering a positive image of Johannesburg in the international community while increasing tourism arrivals. In addition, the findings of this study allude to the fact that describing the actual lived experience a tourist at a destination is one of the best ways to get an appropriate and objective understanding of the sense of place tourists may have about a destination.



### 5.5. Limitations of the study

While the study sheds some light on international tourists' safety and security perceptions, it has some limitations.

- The study was that the questionnaire was in English language and it excluded potential respondents who may have not been familiar with English.
- The questionnaire failed to ask respondents at which stage of their trip they were. It may be that those tourists at the end of their visit, particularly those that did not encounter any incident, felt safe while, those respondents who had just arrived in Johannesburg may not have been in the city for sufficient time to have an all-round opinion of safety and security, based on their limited experience; a longer period of being witness to lack of any crime-related event and/or been a victim and may well have made them feel more secure.
- The nature of the environments in which the surveying took place may have influenced visitors' response. Most of the surveys were completed at relatively safe locations such as Maboneng precinct which is a privately-owned precinct coupled with high presence of security and Sandton City which is also characterised by mass security such as walking guards, CCTV cameras and patrolling vehicles.
- Several problems exist in measuring fear of crime. Ironically, it may be the very carrying out of crime surveys which serve to increase sensitivity to the risks of crime, as situating questions about fear within a crime survey may consequently elicit higher levels of anxiety than would otherwise be the case (George, 2002).

### 5.3. Conclusion

In summary, international tourists in Johannesburg considered it relatively safe to visit, despite having a few concerns such as going out at night and using public transport. In addition, most respondents believe that higher and more intense levels of policing can make Johannesburg a safer destination to visit but also indicated the importance of precautionary

measures, awareness and education on safety and security issues in the city. The positive experience of visitors at the three destinations may foster a viable, sustainable tourism demand for Johannesburg.



## **Chapter 6: Conclusion and recommendations**

### **6.1. Introduction**

The core aim of the study was to investigate the safety and security perceptions held by international tourists visiting Johannesburg. In particular, the study sought to assess whether tourists considered Johannesburg to be a safe or unsafe tourist destination to visit.

This chapter provides the summary and conclusion of this dissertation. It draws conclusions from the key findings of the study and presents a set of recommendations for enhancing the safety of visitors. These recommendations also emanate from the study's findings and future research suggestions are provided.

### **6.2. Summary and conclusions from the empirical findings**

The study aimed to investigate the safety and security perceptions of international tourists visiting Johannesburg. The objectives of the study were to examine whether international tourists to Johannesburg considered Johannesburg to be a safe or unsafe tourist destination to visit. It further set out to determine whether international tourists choose to limit their activities because they are afraid of crime and further establish whether demographic factors influenced respondents' perceptions of crime, safety and security in Johannesburg.

In chapter 4, the two main objectives of the study were analysed and assessed, and from this process several outcomes were achieved.

#### **6.2.1. Objective one: To determine whether tourists who visit Johannesburg feel safe or unsafe**

The study demonstrated international tourists have reasonably positive perceptions of Johannesburg and most tourists felt reasonably safe while touring and engaging in activities at the three selected destinations in the city. Furthermore, the findings clearly show that the number of safety-related incidents that affected tourists in Johannesburg is low. This implies that it is latent and derived demand for tourism in Johannesburg, not only for economic development but also that fosters a more positive image of the city which has long been perceived as unsafe and crime-infested.

6.2.2. Objective two: To find out whether visitors choose to limit their activities as a result of being afraid of crime

The role of information sources such as the media, caution from friends and relatives, social media, WOM has opened up a space for international tourists' awareness of the crime situation in Johannesburg. International tourists had been made aware of the crime situation in Johannesburg from both organic and induced sources of information.

The findings revealed that even though tourists were aware of the crime situation in Johannesburg whether true or untrue, they were still willing to engage in tourism activities with precautionary measures in place. Tourists displayed fairly positive perceptions of safety levels when taking part in activities during the day at the selected tourism destinations in city. Tourists resolved to be responsible for their own safety and took measures to protect themselves, such as avoiding walking alone at night and keep valuables out of sight.

Majority of the respondents indicated that they did not experience or witness any crime-related issues or event. In addition, the data collected from all three destinations did not reveal any tourists' personal belongings being lost or stolen from the accommodation facilities they were using. This demonstrates some degree of safety at the places of accommodation.

Satisfaction levels, recommendation levels and intentions to revisit Johannesburg scored relatively high at all three selected destinations. High satisfaction levels influenced the high scores in visitors' likelihood to recommend the selected destination to other potential tourists and the likelihood of recommending Johannesburg to other potential tourists as a safe destination to visit.

On overall assessment of perceived safety at the selected tourist destinations, it was evident that majority of tourists perceived Johannesburg to be a safe destination for tourism activities. This was after the respondents assessed various safety attributes, safety issues and arriving at this perception.

### 6.3. Recommendations

Several recommendations can be offered based upon the empirical work conducted in this study to enhance the safety and security of tourists as well as the development of a safe tourism industry. Recommendations in this study are provided in three areas: law enforcement, situational prevention and social prevention.

#### 6.3.1. Law enforcement

The South African Police Service should consider establishing a tourism police unit that will specifically deal with issues relating to tourism, crime against tourists, crime committed by tourists and crime events that affect tourism destinations. This may include trained police officers and personnel that will patrol in and around destinations and various attractions. Moreover, the training of response units for CCTV systems may also be beneficial.

From the literature, it was identified that tourists do not usually report crime committed against them. There are also limited data and statistics on crimes committed against tourists. Based on this background, a tourism police unit will be beneficial, and tourists can be made aware of the police services at their disposal. The presence of police personnel in and around the various attractions, together with a tourism police unit and police centres may well improve tourists' perceptions of safety and security while visiting the city. Police personnel should engage with various tourism stakeholders to develop joint crime prevention programmes and strategies, as well as participate in tourism forums to gain insight on tourism-related issues and concerns. The tourism police unit should also facilitate any crime reporting by tourists and offer support through their trained personnel.

#### 6.3.2. Social prevention

Tourism stakeholders should establish tourism information centre sub-circuits and tourism kiosks for the various tourism destinations in Johannesburg. These sub-circuit centres and kiosks should be located at destinations to provide information on how visitors can navigate the destination, information about self-protection, crime hotspots and zones. Tourism stakeholders and the government should look into developing victim-support centres for any criminal victimisation that might take place. Additionally, visitors should be provided with an emergency toll-free number in case of any crime-related events or issues.

The development of tourism information centre sub-circuits may preferably be done through the training and employment of local unemployed youth residing and around the tourism destinations. In this way, both the visitors benefit with ensured safety and help in combating youth unemployment while increasing participation and allowing locals to benefit from the tourism industry.

The tourism industry should also investigate the creation of advisory pamphlets which will guide on tourist–local engagement. The information may include guidelines to limit voyeuristic practices when visiting marginalised and poverty-stricken communities and advice on ethical conduct such as asking for consent when taking pictures of locals and vendors. This may limit any verbal or harsh confrontations from residents and/or street beggars which may be viewed as assault or verbal abuse. It is vital to note that people react differently to certain gestures.

To ensure the safety and well-being of tourists, various stakeholders need to share responsibilities for various competencies; this includes the need for tourist operators and the hospitality industry establishments (i.e. hotels, event organisers) to adopt and comply with standards and practical security measures. For instance, hotels should install electronic monitoring systems at strategic points throughout the property, and also monitor hallways by electronic surveillance. Guests should be informed of security measures to ensure their safety in their hotel rooms so that they do not fear crime at their accommodation.

### 6.3.3. Situational prevention

Common concerns mentioned by tourists in the study, were wariness of going out at night in Johannesburg and using public transportation. The CoJ government and municipality should consider improving street lighting, particularly in townships and the CBD. Moreover, they should support street layout that encourages the use of pedestrians, design streets, buildings, parks etc. to reduce opportunities for street crimes such as muggings and robbery and violent crimes such as hijacking and/or rape. In addition, the CoJ also needs to install additional CCTV systems in the city centre.

Tourism stakeholders, authorities, tourism companies and facilities along with the public and private sector should work together in looking for crime preventative strategies at

destination such as by providing bus shuttles to visitors at the visited destinations that visitors may utilise to allow safe movement in and around the city from early morning until the late evening so that tourism activities are not restricted.

#### 6.4. Suggestions for future research

Future researchers could replicate this study at other cities or other key tourism destinations.

It could also be valuable to conduct a before and after study in which respondents are questioned using entry and exit surveys. This will not only help determine the true expectations and perceptions of visitors to the destination but also recognise the visitor's stage of the trip to determine any associations in their perceptions of safety and security before and after their tour and visit to a destination.

Future research could also look into how some socio-demographic factors such as the purpose of visit and educational level may influence safety and security perceptions at a destination.

Based on the survey findings of the study, the following additional research points are encouraged:

1. Examine visitors' perceptions of safety and security in different areas within the destination.
2. Assess the types of crimes which tourists are most anxious about at a destination.
3. Assess the extent to which visitors use personal crime-risk reduction strategies and precautions while at a destination.
4. Conduct a tourist crime victim survey at various or specific destinations.
5. Assess whether there are types of crime which mainly affect tourists other than residents.

#### 6.5. Contributions of the study

This study contributes to the existing literature on the relationship between crime and tourism both in the Global South and within the South African context. Key findings from this study of one particular tourist location in South Africa can be shared with those

concerned with identifying new strategies in some affected areas, and more importantly, contributes to building the knowledge base of all stakeholders such as the SAPS, national and local governments and tourism organisations. This will also contribute to the body of knowledge which will help policy makers and researchers work on improving the safety and security of the tourism industry so that informed decisions can be made.





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**APPENDIX A: Ethics application and clearance**

**FACULTY OF SCIENCE**

**APPLICATION FOR APPROVAL TO INVOLVE HUMANS IN RESEARCH**

**RELEVANT DEPARTMENT:**

**A: PRINCIPAL INVESTIGATOR /RESEARCHER  
(Corresponding author) YES/ NO**

Initials and Surname: T.S.C Malleka Student number: 201419581
Address: 3356 Far East Bank, Thoko Mngoma Street Alexandra phase two
E-mail address: 201419581@student.uj.ac.za
<b><u>Telephone/Cell number: 083 349 2036</u></b>
<b><u>Current qualification registered for eg. MSc Botany: MSc Geography</u></b>
Appropriate experience in human research: In 2018, an honours research project was conducted which involved eliciting perceptions, ideas and experiences of willing participants visiting the Vilakazi Precinct in Soweto Township, South Africa. The research was conducted through the use of questionnaire surveys and face-to-to interview approach with the participants.

**B: PROJECT TITLE**

<b>A city tainted by crime: Visitors' perceptions on safety and security in Johannesburg</b>

**C: SUPERVISOR/CORRESPONDING AUTHOR (WHERE APPLICABLE)**

Initials and Surname: G. Hoogendoorn number/Personnel number: 720019874	Student
Address: D3Lab325, APK, UJ.	
E-mail address: ghoogendoorn@uj.ac.za	
<b><u>Telephone/Cell number: #4628</u></b>	
<b><u>Qualification :</u></b>	
Appropriate experience in human research: 15+ years	

**D: CO-WORKERS (Directly involved) CO-SUPERVISOR/COLLABORATOR**

Initials and Surname:
Address:
E-mail address:
<b><u>Telephone/Cell number:</u></b>
<b><u>Institution currently affiliated with:</u></b>
Appropriate experience in human research:

**E: FUNDING**




Is the above mentioned project fully funded? <p style="text-align: right;">Yes/<b>No</b></p>
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Funding of project depend on the approval of the Ethics Committee? Yes/ <b>No</b>
Does approval of the project by Research Institutions depend on the approval of the Faculty Ethics Committee?   <div style="text-align: right;">Yes/<b>No</b></div>

**F: TYPE OF RESEARCH**

Academic
Contract
For degree purposes (Masters)
Degree


**G: SIGNATURES**

<b>PRINCIPLE INVESTIGATOR/STUDENT</b> DATE 05/08/2019	
<b>SUPERVISOR</b> DATE 30 September 2019	
<b>HEAD OF DEPARTMENT</b> DATE 30/09/2019	

**H: PROJECT:**

**1. COMMENCEMENT OF RESEARCH**

Expected starting date: October 2019 completion date: November 2019	Expected
--	----------

I declare that the project has not commenced without approval (signature): 

### BRIEF JUSTIFICATION

(Provide a brief introductory statement NOT EXCEEDING 500 WORDS and *supported by relevant scientific literature* that explains what problems, questions, needs or scientific or clinical observations or new ideas have led to the planning of the experiment.) *(Please type)*

Tourism is an intense geographic phenomenon, as it exists in the desire of people to move in search of embodied experiences of other places, interaction with people, business travel, leisure and creating relationships between host spaces and places (Williams & Lew, 2014). Tourism is acknowledged as an industry that strives under peaceful; conditions (Chaunhan, 2007; Batrá, 2008; Williams & Baláz, 2015). According to Mansfield and Pizam (2006) peace, safety and security are basic requisites for a successful tourism development.

According to Tarlow (2009), until over a decade ago, the emphasis of tourists' safety was grounded in the connection between tourism and crime. Ensuring the safety of tourists has become an indispensable element in a destination's offering, in order to gain maximum economic benefit from the tourism industry, hence all destinations strive to present themselves as places of tranquillity (Boakye, 2012). However, the unfortunate reality is that tourists fall victim of crime on a daily basis.

The United Nations World Tourism Organisation (2016) stated that safety is a basic need in all spheres of human activity of which tourism is included. Most tourists select their destination not only on the basis of price and the image of the destination but most importantly on personal safety and security (Pizam *et.al*, 1996; Tarlow, 2011).

Tourists are more vulnerable and particularly prone to crime since they frequently visit specific locations, are conspicuous and easily noticeable, unfamiliar with the

environment and usually carry valuables such as cameras and cash (Perry & Potgieter, 2013). The effects of criminal activities, war, terrorist attacks and violence aimed specifically on tourists are detrimental to a tourist destination and may deter potential tourists to a destination.

Perceptions of safety and crime by tourists are critical to understand and satisfy their intrinsic needs for safety and security (Barker, 2003).


WHERE WILL THE RESEARCH BE CARRIED OUT?

(Please furnish name of department)

Department of Geography, Environmental Management and Energy Studies

2. WILL CLINICAL TRIALS BE DONE?

YES

NO

If yes supply complete the following

**Investigator-initiated clinical trials – good clinical practice (gcp) training: date and name of gcp course**

**attended (dd/mm/year) for all investigators (investigators’ meetings do not qualify as gcp training).**

FULL NAME:
GCP COURSE NAME:
DATE OF GCP COURSE: DAY/MONTH/YEAR:
HOSPITAL/INSTITUTION WHERE EMPLOYED (IF APPLICABLE)

<b>FULL-TIME OR PART-TIME EMPLOYEE:</b>
<b>HPCSA NO:</b>

**3. REQUIREMENTS FOR THE STUDY**

If radiation or isotopes are to be used, written approval must be obtained from relevant authority

If drugs are to be used, written approval must be obtained from relevant authority

**4. STUDY PARTICIPANTS**

a) State where and how participants will be selected:

The research will be carried out at three of Johannesburg's tourist destinations namely; the Maboneng precinct, Sandton City and Vilakazi Precinct. Participants will be selected from surrounding tourist attractions in these areas such as restaurants, parks, historical museums and shopping centres. The questionnaires will also be left at hotels.

b) OR will participants be invited to volunteer or will they be selected?:

c) Are the participants subordinate to the person doing the recruiting? Yes  
 No

d) If yes, justify the selection \_\_\_\_\_ of subordinate participants

e) Will control participants be used? Yes No

f) If yes, explain who they are and how they will be recruited

g) Participant records: State what records will be used, how they will be selected, whether the study is retrospective or prospective and the approximate range of dates of records.

h) What is the age range of participants in the study?

No participants under the age of 18 years will be interviewed or participate in this study.

i) If participants are minors (under 18 years), from whom will consent be obtained?

j) If participants are minors, is an informed consent document provided? Yes  
 No



[Empty text box]

k) Sex:

Male

Female

[Empty text box]

l) Number of participants and controls?

The projected number of participants is 100 for each area

m) Will the research benefit the participants in any direct way?

No

Yes

n) If yes, explain how?

[Empty text box]

o) Will participants receive any remuneration?

Yes

No

[Empty text box]

p) If yes, explain what the remuneration is for and how much will be paid.

[Empty text box]

q) Will participation, non-participation or withdrawal from the study disadvantage persons in any way?

No

Yes

r) If yes, explain in what why:

[Empty text box]

s) Explain the steps taken to ensure **educated informed consent** (make sure that the participants fully understand what they are agreeing to)

An informed consent sheet will be attached with the questionnaire survey. This will include details of the researcher, affiliation with the University of Johannesburg. Participants will be informed about the purpose and aim of the study. Seek permission to use participant's comments, ideas and views to enhance the understanding of the topic. Participation in this study will be completely voluntary and participants may withdraw or decide not to answer any specific questions. The anonymity and confidentiality of participants is declared and sustained.

t) Is the following participant information sheets attached? (For written and verbal consent)

Yes

u) Informed consent form for written consent.

Written consent will be used.

v) If informed consent will be verbal – explain why?

[Empty text box]

w) If informed consent is not considered necessary – explain why not

[Empty text box]

x) If a questionnaire or interview is to be used in the research, it must be attached. If not, the application cannot be considered.

y) How will confidentiality be maintained so that participants are not identifiable to persons not involved in the research? Please answer the questions below:

i. Will data be confidential?

Yes

ii. Will identifiable data be coded and the 'links' kept separate?

Yes

iii. Who will have access to data?

The researcher and the Supervisor

iv. To whom will results be made available?

The results will be available to students, academics and the participants interested in the outcome of the project.

## 5. HYPOTHESIS

Problem statement or hypothesis and results expected (*Please type*)

Tourism is one of the fastest growing industries globally and regarded as a major industry in many countries (Pizam, 1996; Altindag, 2014; Mohammed & Sookram, 2015; Lisowska, 2017). Tourism is a vital key driver of economic development, growth and a significant source of income and foreign currency and exchange (Altindag, 2014; Mohammed & Sookram, 2015). Anything that deters tourists is a threat to both the tourism industry and to the wider economy. Crime, low-level public disorder, political unrest and terrorism are therefore of particular importance to the tourism industry (Mawby, 2014). When individuals decide about whether to take a vacation and where to go, they would take the risk of victimization into account. Criminal activity in a destination country may be viewed as a risk by potential visitors (Altindag, 2014). According to Giusti & Raya (2019), a tourist may switch to another option when faced with a particular undesirable feature such as the presence of crime or a safety-related issue.

An earlier study in South Africa by Ferreira (1999) highlighted that geographically, the largest concentrations of serious crimes such as armed robbery, rape, murder are to be found in the metropolitan areas such as Gauteng, Johannesburg along with KwaZulu-Natal's Durban and Cape Town in the Western Cape. These are also important tourist destinations. At that time, it was found that more than half of the foreign tourists feared for their personal safety in the country (Ferreira, 1999) and the fear of crime and violence were major concerns. According to Ferreira (1999), the country deals with a strange paradox, experiencing a dramatic growth in tourism, on the other hand, the tourism and the country's markets are increasingly aware of the rising crime levels. An example of crime aimed at tourists in South Africa and was reported in the media was in 2017 when Dutch tourists were held at gunpoint, robbed and terrorised in a bus from the O.R Tambo International airport to their accommodation in Fourways,

Johannesburg (News24, 2017). In recent years, South Africa has also seen several waves of xenophobic violence against foreign nationals. The xenophobic incidents sparked international reactions and media coverage. According to Eye Witness News (2015), the violence started in KwaZulu-Natal and later spread to the Johannesburg CBD, Alexandra and certain parts of the East rand in 2008. Other incidences of xenophobic attacks were seen in 2013 when a Mozambican taxi driver was handcuffed and dragged behind a police van (Zvomuya, 2013) and violent attacks against foreign nationals broke out in some of Eastern Cape communities in Port Elizabeth, following the death of a 19 year old South African, allegedly shot by a Somalian immigrant (Chauke, 2013). IOL News (2015) reported that, businesses in South Africa are feeling the wrath of the continuing xenophobic attacks on foreign nationals with the tourism and hospitality industries the hardest hit amid fear of violence. Potential visitors were deterred by xenophobic attacks and Tourism SA (2015) stated that potential visitors to the country were raising questions about safety due to the xenophobic attacks. Visitors across the continent had cancelled their plans to visit the country following the widespread xenophobic violence, killings, shop looting and razing (IOL News, 2015). This indicates that domestic tourists decline during the outburst of xenophobic attacks. According to Statistics SA (2017), domestic tourism declined between 2013 and 2015 with a total number of day trips decreasing from 54, 4 million in 2013 to 48 million in 2013 and 44 million in 2015. Overnight trips also decreased from 50, 8 million in 2013 to 47,3 million in 2014, and 45,5 million in 2015 (Statistics SA, 2017). Following the 2015 xenophobic attacks, the Institute of Security Studies (2017) warned that xenophobia jeopardises South Africa's interests in Africa. These on-going violent attacks have created hostile attitudes towards the country and created threats to South African-owned business and companies in the continent.

The prevalence of crime and the widespread perception that South Africa is a crime-ridden and a violent society, have major impact on the tourism sector. It should be noted that with the increasing rates of crime and violent attacks such as xenophobia in South Africa, the potential growth of tourism and potential visitors is undermined. Ferreira (1999) argued that positive growth cannot be sustained in the tourism industry if the crime factor is not addressed effectively and curtailed immediately.


**6. AIMS/ OBJECTIVES OF THE PROPOSED STUDY**

(State these briefly and succinctly, please list, please type, please do not attach documents, the space below may be enlarged if required).

The aim of this study is to investigate the perceptions of international tourists on safety and security in Johannesburg, South Africa.

The objectives of this research are:

- To determine whether tourists who visit Johannesburg feel safe or unsafe
- To find out whether they choose to limit their activities as a result of being afraid of crime

#### 7. POTENTIAL BENEFITS OF THE RESEARCH FINDINGS

What are the benefits and how will the benefits be conveyed to the participants?

(These are required to aid the reviewing committee in performing a harm/benefit assessment.)  
(Please type)

This study is will have valuable additions to the growing body of literature of tourism on safety and security. There is limited research to date that has focused on tourists' perceptions of safety and security whilst in Johannesburg. The investigation into visitor safety and security is an important factor for Johannesburg's product development.

#### 8. JUSTIFICATION FOR THE USE OF HUMANS

If medical or invasive procedures are involved, (briefly justify the use of humans and the number needed. If large numbers are to be used, provide additional rationale for the numbers. State also what non-sentient model/s were considered and on what grounds they were rejected.) (Please type)

The research wants to gather information about people's ideas, perceptions and characteristics based on the topic of the study and enhance the understanding of this topic from visitors' point of view.

#### 9. EXPERIMENTAL DESIGN (What will be done?)

(Explain the reasoning behind the study design and experimental planning, with particular reference to determination of sample size and statistical analysis. Describe how the subjects will be allocated to experimental and control groups and where applicable, how the experimental treatments will be assigned to each group. The use of flow charts is recommended. The information should be presented in an easily accessible manner.) (Please type)

A Questionnaire survey will be used to solicit data from tourists on their perceptions on safety and security. A questionnaire survey is useful in gathering information about people's perceptions, attitudes, behaviours and characteristics (McLaffety, 2010).

A face-to-face interview approach will be used in this study. This will ensure communication between respondents and interviewer and allow the opportunity to clarify any question during the interview process.

The target population for this study is mainly international tourists or foreign tourists. To reach this targeted population, purposive sampling will be used. Rice (2010) stated that purposive sampling is a non-probability sampling method which is selected based on the characteristics of a population.

Descriptive statistics and models such as graphs and tables will be used. These will help to identify underlying structure or pattern allowing the researcher to develop understanding of the data.

#### 10. EXPERIMENTAL PROCEDURES (How will it be done?)

(Describe briefly in short annotated sentences IN SEQUENCE, all the steps that will be performed in conducting the proposed data survey or experiment. These include: duration of data survey procedure /experiment, and if relevant the collection of samples (if body fluids give routes of collection and volumes), Is/are procedure(s) routine for: diagnosis/management or specific to this research?) *(Please type)*

The questionnaire survey will have both fixed-response questions and open-ended questions. The first section will consist of demographic questions or biographical details such as age, gender, place of origin and the second section will explore the perceptions and ideas from tourists. The open-ended questions will allow participants to express in their own words the fullest possible range of attitudes, perceptions and emotions.

Researcher will rely on available participants who are willing to participate in the questionnaire from the tourist "hotspots" of the selected areas.

The primary research will be conducted between August 2019 and September 2019.

#### 11. SEVERITY OF EFFECTS (RISKS) OF THE EXPERIMENTAL PROCEDURES ON THE SUBJECTS

Will the procedure cause physical or psychological discomfort or deprivation ?

YES

**NO**

In the case of data surveys please justify the duration of the procedure ( what steps have been taken to minimize the time taken for the survey and to avoid discomfort to the participants?)

List the procedures that may cause deprivation, fear, distress and pain.

Describe what sensations the person may feel.

Categorise these as minimal, intermediate or high.

\* Give their likely duration in time.

Describe what specific steps will be taken to alleviate these conditions through the use of ataractics, dissociative agents, analgesics, anaesthetics or other methods. Estimate how effective these are likely to be.

Explain if no risks are anticipated) (*Please type*)

## 12. STATISTICAL ANALYSIS

Is the data descriptive only or will it be statistically analysed?

(Describe briefly how the data obtained from the study will be analysed statistically, explain this decision and state by whom the analyses will be performed.) (*Please type*)

The data will be both descriptive and statistically analysed. Descriptive statistics and models such as graphs and tables will be used to analyse the data. This analytical method will help the researcher in eliciting patterns and drawing meaningful interpretation of the research findings.

## 13. REFINEMENT

(Describe the specific steps that have been taken to refine the data survey method or experimental procedures to make them as humane as possible i.e. minimising the impact of the proposed procedures on the participants' wellbeing.) (*Please type*)

## 14. FEEDBACK:

Will feedback of the final outcome of the study be provided to the participants?

YES

NO

If YES give details of how and when the feedback will be provided.

The outcome of the project will be emailed to the participants. The researcher and supervisor's email addresses will be provided for the outcome of the project and any other enquiries.

If NO explain why feedback is not considered necessary or appropriate

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**15. PERMISSION OF RELEVANT AUTHORITY/IES TO DO THE STUDY**

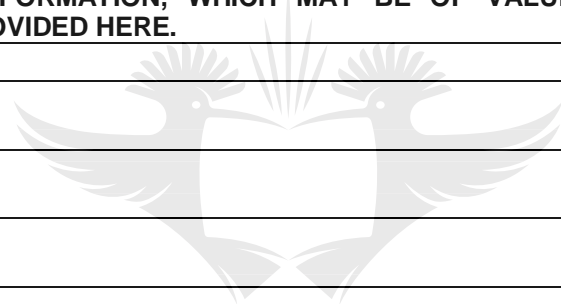
(Permit, Letters of approval. State name of authority/ies where applicable)

**16. OTHER ETHICS COMMITTEES.**

(What is the status of the application if submitted?)

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**17. ANY OTHER INFORMATION, WHICH MAY BE OF VALUE TO THE COMMITTEE, SHOULD BE PROVIDED HERE.**

UNIVERSITY  
OF  
JOHANNESBURG

*PLEASE NOTE*

- 1. Please indicate clearly a correspondence address and contact details. Failure to do so could cause delays.**
- 2. Full details of the study have to be provided with the application. Sufficient information will assist the Committee to understand the protocol detailing the background to the research project, the design of the study and all procedures.**

3. Please contact Ms Karien van den Berg, Faculty Officer, Postgraduate Studies, Faculty of Science, C-Ring 202 APK when any uncertainty or questions arise. Tel: 011 559 3718, Email karienvdb@uj.ac.za
  
4. **Please note that letters of approval will be available 7 days after a Committee meeting. Minutes must be checked, clearance letters drafted and signed by the Committee Chair before dispatching it to applicants.**
  
5. Whether written or verbal consent is to be obtained, the **Faculty Ethics Committee requires a Participant Information Sheet** written in friendly language understandable to lay persons explaining what is required from a potential participant.

**This should include the following:**

- a) Invite participant to take part in the study.
  - b) Participation is voluntary, and refusal to participate will involve no penalty or loss of benefits to which the participant is otherwise entitled.
  - c) The participant may discontinue participation at any time without penalty or loss of benefits.
  - d) Provide a brief description of the research, its duration, procedures and what the participant may expect and/or be expected to do.
  - e) Explain any foreseeable risks, discomforts, side effects or benefits, including those for placebo.
  - f) Disclose alternatives available to the participant. (If risks are involved).
  - g) Explain where and how the data, photographs, videos and other materials will be used and published.
  - h) Explain how and when feedback will be provided on the final outcome of the study.
- 
6. **.In the case of medical and/or invasive procedures, the following are also required:**



- a) A professional contact name and 24 hour telephone number.
- b) Explanation whether medical treatment will be provided in the case of a complication developing.
- c) If required - compensation for clinical trial related injuries will be in accordance with the ABPI guidelines.
- d) A separate Patient Information and Informed Consent sheet for blood / tissue samples taken for future testing
- e) The Participant Information Sheet may be incorporated into the consent form, or the consent form may be submitted separately.



## **APPENDIX B: REQUEST TO PARTICIPATE AND QUESTIONNAIRE**



### **DEPARTMENT OF GEOGRAPHY, ENVIRONMENTAL MANAGEMENT AND ENERGY STUDIES**

#### **FACULTY OF SCIENCE**

#### ***A CITY TAINTED BY CRIME: VISITORS' PERCEPTIONS ON SAFETY AND SECURITY IN JOHANNESBURG.***

Dear Sir/Madam

I am Thabisile Malleka 201419581, a post-graduate student at the University of Johannesburg, currently doing a master's research project on the perceptions of safety and security of international visitors in Johannesburg. The aim of this research is to investigate visitor perceptions concerning safety and security while in Johannesburg's selected tourist destinations namely; the Maboneng Precinct, Vilakazi Precinct and Sandton City.

In the view of the above, it will be greatly appreciated if you could answer the following questions as accurately as possible. Please do not complete this survey if you are under the age of 18. All information you share will remain confidential and your anonymity will be protected at all times. No individual will be identified in the final report. It should be understood that there are no financial or other benefits that will be awarded to participants. Please be aware that you do not have to participate in this research project if you do not want to and you can opt out of the questionnaire at any point. The success of this project is completely dependent upon your kind assistance, as there is limited recent data sets that exist on this topic in Johannesburg. If you are interested in the outcome of project I will gladly e-mail the information to you. Please provide your email address if you are interested in the outcome of this project.

If at any stage you may have any other enquiries, you are welcome to contact me via email or my supervisor:

Thabisile Malleka  
(Supervisor)

Prof. Gijsbert Hoogendoorn

University of Johannesburg

University of Johannesburg

[201419581@student.uj.ac.za](mailto:201419581@student.uj.ac.za)

[ghoogendoorn@uj.ac.za](mailto:ghoogendoorn@uj.ac.za)

Your kind co-operation in this venture is appreciated.

Kind Regards:

Thabisile Malleka

### Section A: Demographic details

#### 1. Gender

Male	1	Female	2	Prefer not to disclose	3
------	---	--------	---	------------------------	---

2. In what year were you born?	
3. What is your nationality?	
4. What is your profession?	

### Section B: Travel Experience

#### 5a. Have you visited Johannesburg before?

Yes	1	No	2
-----	---	----	---

#### b. If yes in 5a, how many times have you visited Johannesburg?

6. On this trip, how many days will you be staying/visiting Johannesburg?

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7. Are you on a package tour or an individual traveler?

Package tour	1	Individual traveler	2
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8. What is the primary reason for visiting Johannesburg?

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9. Why did you choose to visit Vilakazi Precinct/ Maboneng Precinct/Sandton city?

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**Section C: Perceptions of safety and security**

10. Are you aware of any incidences of crime in Johannesburg?

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11. How were you made aware of incidences of crime in Johannesburg (Information source)?

Through family and friends	1
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Through the media (Television, radio and newspapers)	2
Travel guide books	3
Word of mouth	4
Social Media	5
Other tourists	6

12a. Does crime-risk limit/hinder you from taking part in tourism activities in Johannesburg?

Yes	1	No	2	Unsure	3
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b. Please elaborate your answer for 12a

13. How safe do you feel while taking part in tourist activities (Maboneng Precinct/Vilakazi Precinct/Sandton City) during the day?

Very Unsafe	1	Unsafe	2	Unsure	3	Safe	4	Very safe	5
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14. What are some of your safety and security concerns while visiting Vilakazi precinct/Maboneng precinct/Sandton city?

15a. Has your visit changed your perception of safety and security of Vilakazi Precinct/Maboneng Precinct/Sandton city?

Yes	1	No	2	I was not aware of Maboneng/Vilakazi/Sandton before visiting South Africa	3
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b. If yes or no in 15a, please elaborate on your answer. How was your perception changed or why did it change?

16. Do you fear for your personal safety in Maboneng precinct/Vilakazi precinct/Sandton city?

17a. Is Johannesburg a safe destination to visit?

Strongly disagree	1	Disagree	2	Neutral	3	Agree	4	Strongly agree	5
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b. Please elaborate on your answer in 17a.

**Section D: Satisfaction and Recommendation levels**

18. Are you satisfied with your tour in Maboneng precinct/Vilakazi precinct/Sandton city?

Strongly disagree	1	Disagree	2	Neutral	3	Agree	4	Strongly agree	5
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19. Would you recommend Johannesburg as a tourism destination to other potential visitors?

Very much unlikely	1	Unlikely	2	Unsure	3	Likely	4	Very much likely	5
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20. Would you recommend Vilakazi precinct/Maboneng precinct/Sandton city as tourism destination(s) to other potential tourists?

Very much unlikely	1	Unlikely	2	Unsure	3	Likely	4	Very much likely	5
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21a. Would you visit Johannesburg again in the future based on your perceptions of safety and security?

Strongly disagree	1	Disagree	2	Unsure	3	Agree	4	Strongly agree	5
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b. Please elaborate your answer for 21a.

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22. Any further comments?

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**Thank you for your participation**



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