UNIVERSITI TEKNOLOGI MARA

THE EFFECTIVENESS OF SAFE CITY PROGRAM IN TOURIST CITY

HASNOR SYUKRIAH BINTI CHE HASSAN

SITI NADZIRAH BINTI FITRIADI

NUR AZILLA BINTI MELI

Thesis submitted in fulfilment

of the requirements for the degree of

Bachelor of Science (Hons.) (Tourism Management)

Faculty of Hotel and Tourism Management

June 2015

ABSTRACT

In recent years, safety aspect becomes one of the prominent issues in the urban tourist destinations.This is due to the frequent occurrence of crime such as murdering, snatching, kidnapping, robbery, sexual assault and vehicle stealing to tourists visiting city areas and it can become a threat to the tourism industry. Therefore, if tourist feels insecure or threatened in some destination, it may create negative impressions and experience towards the destination.These issues have led to the implementation of Safe City Program (SCP) in Malaysia which was introduced on 10 August 2004 by the Ministry of Housing and Local Government (MHLG) of Malaysia. Under this program, the safe city is classified as free from physical, social and mental threats, living environment that is secured and conducive at all times and the community is able to live in peace and harmony. Until recently, the concept of a safer city has been realized through the implementation of a crime prevention guideline outlined by the Department of Town and Country Planning (JPBD). This guideline consists of 23 measures of crime prevention approach through three important strategies which are environmental design initiatives, landscape design and education and public awareness. On December 2012, MLHG reported that SCP has been successfully implemented across its 149 local authorities across Malaysia. Moreover, it is also reported that at least 90% of major towns in Malaysia are categorized as good in managing crime. Ironically, previous research shown that, despite of ShahAlam was among the first to implement SCP, it was ranked the fifth highest crime rate among cities in Selangor. Therefore, it is important to notice this contradicted results expected from this program to other cities in Malaysia. This research was conducted among tourists visiting Kota Bharu, Kelantan. Kota Bharu is chosen as it is one of the popular tourism cities in the east coast of peninsular Malaysia with cultural heritage as the central attraction. In addition, Kota Bharu Municipal Council has launched its safe city program in 2010 and the aim of this study was to assess the effectiveness of SCP in this city. Convenience sampling was used among 384 tourists who are willing to participate this study. The results show that most of the respondents consider the effectiveness of SCP in Kota Bharu as "satisfied". In addition, police booth has been indicated as the most effective strategy of SCP implemented in Kota Bharu. This is inconsistent with previous researches in Putrajaya and Johor Bahru which surveillance camera (CCTV) has been assessed as the most effective strategy. In line with this current finding, it is recommended that various tourism bodies and municipalities need to ensure a continuous improvement on safe city program implementation through collaboration and joint responsibilities.

ACKNOWLEDGEMENT

Firstly, we wish to thank God for giving us the opportunity to embark on ourDegree and for completing this long and challenging journey successfully. We would like to express the deepest appreciation to oursupervisor Mr. Mohd Taufik Bin Zamri @ Zimri who has shown the attitude and the substance of a genius. He continually and persuasively conveyed a spirit of adventure in regard to research, and an excitement in regard to teaching. Without his supervision and constant help this dissertation would not have been possible.

We would also like to thank our project external guide, Museums, Kota Bharu Mall, Kota Bharu Municipal Council, Royal Malaysia Police, Melaka Municipal Council and all the people who provided us with the facilities being required and for the willingness to cooperate with us in conductive conditions for our Degree project. Special thanks to our colleagues and friends for helping us with this project.

We are using this opportunity to express our gratitude to everyone who supported us throughout the course of this Degree project. We are thankful for their aspiring guidance, invaluably constructive criticism and friendly advice during the project work. We are sincerely grateful to them for sharing their truthful and illuminating views on a number of issues related to the project.

Finally, this journey would not have been possible without the support of ourfamily . To our family, thank you for encouraging us in all of our pursuits and inspiring us to follow our dreams. We are especially grateful to our parents, who supported us emotionally and financially. Thank you for teaching us that our job in life was tolearn, to be happy, and to know and understand ourselves, only then could we know andunderstand others. This thesis is dedicated to our father and mother for the vision and determination to educate us. This piece of victory is dedicated to both of them. Alhamdulilah.

TABLE OF CONTENTS

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF STUDY

Safe city concept is one of the mechanisms used in managing crimes in urban area. This program is important to create awareness on the decreasing urban safety (Ahmad, 2011). Safe City Program also becomes more important when UN-Habitat Nations emphasized this concept in 1996 after the crime cases in the whole cities in the world have been increased (UN-Habitat, 2009). It shows that the safety aspect in tourism especially tourism city deemed vital due to the implications of urbanization process. Moreover, the frequent occurrence of crimes such as murder, snatch, kidnap, robbery, rape and vehicle stealing are becoming more serious recently towards a tourist in urban areas (Nazrin, 2010). This scenario can contribute to the negative impacts of tourism industry especially to a country where its economy is depending on tourism sector (Nurul, 2006).

Safe city concept has been proposed by Jane Jacobs in 1961 (Ahmad, 2011). Safe city concept become one of the approaches as a part of 'liveable cities' concept focuses on the crime problem and solves the safety issues in city areas (UN-Habitat, 2009). The safe city concept in Malaysia has been proposed by Crime Prevention Foundation Malaysia (YPJM) in early 1998 whereby suggested a government to implement a similar program as a step forward to surmount of crime issue in Malaysia using 23 crime prevention guideline by the Department of Town and Country (JPBD) (Nazrin, 2010). Under a Safe City Program, the safe city concept was classified as free from physical threats, social and mental and has a conserved environment (Ahmad, 2011). This Safe City Program has been implemented in Johor Bahru, Putrajaya, Shah Alam, Kuantan and including Kelantan. According to Kota Bharu Municipal Council (MPKB), (2015), Safe City Program in Kota Bharu was launched in 2010, one of the events of Safe City Program in Kota Bharu was "Safe City Talk".