



SAFETY, SECURITY AND RISK MANAGEMENT

in Tourism

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CHAPTER 1

AN OVERVIEW OF SAFETY, SECURITY AND RISK MANAGEMENT IN TOURISM

Velan Kunjuran

1.1 Introduction

Over the years, tourism has offered excellent benefits to countries around the world mainly on the perspective of economic growth. The survival of tourism is due to the tourist arrivals to destinations that offer a variety of tourism products. Tourist arrivals for the last few years are booming and will continue to increase in the coming years. Accordingly, the global tourism shows an increase in tourist arrivals to the world tourist destinations. Based on The Travel & Tourism Competitiveness Report 2019, the tourist arrivals to the world destinations was recorded at 1.4 billion in 2018. Menon & Wolff (2019) claim that tourist arrival data recorded in 2018 is 'two years before it was predicted to do so' (The Travel & Tourism Competitiveness Report 2019). Realizing the potential of tourism as an economic and social development tool, many developed and developing countries are aggressively promoting their available resources through tourism to boost economic growth.

In the Asia Pacific context, The Travel & Tourism Competitiveness Report 2019 indicates that the Asia Pacific region is the second most competitive region in terms of travel and tourism. One of the main reasons for such achievement is due to the natural and cultural resources. The abundance of natural and cultural resources is the main attraction for tourists to visit. On the other hand, good and impressive infrastructure is another privilege for tourism to survive in the Asia Pacific region. A good transport infrastructure in the region allows the tourism in the Asia Pacific region to be attractive and show tremendous improvement since 2017. It is vital for the tourism stakeholders in the Asia Pacific region to continue developing and enhancing the performances of the transport system to ensure that the tourist arrivals remain steady in years to come.

However, the tourism is a fragile industry, one which is facing uncertainties to perform well due to safety and security issues. Over the past few years, the tourism industry has been undermined by the safety and security issues (Breda & Costa, 2005) and it becomes a challenge for the states to ensure the stability especially in terms of security (Radovic & Arabska, 2016). Several areas such as crime, terrorism, natural disasters, and food safety are among the concerns within the safety and security domain. The safety and security issues in tourism have been given serious attention by the academics and practitioners due to the growing phenomenon of safety and security incidents that happened in the tourism industry which may hamper the potential of tourism as a development tool for many local economies and communities. The most visible incident was the September 11th event that made the world aware on the importance of safety and security especially in the tourism industry. Moreover, terrorism attacks in certain parts of the world have enabled the tourism industry to shift the paradigm where safety and security issues are now the key concerns for travellers (Breda & Costa, 2005). Tourism related safety and security issues have become a central debate among both national and international communities (Tarlow, 2014) and still persist. The safety and security in the tourist destinations have now become a main attention by all governments in the world to ensure that the revenues from tourism are stable and for tourists to feel safe during their vacation.

and experience that will enhance the current body of knowledge related to the safety and security in tourism. An academic book by Tarlow in 2014 suggested some basic concepts, issues, and case studies related to the safety and security in tourism. However, the author did not comprehensively address the issues of safety and security in tourism in Malaysia and other developing countries. Therefore, this edited book aims to compile the knowledge and experience by scholars working in the field of tourism security in order to help the tourism stakeholders to learn, adapt, and integrate the knowledge in the development of relevant policies and plans. The main purpose of this edited book is to acknowledge the fact that the safety and security issues in both developed and developing countries need to focus on the inclusiveness of all stakeholders to contribute towards sustainable tourism development.

1.2 Main Concepts and Issues

Safety and security in tourism

It is undeniable that safety and security in tourism cannot be paid 'light' attention because tourism is unable to survive without safety and security concerns in tourist destinations. In addition, safety and security has also been acknowledged as one of the five major forces that drive the tourism industry (Chauhan, 2007). As noted earlier, it is too challenging a task to any country to safeguard the safety and security in tourist destinations which is the main criteria for sustainable tourism development. To further, we need to understand the terms 'safety' and 'security' in tourism perspectives – as they are often viewed with some negativity. Tarlow (2014) has explained these terms well, in a practical manner and with logical justification. In tourism literature, several terms such as "safety", "security" and "surety" to refer to destinations which are free from unwelcomed events, which would subsequently affect the tourist arrivals and economy. However, logically, the rule of thumb is that everything made by human beings can also be destroyed by human beings and it is never 100 per cent total security (Tarlow, 2014). Tarlow (2014) also linked this to risk management as an important field of study to be considered by the tourism professionals. In this book, to provide consistency, the terms 'safety' and 'security' are used interchangeably to present the content.

Many tourism researchers have written about the relationship between crime, terrorism to tourism and its overall impacts to the tourism industry (Chauhan, 2007). The most common threat to the tourism industry is terrorism act which brings adverse impacts to the tourism industry. The post 9/11 incident has alerted the world and her citizens to pay attention to the safety issue particularly to tourism industry. Terrorism can be seen as the biggest threat to cause profound impacts to the destination image (Breda & Costa, 2005). Several studies have claimed that terrorism act has brought negative impacts to the tourism industries in world tourist destinations. For instance, a study by Feridun (2011) examined the causal impact of terrorism on tourism in Turkey based on Autoregressive Distributed Lag (ARDL) bounds test. The study revealed that tourism is in a long-run equilibrium level relationship with terrorism. Also, the study claimed the existence of a negative causal effect of terrorism on tourism (Feridun, 2011, p. 3353). Another study by Arana and Leon (2008) found that terrorism act which happened on September 11, 2001 significantly decreased tourists' utility for those deciding upon travel plans for a set of Mediterranean destinations and the Canary Islands. In the context of Malaysia, the major events like Sept 11, and war in Afghanistan induced downward spikes in visitor arrivals (Edmonds & Mak, 2006). Such events were considered as threats to the continuous growth of the Malaysian tourism industry.

On the other hand, disease outbreak can be considered as one of the major events which may affect the tourism performance to any countries in the world. Currently, the COVID-19 pandemic has brought adverse social and economic impacts. COVID-19 pandemic badly affected Malaysia's dream as 2020 travel destination and expected income from the tourism dematerialize. Due to the COVID-19 pandemic, Malaysia was forced to shut down tourism and banned entry for both domestic and international tourism. Due to the health concerns and future tourism sustainability, the Malaysian government has imposed the Movement Control Order (MCO) for preventing the potential spread of disease within the country. The imposed MCO which began on 18th March 2020 has furthered

several phases to control the dissemination of COVID-19 within the country as presented in Table 1. Having these phases, the government also ordered several precaution measures to curb the COVID-19 pandemic risks among the public, (1) frequently clean hands with soap and water or apply sanitizers, (2) cover mouth and nose with flexed elbow or tissue when coughing and sneezing, and (3) if experiencing fever one should immediately consult the doctor for treatment. The lockdown imposed by the Malaysian government to prevent the outbreak somehow brought negative impact to the many sectors and many were concerned about the survival rate of their companies and businesses. Even the small and medium enterprises in Malaysia announced that they expect zero cashflow over the next three months (April-June) due to the lock down.

Table 1.1: MCO phases imposed by Malaysian government

Levels	Timeline	Category of MCO
Phase 1	18-31 March 2020	Movement Control Order (MCO)
Phase 2	01-14 April 2020	Movement Control Order (MCO)
Phase 3	15-28 April 2020	Movement Control Order (MCO)
Phase 4	29 April to 3 May 2020	Movement Control Order (MCO)
Phase 5	4 May to 11 May 2020	Conditional Movement Control Order (CMCO)
Phase 6	12 May – 9 June 2020	Conditional Movement Control Order (CMCO)
Phase 7	10 June 2020 - 31 August 2020	Recovery Movement Control Order (RMCO)
Phase 8	1 st September 2020 - 31 st December 2020	Recovery Movement Control Order (RMCO)

Risk management in tourism

Generally, risk is something unavoidable and present in every human life (Papaioannou & Shen, 2018). Risk is subjective in nature and no one could predict its presence. Berg, (2010 as cited in Papaioannou & Shen, 2018, p. 225) notes that risk “is an expression of the likelihood and impact of an event with the potential to influence the achievement of an organisation’s objectives”. Interestingly, it is suggested at a minimum rate, relevant qualitative and quantitative analysis are required to understand the risks or major threats faced by the organization if such organization fails to achieve the objectives (Papaioannou & Shen, 2018). The author also agrees to above statement where risks are multidimensional and suitable studies are needed to find possible solutions. Organizations often strive to minimise the risks and thus risk management plays a vital role in achieving the organizations’ predetermined objectives. Risk Management (RM) thus refers “to the coordinated activities that an organisation takes to direct and control risk” (Papaioannou & Shen, 2018, p. 226). Thus, RM can be understood as the appropriate course of action to overcome future risks by any organization.

In the context of tourism, RM may play a pivotal role to manage the unexpected risks occur within organization and can be both internal and external related issues. Tourism businesses or ventures are not exceptional from risk threats because they involve many parties, especially the operators and tourists. The risks can occur in many forms such as terrorist attacks, political unrest, natural disasters and healthrelated incidents (Papaioannou & Shen, 2018). These

objectives as well as ensure the sustainability. In order to ensure the to minimise the risks in any organization, several tips were outlined as presented in Figure 1.1.

Figure 1.1: Ten tips how to deal with risks



5. Train staff

6. Test plan

7. Provide clear and honest crisis communication

8. Keep informed about possible negative travel advice

9. Revive business after a crisis

10. Reposition the business after a crisis

This edited book contains eleven chapters that focus on the issues on safety and security in the tourism industry. Several important concepts, a shift of modern paradigm in the safety and security of tourism, theories, and empirical findings are presented by the contributors. Chapter One contains the introduction of the edited book explaining the content of every chapter in brief. The rationale and purpose of the book are also indicated as a reference for future researchers in a similar field. Chapter Two discusses the underlying issues of the risk perception theory and its limitation in the tourism and hospitality industry context. The discussion briefly explains the debate on safety and security with more focus given to terrorism. A substantial number of studies related to the safety and security in the tourism and hospitality fields was initially conducted by the senior scholars in tourism and in this chapter, the author has done a review about their contributions to the body of knowledge. Similarly, Chapter Three presents a review on the safety and security in tourism based on previous literature. Several concepts are discussed by the author to explain the underlying issues in the safety and security in tourism. The main objective of this chapter is to highlight the need for safety and security factors for tourists especially in India and showcase the prospect of the risks concerned towards foreign tourists.

Meanwhile, Chapter Four touches on the medical tourism development in the Malaysian and ASEAN context emphasizing on the opportunities and threats. Several fundamental issues on healthcare system, opportunities, threats, and medical tourism in Malaysia and ASEAN are reviewed by the author. Medical tourism in Malaysia is booming nowadays and forms one of the hot topics related to the safety and security in the tourism field. In this chapter, several enhancement and competitive strategies are outlined for countries which offer medical tourism. Next, Chapter Five discusses the main topics revolving around risk management and post disaster consumption. In addition, the chapter also explains the problems, limitations, and opportunities of tourism management in several high-risk countries. The author proposes a model to understand the tourism crises by reviewing published scholarly works which may assist future researchers within the field. Chapter Six theoretically explains the progress of safety and security in the tourism market of ASEAN and China. It is well-known that ASEAN in the late 1980's has attracted massive interest in Foreign Direct Investment (FDI) to ASEAN member countries with the aim of elevating the status from less developed countries to developing countries. Tourism has contributed to the growth and becomes one of the main revenue generators for ASEAN countries. The author made an attempt to address the safety and security concerns in the ASEAN market by incorporating Chinese travellers and the ability of safety and security to be utilized as the country destination positioning.

Next, Chapter Seven contains a brief introduction to the taxonomy of theory with emphasis given on the biohazards and viral risks in tourism as application. Tourism is no longer the safest industry due to the many pandemics faced by the world in the past years. The purpose of the chapter is to give basic information on the biohazards and viral risks in tourism for the public to understand its consequences. It would be helpful for future researchers to extend the study by applying the taxonomy of theory in the context of the safety and security in tourism. Chapter Eight made an attempt to address the knowledge gap on the safety and security issues in the community-based tourism scholarship. Community-based tourism projects within rural areas in developing countries are not free from hassle especially concerning safety and security. Several published articles have raised this concern and the author has conceptually reviewed the literature in order to address the knowledge gap. The author reviewed several concepts around the topic and linked their relationships to the safety and security issues in community-based tourism. In relation to this, Sustainable Development Goals (SDGs) is a global agenda which also focuses on the safety and security issues in tourism. Accordingly, community-based tourism in developing countries is facing numerous challenges especially in the safety issues of the tourists, community, as well as the destination itself. Thus, empirical research is needed to identify the causes, safety issues, and strategies to overcome in order to ensure the sustainability of the projects in rural destinations. The chapter also proposes that more scientific research is needed by tourism scholars to find ways on overcoming the identified problem.

Chapter Nine conceptually identifies the risk, safety, and security regarding the current health and safety issues at disastrous events that have the potential to place the tourism industry in danger. It discusses the theoretical frameworks and theories related to safety and security within the tourism industry. Results reveal that the tourism

disastrous events, by suggesting solutions, which emphasise on the chaos theory and other frameworks to enhance the planning and collaboration. On the other hand, Chapter Ten uniquely presents the evidences that advocate the influence of political instability to the Dutch tourists' image and, consequently, intention to (re)visit Brazil. This study contributes by filling the literature gap on how political instability might influence the image of Dutch tourists regarding Brazil and, therefore, their intention to visit the country. A quantitative research was carried out through online survey with two samples of Dutch citizens, one who has been to Brazil before and another who has never been to the South American country. Results conclude that for both samples, the impressions of the Dutch regarding reputation and social concern is the most relevant component that affects their intention to visit or revisit.

Finally, Chapter eleven is the concluding chapter which discusses the importance of safety, security, and risk management in tourism from the view point of the editor. As noted earlier, the safety and security in tourism is a debated topic among scholars with the aim to provide suggestions and solutions to curb the problems faced by many countries. Most recently, the world is shaken by the pandemic called novel Corona Virus or better known as COVID-19. Almost all sectors are badly impacted by the pandemic including tourism. The major world organizations have been called to respond and mitigate the impacts. Accordingly, the United Nation World Tourism Organization (UNWTO) acknowledges that the outbreak of COVID-19 badly influences and impacts both travel supply and demand. Such outbreak leads to the weaker world in terms of economy, geopolitics, social, and trade tension among countries. In terms of travel concern, as of 13 March 2020, UNWTO estimates that the global international tourist arrivals in 2020 could decline between 20 per cent to 30 per cent from an initial estimated growth of 3 per cent to 4 per cent forecast in early January 2020.

In order to respond to the impacts from COVID-19, several risk management strategies were proposed by the UNWTO such as financial and political support for recovery measures for countries that are badly affected by the outbreak, recovery measures and incentives to be introduced with the coordination by the international development and donor organizations, and call for the tourism support to be included in the wider action plans (unwto.org). Thus, the relevant issues behind the safety, security, and risk management in tourism should be sought empirically to inform the public and relevant stakeholders on the importance of safety and security in tourism. This particular edited book is timely for publication in order to expand the current body of knowledge on the safety and security in tourism studies.

1.4 Conclusion

The book will focus on issues related to safety, security and risk management in tourism in developing countries by the scholars. All the perspectives presented in this book are solely based on authors' experiences and their scientific research materials. A holistic approach adopted in this book, focusing on safety and security in risk management in tourism will provide readers the general understanding regarding the topics presented and provide them new knowledge. This chapter discussed the main concepts adopted in this book based on the editor's understanding and knowledge related to the field of study concerning safety, security and risk management in tourism. Moreover, a summary of chapters are also presented, to allow the readers to get a glimpse of the contents in the chapters.

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Editor Biography



Dr. Velan Kunjuraman is currently affiliated with Universiti Malaysia Kelantan (UMK) Malaysia as a senior lecturer. He has received his PhD at Universiti Malaysia Sabah, East Malaysia. Dr. Velan Kunjuraman has been teaching a variety of subjects in the tourism field including Tourism Planning and Development, Tourism Product Development, Tourism Marketing and Heritage and Cultural Tourism. His research interests are in Sociology of Ecotourism and Community Development, seaweed cultivation and homestay programme, community-based ecotourism, tourism planning, and tourism impacts. He has numerous awarded publications, research projects, presentations in national and international conferences since 2013.



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