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PERCEPTION OF LOCAL TOURISTS TOWARDS SAFETY PRACTICES IN MALACCA CITY

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Abstract:

Safety practices of tourism products have been a huge reason to choose from. Lacking of good safety practices might become disadvantages for the tourism industry. This study aims to examine the perception of local tourists on the safety practices applied by the tourism industry. The perception has been examined on the three aspect, (1) safety practices in terms of accommodation; (2) safety practices in terms of accessibility; and (3) enforcement practices by local authorities. A total of 30 respondents consists of local tourists that visited Malacca City were involved. Descriptive analysis of mean and percentage was employed to test the objectives. The results showed that local tourists were concerns of the accommodation quality with mean of 4.03, make sure the vehicles were safe to access with mean of 3.97 and local tourist feel safer with local enforcement with mean of 4.06. Undeniable the safety practices of the tourism industry do give popular concerned among the local tourists.

Keywords:

Perception, Safety Practices, Tourism Industry, Local Tourists

Introduction

Safety practises have been extensively explored throughout the world's tourism business, notably by Mawby, Ozascilar, and Ziyalar (2021). Thus, tourists' safety behaviours may be an

issue to consider when planning a holiday. According to Tangavello, Mapjabil, Ab Rahman, Zainol, Abidin, and Ibrahim (2017), safety and security are critical components of providing quality service in the tourism business. However, in recent years, the tourism industry has been impacted by security and safety deficiencies and weaknesses (Tangavello et al., 2017). Similarly, everyone working in the tourism or hospitality industries must understand and apply a safety culture, as well as the notion of Occupational Safety and Health (OSH) in the workplace. Additionally, this is critical for public safety (Berita Harian, 2019). Occupational safety and health (OSH) is the provision of a conducive, safe, and adequate work environment, as well as reasonable safeguards, to prevent workers from being injured or ill as a result of work activities (Department of Occupational Safety and Health, 2019). Tourism encompasses a broad range of activities and a rapidly increasing business in the majority of countries. As a result, numerous countries compete to promote the tourism business in order to earn rich foreign exchange (Jahi, 2009). In the tourism business, safety standards that address Occupational Safety and Health (OSH) are critical. According to the Department of Occupational Safety and Health (DOSH), there were 87 accidents and three fatalities in the hotel and restaurant industries last year, as well as two cases of permanent impairment (Berita Harian, 2017).

Literature Review

Safety Practices in the Tourism Industry

A lot of literature suggested that safety practises had become prominent issues of discussion and had become a highly essential component of the tourism business. The International Labor Organization (ILO) is a specialist body formed by the United Nations that was set up to address issues linked to international employment (Delta, 2019). (Delta, 2019). According to Tiptopfinance.com, the ILO has identified safety and health in the workplace, competence, knowledge and marketability, social security, employee and employer organisation, and social dialogue and job security as significant parts of security practises. In Malaysia, the Occupational Safety and Health Act 1994 (Act 514) is an Act or Guide implemented to safeguard the safety, health, and welfare of working people. It also strives to safeguard those who are in the workplace other than working people, by promoting the workplace according to their environment and maintaining and enhancing safety and health standards.

Aspects of Safety Practices in the Tourism Industry

Aspects of safety practises in the tourism business are particularly significant. It is because tourism is exposed to the possibility of accidents. According to Datuk Lee Lam Thye in the Berita Harian Online (2019), the safety issue is not just vital to the workers and stakeholders involved in the tourism business. For example, tourists in the tourism business for eco-tourism are exposed to hazard when handling outdoor activities such as scuba diving to see coral reefs. On the other hand, Leh (2017) claimed that among the challenges of urban tourism that are typically deemed the main focus is the tourist safety aspect, which includes crime and safety difficulties when visiting a tourist location. Therefore, the tourist perception of tourism in Malacca City is vital.

Perception of Local Tourists Towards Safety Practices In Malacca City

Perception is the reflection in the heart or mind of something (Kamus Pelajar Edisi Kedua, 2017). (Kamus Pelajar Edisi Kedua, 2017). Local tourists' perception of the tourism industry in Malacca City is very important. This is because a successful tourism sector requires to

address the essential criteria of tourist needs, especially accommodation needs (Inskeep, 1996). (Inskeep, 1996). For example, the development of new hotels in Croatia has increased the number of tourist arrivals due to the availability of other amenities such as transport (Che Rose et al. 2017). (Che Rose et al. 2017).

Accommodations

Accommodation is very significant in the tourism sector. Tourist lodging must apply for registration before establishing a business premises. The premises must be registered with the Ministry of Tourism and Culture Malaysia. These tourist lodging premises are required to hold a business licence, a hotel operating licence, or be registered under the municipal authorities. Among the criteria for accommodation that can be employed are those for hotel construction. The goal of the hotel's tourist accommodation premise guidelines is to make the site safe according to the standards stated. According to the Johor Town and Country Planning Department, by 2019, if there are no norms and limits on urban development, major urban problems can ensue. Next is a guide to accommodation for the high-end hotel category. According to Chan, Rahim, Samat, and Jahi (2013), the Cameron Highlands are environmentally vulnerable locations due to slopes and peaks, steep hills, heavy rain, and endangered flora and wildlife. The guidelines for applying for a tourism project registration are also one of the guidelines that might be implemented. This tourist initiative is separated into two segments. That is, residential projects and non-residential projects.

Accessibility

The ease accessibility of vehicles or transit offered for the convenience of tourists also makes tourists' perception towards Malacca City fantastic. Buses for travellers who have a licence make travellers more confident of their safety. According to the Kamus Pelajar Edisi Kedua (2017), tourist buses are used only for visitors. This indicates that having a tour bus licence is also important for the safety of travellers. The Tourism Vehicle Licensing Act 1999 further provides that tourist vehicles must be licenced. This is because a person cannot drive a tour vehicle without licenced by the employer. If they violates the rules, they can be penalised. It also illustrates that asking for a licence to bring tourists is crucial because it enables matters if it happens. In addition, agencies, cable car operators, and other tourist transit facilities must conduct regular and detailed safety audits to guarantee all facilities are kept safe at all times, while incidents can be averted (Berita Harian Online, accessed in 2019). In turn, Kosmo Online (2019) reminds the tourism industry, especially those involved in cruise service, to guarantee optimum safety for local and foreign guests. According to Ling and Mapjabil (2017), transport amenities are a significant component in determining tourist returns to a tourist site. The majority of tourists will only make a return visit to a tourist location if they are satisfied with the transportation and accessibility of the place.

Enforcement

Concerns regarding crime are prompting many tourists to feel frightened and thus less likely to visit tourist destinations that are prone to cause crime (Leh, 2017). According to Anuar and Khalifah (2009), the concept of a "safe city" is a method taken to handle security challenges that occur in metropolitan settings. The Safe City Program is also applicable in the tourism sector when urban or urban tourism is introduced. According to Richard (2003) review of Anuar & Khalifah (2009), if tourists feel insecure or threatened at a destination, they will make a negative impression of the destination. According to Tangavello et al. (2017), safety and security issues in the tourism industry are critical aspects that need to be taken seriously to

ensure that a single destination remains a viable option. Malaysia Tourism Quality Assurance (MyTQA) is an initiative under the Langkawi Tourism Blueprint by the Ministry of Tourism and Culture aimed at improving the quality of local tourism services (Berita Harian Online, reached in 2019). A study by the Ministry of Tourism and Culture Malaysia, MYTQA is a recognition of tourism products and gives exposure to the tourism industry players to prioritise the quality of services provided.

Methodology

This research using the questionnaire that conducted quantitatively using the questionnaire form as a research instrument. The population selected for this study was the tourist area around Malacca City. Sampling is for information or data that needs to be studied. Researcher do not have the accurate population to determine the sample. According to that, Fraenkel, Wallen and Hyun (2011), states the minimum size for inference test is 30 people. Therefore, the researcher chose the sample size for this study is 30 people. As this study is to fulfilled the final year project. This study has been underline to achieve several objectives which are:

- i. Identify local tourist's perception of safety practices in terms of accommodation in Malacca City.
- ii. Identify local tourist's perception of safety practices in terms of accessibility in Malacca City.
- iii. Identify local tourist's perception of enforcement practices in the Malacca City.

Result

All the data obtained from the questionnaires were analysed using the Statistical Package for the Social Sciences version 25.0 (SPSS). Descriptive analysis was chosen by the researcher to analyze the findings of the study involves calculating the mean. The percentage values was used to support the results of the mean analysis that determine whether the research objectives are met. Table 1 shows the mean value of the regarding accomocation item.

Table 1: Local Tourists Perception of Safety Practices in Terms of Accommodation in Malacca City.

No	Item	Mean	Std Deviation	Interpretation
1	I make sure the accommodation is in good quality.	4.33	.479	High
2	I make sure safety devices like fire extinguishers are in place	4.13	.507	High
3	I made sure there were security guards at the property.	4.13	.507	High
4	I chose a place near to the popular area because it felt safer.	4.20	.484	High
5	I prefer expensive accommodation with complete safety features.	3.83	.791	High
6	I prefer cheap accommodation with basic security features.	4.00	.525	High
7	I think staying near a crowded area is safer.	4.07	.583	High
8	I do not feel that low quality accommodation has poor safety features	3.90	.845	High
9	I think high quality accommodation has good safety features.	3.93	.740	High

10	I feel that low quality accommodation do not necessarily have poor features	4.00	.587	High
Mean		4.03		

The overall average for this item is 4.03. The highest mean item was 4.33 which is item 1 which states that travelers make sure that the accommodation selected is of good quality. Meanwhile, the lowest mean item is 3.90 for item regarding tourists do not feel that low-quality accommodation has poor safety features. However, it's still at a high level. Table 2 shows the mean value of the item of negligence.

Table 2: Local Tourists Perception of Safety Practices in Terms of Negligence in Malacca City.

No	Item	Mean	Std Deviation	Interpretation
11	I get to the destination easily.	4.13	.346	High
12	I feel that the vehicles are safe.	4.03	.490	High
13	I feel the transportation network at the holiday destination is very extensive.	4.00	.525	High
14	I find that many types of transportation such as bus, taxi, grabcar and <i>beca</i> make it easy to move from one place to another.	4.07	.583	High
15	I feel that good transport networks can shorten travel time.	4.10	.481	High
16	I prefer public transport or grabcar over my own drive because of the ease of access.	3.30	.794	Medium
17	I find the city structure simple, making it easy for tourists to find a destination.	4.10	.409	High
18	I feel that many road signs make it easier for tourists to get to the destination, even by walking.	4.03	.490	High
19	I make sure the vehicle is safe.	4.20	.484	High
20	I think fares of transportation are reasonable.	3.77	.679	High
Mean		3.97		

The item with the highest mean value is item 19 with the tourist statement making sure the vehicle's condition is safe. This item has a mean value of 4.20 with a high level. The item with the lowest mean value is item 16 with the tourist statement preferring public transport or grabcar rather than self-driving because of its easy accessibility. This item has a mean value of 3.30 with a simple level. Therefore, the overall mean for these items is 3.97. Table 3 shows the mean value of the item of enforcement.

Table 3: Local Tourists Perception of Safety Practices in Terms of Enforcement in Malacca City.

No	Item	Mean	Std Deviation	Interpretation
21	I have knowledge of the enforcement in tourism industry in Malaysia.	3.63	.556	Medium
22	I feel that the safety of tourist is assured by enforcement.	3.93	.365	High
23	I find tourist information services such as police assistance and concierge is more safe.	4.00	.587	High
24	I feel that enforcement such as applying license for accommodation makes a stay feel safer.	4.13	.507	High
25	I feel that licensed for tour guides make the tour service more reliable.	4.20	.551	High
26	I feel that enforcement allows changes in the level of security to be made in the affected tourist areas.	4.10	.403	High
27	I feel that a licensed for travel agency makes me feel more secure.	4.17	.461	High
28	I feel that enforcement is good for tourists.	4.20	.484	High
29	I feel safer because of enforcement.	4.23	.504	High
30	I feel that a certain destination as a top option because of the enforcement.	4.10	.481	High
Mean		4.06		

The mean of the whole item is 4.06. The highest mean item was item 29 with the statement of tourist feeling safer due to enforcement with a mean value of 4.23 with high level. Meanwhile, the lowest mean was item 21. It stated that tourists had knowledge of the enforcement of the tourism industry in the City Malacca with a mean value of 3.63 with a moderate level.

Discussion on Perception of Local Tourists Perception of Safety Practices in Terms of Accommodation in Malacca City

The total mean for the first study question was a high 4.03. This shows that local tourists are aware of safe lodging practises. The conclusions of this first study question are supported by Ithnin's (2008) findings in Tourism Perceptions of Tourism Wellness (Case Study: Kuala Lumpur and Johor Bharu). According to the study's conclusions, safe areas are extremely significant in tourism. As a result, researchers have similar perspectives and beliefs. That is, a safe location or lodging will attract the greatest amount of tourists.

Furthermore, the study's findings revealed that the highest mean value for this question was 4.33. According to the statement, travellers ensure that the lodging they choose is of high quality. This also demonstrates that local tourists are concerned about the safety of the accommodations they select. Tangavello et al. agree with this view (2017). He stated that safety and security are recognised to play a vital part in influencing a tourist's decision on their preferred vacation destination.

The lowest mean, on the other side, is 3.83, with the statement that tourists choose pricey accommodations with complete security features. According to this assertion, travellers favour low-cost lodging. This is reinforced by Azlie in the Berita Harian (2019), which offers low-

cost lodging with high-quality service and a strong sense of tourism attractiveness. Take, for example, Airbnb. Aspects of accommodation security are also included in good service quality. According to the security's experience, the Airbnb offered during a stay was good and, in addition to the offered price, a viable option.

Local Tourists' Perceptions of Safety Practices in Malacca City in Terms of Accessibility

For second study question, the overall mean is 3.97. This demonstrates that the easy access to the tourist destination is in good condition. The transportation system and the convenience of travelling to the destination are excellent. The findings of Anuar, Ahmad, Jusoh, Hussain, Buang, and Samsir (2014) in "Establishing a Tourist Friendly Destination Based On a Domestic Tourist Perspective" back up the conclusions of this study. The study's conclusions reveal that the infrastructure and superstructure components are critical. Accessibility, according to researchers, is equally vital in traveling activities.

Furthermore, the study's data revealed that the highest mean for the item is 4.20 with the statement, tourist ensuring the vehicle was safe. This assertion is consistent with Winter et al.'s transportation system hierarchy (2001). This hierarchy is based on Maslow's Hierarchy of Needs. According to the hierarchy, transportation users will prioritise safety and protection while selecting a mode of transportation or vehicle.

The lowest item mean, on the other hand, is 3.30, with the statement that tourists choose public transportation or grab cars over self-driving due of their ease of access. This remark has the least meaning because local tourists like driving on their own. According to Mohamed (2010), Malaysians are more inclined to drive private vehicles from one location to another. This is also evident when the road network system is comfortable and convenient for travel, allowing the majority of domestic tourists to feel more at ease driving on their own.

Local Tourists' Perceptions on Malacca City's Safety Practices in Terms of Enforcement

The third study question overall mean is 4.06. This demonstrates that travellers value tourism enforcement. Tangavello et al. (2015) also stated that tourism service providers must be more attentive, proactive, and consistent in offering security processes and measures to ensure a safer holiday.

Furthermore, the study's findings revealed that the highest mean for item was 4.23, with the statement of tourists feeling safer as a result of enforcement. Existing law enforcement provides tourists with a sense of security. A patrol undertaken by the Malaysian Civil Defense Forces (APM) around Kuala Lumpur is one example. The patrol's purpose is to keep tourists safe. Kuala Lumpur City Hall was in charge of the patrolling (Harian Metro, 2019).

The lowest item mean, on the other hand, was 3.63 with the statement of tourists' knowledge of the tourism industry's enforcement in Malacca City. This suggests that tourist awareness of law enforcement is still poor. This is evident when basic travel safety standards are frequently used for public safety. Travelers are also frequently reminded to obey all safety guidelines in order to avoid having undesired items (Leh, 2016). It also demonstrates that travellers are still uninformed of the laws governing law enforcement in the tourism business.

Conclusion

In conclusion, the findings of the study can be resolved that the perception of local tourists towards accommodation, accessibility and enforcement in the tourism industry in the Malacca City is high. The findings of this study are also expected to provide a clear view of the safety practices of tourism industry in the Malacca City.

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