THE EFFECTS OF CRIME ACTIVITIES ON TOURISM INDUSTRY: EMPIRICAL EVIDENCE FROM KWAZULU-NATAL PROVINCE, SOUTH AFRICA

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Abstract.

This study focuses on crime activities on tourism industry, focusing on KwaZulu-Natal (KZN) Province, Durban of South Africa. The main objective of this study was to determine the effects of crime on tourism within the identified study area. This study adopted the empirical research design, aided with qualitative research approach. Three (03) Law Enforcement Agencies (LEAs) and 03 business owners were purposively selected to form part of structured Key Informant Interviews (KIIs) for data collections. The results indicate that although mechanisms to combat crimes in the KZN Province, Durban inner city specifically, various crimes continue to occur, these pose uncontrollable threats and strongly dents this industry. It was also revealed that visitors reluctantly revisit Durban after witnessing robbery and other scenes of criminal acts and the selected businesses either face closure or relocation, this often result to these businesses suffer detrimental financial losses. Therefore, this study recommends that tourism industry, including business communities in Durban inner city, as well as hospitality sector and public members should work urgently collaborate to find innovative lasting solutions. It is also necessary to bolster the local South African Police Service Visible Police (SAPS VISPOL), for patrolling and offering efficient plans ahead to control large crowds at popular holiday spots in Durban. The coordination between Durban's tourism industry and LEAs remains essential to improve existing crime combating, investigation and prevention methods.

Keywords: Crime activities, Durban inner city, Effects, Empirical evidence, KwaZulu-Natal Province, Tourism industry, South Africa

INTRODUCTION

South African Tourism [SAT] (2019) indicates that tourism is the fastest growing industry globally and has been a key contributor to economic development. Security and safety are considered core factors in determining the competitiveness of tourism destinations. George and Booyens (2014) highlight that keeping tourists safe and secure is essential for the growth and development of the tourism industry. In the event that a tourist feels unsafe at a destination, their behaviour will contribute to the formulation of negative destination images, resulting in the decline of tourism in that area (Donaldson & Ferreira, 2009:17; and Phori, 2017). South Africa continues to attract an increasing number of tourists, but the level of crime has been causing serious concern (Moyo & Akanbi, 2013:357). Recher and Rubil (2020) show that as a result of crime, the destination's reputation may also be tainted and future visits to the destination could be discouraged.

According to SAT (2015), the KZN Province is one of South African provinces known for its beautiful, scenic and natural landscape that attracts both domestic and international tourists. However, tourism is hampered by crime, which discourages visitors from visiting KZN (Linda & Nzama, 2020; Lisowska, 2017; and Nkosi, 2010). Previous international and local studies examined the relationship between crime and tourism in many ways. Among those, Sönmez and Graefe (1998) show that generally, tourists will choose a destination they perceive as being less dangerous. Pizam (1999) indicates that tourism perceptions of safety and security in a particular destination are affected by

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crimes with a potential risk to personal safety. Ferreira and Harmse (2000) allude that a tourist's decision-making process revolves around the safety and security of his or her destination.

Goodrich (2002) highlights that a negative image formed through a lack of safety and security can harm the tourism industry by causing negative word-of-mouth marketing, no matter how many first-class attractions are available at the destination. In addition, George (2003) provides that security issues become important to the viability of many tourist destinations because tourists want to feel safe while visiting. A number of studies in South Africa have addressed similar topics, such as Chili (2018), Delhouzie (2005), Ferreira (1999), Ferreira and Harmse (2000) and Perry and Potgieter (2013) establish that South Africa is perceived as having high crime rates by both tourists and locals, and safety and security in a destination have direct and indirect impacts on tourists' behaviour. On the other hand, studies conducted by Chaturuka, Duffett and Haydam (2020), George (2003), Linda and Nzama (2020), as well as Phori and Mbali (2020) reveal that a crime in South Africa has been witnessed or experienced by a relatively high number of international and local tourists. Mostly recently, Malleka (2021) observed that age, gender, nationality, awareness, the type of travel party, and travel experience are some of the socio-demographic variables that influence safety and security perceptions.

LITERATURE REVIEW

Countries on global crime rankings

In South Africa, the rate of crime is highly increasing day by day, leaving society fearful and without answers (Mathuthu, 2019). The data provided on Table 1 ranks countries based on their Crime Index, highlighting regions with the highest levels of criminal activity.

Table 1: Countries listed in the global crime rankings

Country	Crime Index
Venezuela	82.1
Papua New Guinea	80.4
Afghanistan	78.4
Haiti	78.3
South Africa	75.5
Honduras	74.3
Trinidad and Tobago	70.8
Syria	69.1
Guyana	68.8
Peru	67.5

Source: World Population Review (2024)

According to World Population Review (2024), Venezuela tops the list of the global Crime Index, with 82.1, indicating extremely high crime rates, followed by Papua New Guinea and Afghanistan with indexes of 80.4 and 78.4, respectively. Haiti (78.3) and South Africa (75.5) also feature prominently, underscoring severe crime challenges. Latin American countries like Honduras (74.3), Trinidad and Tobago (70.8), and Peru (67.5) demonstrate significant crime issues in the region. Syria (69.1) and Guyana (68.8) round out the list, reflecting persistent security concerns. This data underscores the global nature of high crime rates, with notable concentrations in Latin America and conflict-affected regions.

South African cities featured in the global Crime Index

Table 2 highlights the prevalence of high crime rates in various cities around the world, with a particular emphasis on South African cities. According to Business Tech (2024), five (5) out of the top ten (10) cities with the highest Crime Index are located in South Africa. This underscores the significant crime challenges faced by the country and reflect a global distribution of high crime rates but with a notable concentration in South Africa.

Table 2: South African cities on the global Crime Index

Rank	City	Crime Index
1	**Pietermaritzburg, South Africa**	**82.5**
2	**Pretoria, South Africa**	**81.9**
3	Caracas, Venezuela	81.7
4	Port Moresby, Papua New Guinea	80.9
5	**Johannesburg, South Africa**	**80.8**
6	**Durban, South Africa**	**80.6**
7	**Port Elizabeth, South Africa**	**77.7**
8	Rio de Janeiro, Brazil	77.5
9	Salvador, Brazil	76.6
10	Memphis, TN, United States	76.5

Source: Business Tech (2024)

The data on the global Crime Index highlights a significant presence of South African cities among the top ten most crime-affected areas. Pietermaritzburg leads with a Crime Index of 82.5, making it the highest in the world. Pretoria follows closely with an index of 81.9, indicating a severe crime situation. Johannesburg, Durban and Port Elizabeth also feature prominently, with indexes of 80.8, 80.6, and 77.7 respectively. These statistics emphasize that five out of the ten most dangerous cities globally are in South Africa, reflecting a widespread and critical issue of crime within the country. The remaining cities in the list include Caracas, Venezuela; Port Moresby, Papua New Guinea; Rio de Janeiro and Salvador, Brazil; and Memphis, TN, United States, with the Crime Index ranging from 81.7 to 76.5. This comparative data illustrates the global distribution of high crime rates, with a particularly alarming concentration in South Africa.

Crime rates in South Africa

Violent crime continues to be a threat in South Africa, with the majority of crimes being opportunistic in nature. According to Overseas Security Advisory Council [OSAC] (2020), common crimes include murder, rape, armed robbery, carjacking, home invasion, property theft, smash and grab, and ATM robbery. Among major crimes in South Africa, armed robbery is the most common, most often involving organized gangs armed with handguns and/or knives. Table 3 shows perceptions of tourists about specific types of crime that people are most cautious of. The instances of all types of crime are categorised between 'moderate' and 'very high', attaining 'very high' in most of them. This data provides a comprehensive overview of the current crime situation, highlighting various aspects and levels of concern within the communities in South Africa.

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Table 3: Crime rates in South Africa

Perceptions on specific types of crime	Crime Index	Levels
Level of crime	82.11	Very High
Crime increasing in the past 5 years	82.13	Very High
Worries of home being broken and things stolen	74.83	High
Worries of being mugged or robbed	76.59	High
Worries of car stolen	70.78	High
Worries of things from car stolen	75.74	High
Worries of being attacked	70.14	High
Worries of being insulted	59.82	Moderate
Worries of being subject to a physical attack because of your skin colour, ethnic origin, gender or religion	59.02	Moderate
Problem of people using or dealing drugs	72.31	High
Problem of property crimes such as vandalism and theft	77.17	High
Problem of violent crimes such as assault and armed robbery	79.89	High
Problem of corruption and bribery	83.23	Very High

Source: Numbeo (2024)

The provided data indicates significant concerns about crime and safety. According to Numbeo (2024) crime perception index, the overall crime level is rated very high at 82.11, with a similar perception that crime has increased over the past five years, scoring 82.13. Personal safety concerns are also high, with worries about home break-ins and theft (74.83), mugging or robbery (76.59), car theft (70.78), and theft from cars (75.74). Additionally, there is a high level of worry about being attacked (70.14). Social tensions are moderate, with worries about being insulted (59.82) and subjected to physical attacks due to skin colour, ethnic origin, gender, or religion (59.02). Specific crime problems include a high concern about drug use and dealing (72.31), property crimes like vandalism and theft (77.17), and violent crimes such as assault and armed robbery (79.89). Corruption and bribery are perceived as very high problems, with the highest index at 83.23. Overall, the data reflects a community deeply concerned about various aspects of crime and safety, with notable emphasis on high crime prevalence, increasing trends, and widespread corruption.

Crime and tourism in South Africa

Having held democratic elections for the first time in 1994, South Africa has earned the reputation of being one of the most dangerous countries in the world (George, 2003:565). Steyn, De Beer and Fouche (2009:98) shows that visitors to South Africa are likely to be discouraged by the high levels of crime in the country. Throughout the world, crime committed against tourists has become a major threat, especially in popular tourist destinations (Nkosi 2010:77). Despite an increase in tourists visiting South Africa, there have been grave concerns raised about the crime situation in the country. Magi (2001:2) shows that as tourism grows and develops throughout the world, one of the most dominant and persistent perspectives is the recognition that crime safety and security will play a crucial role in tourism success. In the media, South Africa is considered the world's rape capital and is listed among the world's most violent nations outside a war zone (Ferreira & Harmse, 2000:84). Consulted studies by the researchers shown that there is a negative relationship between crime perceptions and tourism demand (George, 2003:575). This may be because crime perception is a major factor in the decision-making process, and tourists will choose the safer destination when given the choice between two destinations with similar attributes (Sönmez & Graefe, 1998:112). During

September 1997, when Cape Town learned that it had lost the bid to host the 2004 Olympic Games to Athens, it did not come as a surprise. The crime situation in South Africa at that time, more particularly in the Cape Peninsula, played a role in the International Olympic Committee's (ICO) decision not to give the 2004 Olympic Games to Cape Town (Why Cape didn't win Olympic bid 1997:25). Subsequently, several tourists may develop a negative image toward a destination, particularly if they feel that their safety is in question (George 2003:49). The tourism demand may be reduced as prospective visitors are discouraged from visiting the destination due to its negative reputation and tourists may not recommend or return based on their experiences at the destination (George 2003:49).

George (2002) (in Nkosi, 2010:76) indicates that both domestic and international tourists are discouraged from visiting scenic popular destinations because of their perception of high crime rates reported by the media. Criminology describes crime as a universal social phenomenon because it affects people's safety, personal well-being, and social order. It is difficult to obtain reliable statistics on crime against tourists, but there have been some media reports about crimes committed against tourists in South Africa. Guardian Liberty Voice (2014) reports that in May 2014, 30 United States (US) students, tourists from Stevenson University in Maryland, cut short their 5-week tour of South Afica after their bus was attacked on second day in Pretoria and everyone was robbed of passports, money, electronics and other personal belongings.

As reported by the eNews Channel Africa [eNCA] (2015), a 39-year-old US tourist was murdered in her Camps Bay hotel in July 2015. On the 13 November 2010, Anni Dewani, a Swedish woman of Indian origin was murdered while on her honeymoon in Gugulethu, Cape Town after the taxi she and her British husband, Shrien Dewani, were travelling in, was carjacked. According to Richards (2007:63) tourists have been found to be susceptive to crime for various reasons, sometimes by chances (being in the wrong place at the wrong time), or because they are purposely targeted by local criminals. For illustrations, Table 4 shows a summary of studies conducted in relation to crime and tourism in South Africa. From the global, sub-Saharan Africa and local literature reviewed, it has become clear that there is a dearth of literature that relates to the mechanisms that are used by local municipalities to combat crime to enhance the safety and security of tourists (Linda & Nzama, 2020).

Table 4: Notable crime and tourism studies in South Africa

Study	Findings	Recommendations	Cited author(s)
Crime: A threat to tourism in South Africa	Gauteng and KZN Provinces are perceived by foreign tourists to be the most 'unsafe' areas in South Africa.	International experience has shown that tourist safety cannot simply be the responsibility of the police. Creative solutions, relying on the cooperation of the business community, the hotel industry and the general public, are also necessary.	Sanette and Ferreira (1999)
Crime and tourism in South Africa: International tourist perception and risk	Although crime is an international problem, violent crime, as is the case in South Africa, is a big deterrent for tourists.	Policing can, and has to be stepped up still further. Plans need to be devised to prevent the build-up of large crowds at a few holiday destinations.	Ferreira and Harmse (2000)
Tourist's perceptions of safety and security while visiting	Participants had reasonably positive	Tourism industry and LEAs co-ordinate efforts	George (2003)

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Cape Town	perceptions of safety and security, although they felt unsafe going out after dark and using the city's public transport.	to improve crime prevention measures in Cape Town.	
Impact of crime on sustainable tourism growth in the Western Cape	Crime does affect residents and has a negative impact on tourists' behaviour, as visitors may be deterred from visiting a destination	Government should formulate comprehensive and constructive provincial policies in order to address the potentially detrimental impacts of crime.	Delhouzie (2005)
Crime and Tourism in South Africa	Tourists and locals perceive South Africa as having high levels of crime.	It is critical that actual as well as perceptions of crime and security are addressed in relation to different stakeholders such as locals, tourists and the tourism industry.	Perry and Potgieter (2013)
The impact of Safety and Security on the behaviour of consumers and tourism demand in South African Townships	Safety and security of a destination has direct impacts on the tourists' behaviour and an indirect one on its demand.	The government of South Africa needs to drive all the needed safety measures in order allay the fears of both domestic and international tourists.	Chili (2018)
Crime perceptions among international leisure tourists in Cape Town	A relatively high number of international leisure tourists had either witnessed or experienced crime in Cape Town.	A separate SAPS tourism protection unit should be established to help circumvent crime in Cape Town.	Chaturuka, Duffett and Haydam (2020)
Analysis of the perceptions of crime against tourists in Florida Road, Durban - Republic of South Africa	There is a perception that the number of tourists has decreased and the area is currently experiencing high level of theft of motor vehicles and theft out of motor vehicles due to lack of enough police support.	Authorities should focus on situational crime prevention measures. The measures which can help tourists' destinations to be safe and risks reduced include physical infrastructures such as police kiosk, as well as surveillance technology at intersections and the SAPS VISPOL	Phori and Mbali (2020)
Tourism Crime, Safety and Security Issues: The case of a Local South African Municipality	Even though there are some mechanisms in place, criminal activities continue occurring in and around *uMhlathuze*	Tourism organisations and the municipality should bring some safety measures and tourism crime awareness by organising workshops and	Linda and Nzama (2020)

	Local Municipality. Some of these criminal activities are not reported to the local authorities and are not known by the community members and thus downplayed.	seminars related to tourist's safety and security at different towns and villages of the local municipality, targeting youths.	
A city tainted by crime: visitors' perceptions on safety and security in Johannesburg	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.	To satisfy the safety and security needs of visitors, crime prevention strategies are recommended for the tourism industry, tourism stakeholders and law enforcement.	Thabisile Seipati Charity Malleka (2021)

Source: Researchers' illustrations (2024)

Most of the studies mentioned on Table 3 concentrated on biggest cities and metros, including townships where crime is rife. More than any other economic activity, the success or failure of a tourism destination depends on being able to provide a safe and secure environment for visitors. Based on findings and recommendations from these studies, it is clear that crime is still a serious problem in South Africa and it is negatively impacting on the growth of tourism.

THEORETICAL FRAMEWORK FOR CRIMES AGAINST THE TOURISTS

Various psycho-sociological theories in criminology have been developed in recent 38 years and therefore the study will be grounded on theories such as *Social Disorganisation Theory [SDT]* developed by Shaw and McKay (1942), *Hot Spot Theory [HST]* by Sherman, Gartin, Buerger (1989) and *Routine Activities Theory [RAT]* (Cohen & Felson, 1979) to look into crime activities on tourism industry. It is believed that tourism establishes an interactive relationship among different elements: the tourist, the place, local residents, and the tourism industry and services in general (Brás 2015:1). The rationale for using these 03 theories in this study was based on providing analysis to the relationship between various crimes in the tourism industry in the Durban inner city. This was initiated to better understand possible causes of criminal acts against tourists and related victimisations.

Shaw and McKay (1969:176) states that the *SDT* examines the relationship between crime rates and neighbourhood characteristics, and how these neighbourhood characteristics affect a neighbourhood's ability to institute social control for the prevention of crime. Among the characteristics of the neighbourhood are residential mobility, mixed land use, heterogeneity, a low income and high unemployment. There is little social control in these neighbourhoods, residents do

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not care about community matters or social institutions such as schools and attractions are weak and in disarray (Shaw & McKay 1969:178). As a result, crime thrives and gangs flourish in the neighbourhood, and the residents turn the other way, move away, or pay little attention at all to the issues. This theory advocates that various crimes are not caused by individual deficiencies, but by a community's inability to realise its common values and maintain effective social control as a whole. Sampson and Groves (1989:785) also shows that crime and disorder in the neighbourhood are primarily caused by insufficient supervision, inadequate community involvement, and a lower level of friendship and other social networking. Brás (2015:1) contends that tourism-related crimes can be largely traced to the ethnic and urban heterogeneity of destinations during specific seasons (Seasonality). It is evident that due to urban growth, communities may become socially disorganised, making it harder for them to exercise social control and to engage in socio-cultural activities with tourism, which may lead to increased criminal activity.

The *HST* suggests that there are places (Geographic areas) such as Florida Road in Durban where tourism activities converge (restaurants, bars, discotheques, attractions, transport hubs) and which are particularly prone to incidents of tourist victimisation. Crime hot spots are small areas with high crime densities (Chainey, Tompson & Uhlig, 2008:4). Sherman and Weisburd (1995:626) defines crime hot spots as those locations with a high level of crime, especially over the course of a year, in terms of frequency. This has been one of the most commonly used theories to study the relationship between tourism growth and crime. For example, the potential risk for a tourist in a crowd of 300000-day visitors to the Golden Mile (Durban) during the Christmas or Easter weekends is very high. Ryan and Kinder (1996:24) call these areas 'criminogenic' locations, where tourists and criminals converge, and where there is a greater exposure to risk and insecurity and, in most cases, an insufficient number of police to ensure the safety of tourists. This theory considers that in general, a set of conditions makes tourists easy targets for criminals: The accidental tourist (I.e. Being in the wrong place at the wrong time); The tourist industry provides victims (I.e. Due to lack of information about criminogenic locations), equally, tourists are seen as a specific target due to the ease of committing crimes and the low probability of getting caught; a criminal may consider a tourist to be a legitimate target because they are considered symbols of global capitalism, thus making crime against them even more justifiable.

The *RAT* was introduced to criminological literature by Cohen and Felson in 1979. Cohen and Felson (1979:591) introduced the idea that criminology can be explained by the convergence of a suitable target, a motivated perpetrator, and an incapacity to guard it in both space and time. The idea was that World War II caused a large number of housewives to leave the home in order to work in the absence of the men who were fighting in the war (Heiple, 2010:1). During that time period, the variation in crime was attributed to the sudden change in the everyday activities of individuals (Heiple, 2010:1). For example, due to the entry of housewives into the workforce, many homes fell victim to property crimes. In reference to Routine Activity Theory, home guardians no longer watch over homes, and with so many belongings inside, the home is an obvious target for crimes, and many criminals will just need the chance to commit a crime.

According to Brás (2015:3), crime is less likely or even impossible to commit if these elements are not simultaneously present. According to this analytical perspective, the 'crime triangle' is based on a suitable target (less vigilant tourists, with more money, who are less compliant with safety norms and frequent places where they are unaware of the potential danger); a likely offender; and the ineffectiveness of security measures to prevent criminal acts. Brás (2015:3) believes that this theory supports the hypothesis that when levels of security are inadequate or ineffective, a tourist area becomes vulnerable to crime because of the increase in tourists. Therefore, this theory supports the existence of four factors that make tourists more vulnerable to criminal acts: Values (I.e. Visible and quantity); Inertia (I.e. Lack of response from the local officials attached to the SAPS or other relevant LEAs); Visibility (I.e. Exposure of the tourist-target); and Access (I.e. Proximity and access to the tourist-target).

RESEARCH METHODS AND MATERIALS

As initially revealed, the objective of this study was to analyse the effects of crime activities on tourism industry in the Durban inner city. Therefore, the empirical research design was employed in this study. Mouton (2001:55) defines this research design as a procedure making use of lesser digits of a sample, while applying structured questions. Bhattacherjee (2012:35); and Singleton and Straits (2010:11) assert that this design is intended to answer certain questions, as posed by a study to identify the following 03 processes, namely: **1)** Process of collecting data, **2)** Instrument development process and, **3)** Processing of sampling. This research design was adopted in this study to establish skills, experiences and observations of selected participants on this subject. To this course, it was hoped that the local South African LEAs and businesses, combative, investigative and preventative capabilities will be enhanced, as acquiring of more knowledge, improved skills, methods and techniques in terms of effectively responding to various crimes on this industry will be witnessed and documented.

Furthermore, the qualitative research approach was used, Maharaj (2013:3) supports that this research approach gives selected participants opportunities to narrate their stories in their own words and understanding, in a natural setting (Maluleke, 2016:14). The researchers conducted Six (06) KIIs, with the purposively selected 03 LEAs and other 03 businesses, located at Florida Road, they all provided more details on criminal acts on tourism industry in the Durban inner city. The collected data was analysed using 'NVivo software package,' findings of this study were coded to establish connections and generate the identified themes, while addressing the objective of this study. This software helped to organise and analyse non-numerical or unstructured data. NVivo allowed the researchers to classify, sort and arrange information; examine relationships in the data; and combine analysis with linking, shaping, searching and modelling. The researchers were also tested the presented 03 theories, to identify trends and cross-examined information in a multitude of ways.

IDENTIFIED STUDY THEMES AND DISCUSSIONS
The types of crime committed against tourists

Tourists may be victims and vulnerable to crimes such as theft, physical and sexual assault, credit card fraud, and fraudulent scams. When interviewing different participants, majority of them indicated that there are certain crimes, which have become so common in the area. This includes petty pick-pocketing, bag-snatching and theft of motor vehicles and theft out of motor vehicles as indicated on Table 5. One restaurant manager responded by stating the following in verbatim: *"The most common crimes in Durban are theft of motor vehicles and stealing out of motor vehicles along the street."*

Table 5: Thematic results of types of crime committed against tourists in Durban policing area

The type of crime committed against tourists	
Identified study themes	What types of crime are mostly committed in Durban?
Theme	Breaking into cars, robbery and theft of motor vehicles
Meaning	There are certain crimes which have become so common in the area which tourists may become victims and vulnerable to those crimes such as theft, physical and sexual assault, credit card fraud, and scams.
Evidence	A LEA officer alluded that "We see bag-snatching is becoming a trend but more worrying is the theft of motor vehicles" and one Restaurant Manager supported him by shared that "Theft of motor vehicles and theft out of motor vehicles."

Source: Researchers' illustrations (2024)

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The South African Police Service activities to combat crime(s) directed to the tourists in Durban policing area

The focus here was to find out from the participants if there is any evidence of police fighting crime in the area as shown on Table 6. When interviewed, the SAPS official revealed the following on this this question: *"Police are patrolling and always visible at all times and we are working together with the private security companies in the area and the roadside monitors."* However, other participant shared that the *"Police do not respond quickly when called for an incident"* and suggested that local SAPS require manpower and should be deployed in Durban more especially during the weekend nights. According to Ryan and Kinder (1996:24), where tourists and criminals converge, there will be a greater exposure to risk and insecurity and, in most cases, there are insufficient numbers of police to ensure the safety of tourists.

Table 6: Thematic results on what the South African Police Service are doing to fight crime crimes against tourists in Durban policing area

What the police are doing to combat the crime in your area?	
Question	What are the police doing to combat the crime in this area, more especially crime against tourists?
Theme	SAPS patrols, more visibility and quick response.
Meaning	Majority of participants suggests that police should carry out regular patrols and be visible more especially at night with quick response when called for an incident
Evidence	SAPS Official of Berea Police Station who is responsible for Morningside area, which covers Durban inner city highlighted that *"as police we have increased our visibility and regular patrols along the street."*

Source: Researchers' illustrations (2024)

Responses by tourism businesses about crime in Durban policing area

A member of eThekwini Metro police stated that some businesses have started to have their own security guards to work hand in hand with the Urban Improvement Precinct (UIP) roadside monitors and the community policing forum. In addition to that, as shown on Table 7, a restaurant owner submitted the following in answering this question: *"The businesses and the Durban community at large had to come together for establishment of the Durban UIP project in order to tackle the issue of crime against tourists or crimes in general."*

Table 7: Thematic results on what tourism businesses are doing about the crime in this area

What tourism businesses are doing about crimes in your area?	
Question	What are the businesses doing about the crimes committed against tourists or crimes in general in this area?
Theme	Initiated the UIP in some parts of Durban to combat crime
Meaning	The UIP initiative has a proactive approach to security, with the focus of identifying possible criminal intents before they occur and taking corrective actions.
Evidence	Speaking about the Durban UIP, one of the restaurant managers said "they have UIP roadside monitors who are monitoring the streets" and the UIP Manager indicated that *"businesses are working together with the police, the CPF and they are all supporting the UIP project."*

Source: Researchers' illustrations (2024)

When the Durban UIP Manager was asked about the suggestions raised by some participants that Closed-Circuit Television (CCTV) cameras are required at every corner of the street, he then responded by stating the following in verbatim: *"The problem with installing a CCTV system is that you need to ensure that the right quality cameras are used. You can imagine beginning an exercise to promote the project, securing funding and then when evidence is required, the image quality is too poor. Due to this, the costs if covering the entire road would be extremely high. Not only would you require a few cameras at each intersection and covering the spaces in between, you'd then need operators manning the system 24/7. This means a control room and all the equipment that comes with it. I am unable to give you a figure here as we have not yet looked into costing."*

On the other hand, the roadside monitors indicated that the UIP and the businesses should increase their capacity so as to have a 24-hour roadside monitors and they have also complained that they are not being paid enough therefore they are making a call to the UIP project to increase their salaries. Now; the roadside monitors operate 12 hours day shift from 6:00 *Ante Meridiem* [I.e. Before noon] (AM) to 6:00 Post *Meridiem* [I.e. After noon] (PM), Monday to Sunday. As illustrated in the theoretical section, the SDT suggests that crime rate is linked to neighbourhood characteristics. If a neighbourhood is not able to institute social control for the prevention of criminal victimisations, various crimes will flourish and gangs will develop due to residents all turning the other way, moving away or in general caring very little.

The observed behavioural patterns of tourists

As indicated on Table 8, majority of the interviewees were in agreement that tourists are in most cases lucrative targets since they typically carry large sums of money and other valuables and are vulnerable because they are more likely to be relaxed and off guard, sometimes careless while on vacation. Another metro police official hinted that *"in most of the times tourists do not report crimes or testify against suspect to avoid return trips. Sometimes you find that tourists do not respect the public law and often violates municipal by-laws."* According to (Brás, 2015:1), tourists are more vulnerable in a physical and social space that is not their own, and they often give out obvious signs that they are tourists (I.e. Having a rental car, constantly using the camera, and consulting maps, amongst others).

Table 8: Thematic results on the observed behavioural patterns of tourists

The observed behavioural patterns of tourists	
Question	What have you observed about the behaviour of tourists while they are in your area?
Theme	Not following basic crime prevention measures.
Meaning	Some tourists are not vigilant, they do not keep their valuables in a safe place and as a result they become victims of crime.
Evidence	The UIP board chairperson informed us that he has learned that "tourists sometimes engage in activities which may increase their risk of being victims of crime." Metro police officer patrolling at the area revealed that "they (tourists) just walk freely without thinking that something bad might happen to them."

Source: Researchers' illustrations (2024)

The effects of criminal activities on business growth

One of the objectives of the study is to ascertain the extent to which crime has an effect on tourism at Durban. It is very important to establish these effects as this can impact negatively on the area's tourism industry. One of the restaurant owners at Durban shared that *"crime in the area does really affect our businesses negatively as the business operations suffer financial losses"*. This is clearly evidenced in Table 9 and supported by a Metro police official who highlighted that *"some*

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businesses lose customers which in turn lose revenue." It is important to note that any kind of incident can negatively affect the destination image and lead to a decrease in tourist arrivals, which will bring serious consequences in economic and social terms.

Table 9: Thematic results on the effects of criminal activities on business growth

How criminal activities affects business growth in your area?	
Question	How do criminal activities affect business growth in the area?
Theme	Businesses suffer financial losses.
Meaning	Visitors do not come back after they have been robbed and some businesses either closes down or relocate, as a result business experience financial loses.
Evidence	Participant P29 who is the owner of a multiple restaurants in Durban indicated that "theft of furniture and fittings in restaurant. Over the past 2 years, 2 chairs, 3 sauce pumps and a card machine worth about R20,000 were stolen from my restaurant."

Source: Researchers' illustrations (2024)

The participants' project maps

The project maps are graphic representation of the different items in a research project created through NVivo software. The project maps are a way of visually exploring or presenting the data, develop ideas, build theory and make decisions and are made of shapes that represent the different items in a study and connectors, which show links between items. The selected participant responses on Figure 1 depicted that due to crime in the area some businesses are forced to close down. This participant also indicated that there should be more police visibility with quick response and a security cluster involving all stakeholders is required.

Figure 1: Thematic responses from the selected participants
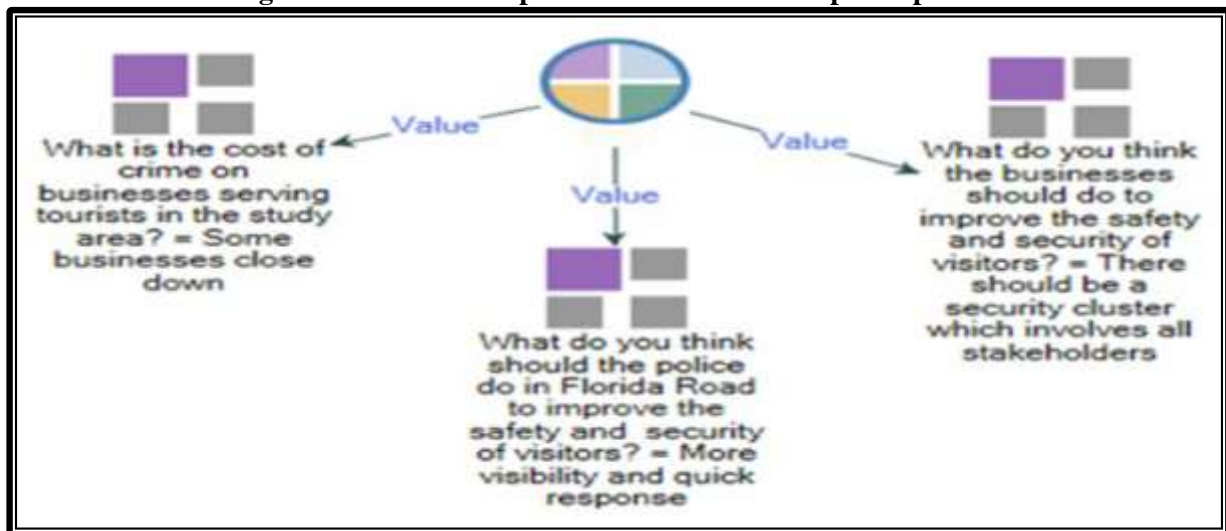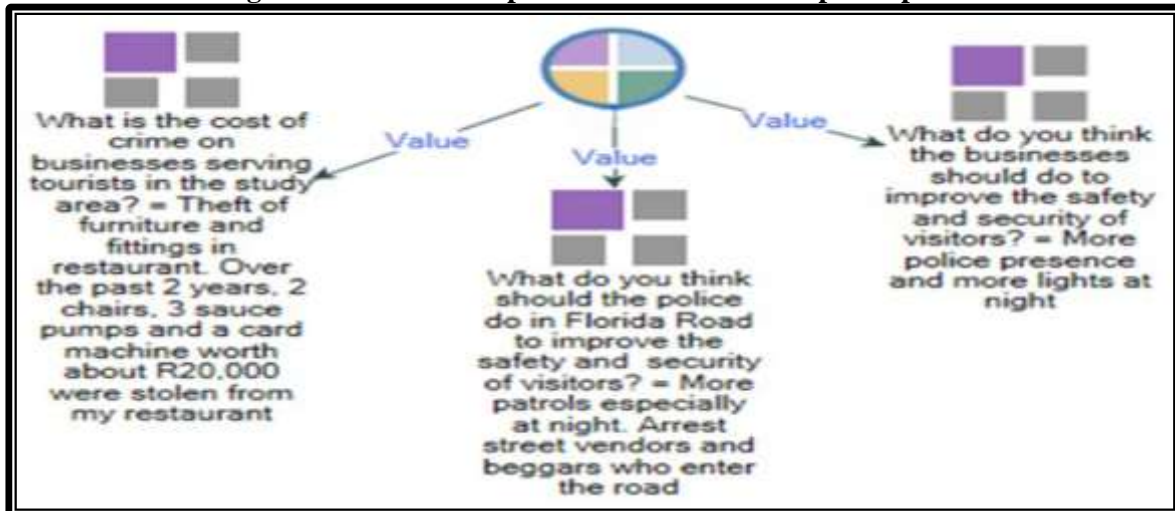

Source: Researchers' illustrations (2024)

As indicated by the selected participant on Figure 2, it is clear that businesses suffer financial losses as a result of crime and the participant has suggested that there should be more police patrols at night and street vendors and beggars should be arrested
.

Figure 2: Thematic responses from the selected participants

Source: Researchers' illustrations (2024)

It is evident that the decline in numbers of visitors at Durban is influenced by the economic conditions as per responses from the selected participant shown below on Figure 3. Businesses are closing down due to crime in the area, therefore visibility of armed private security and quick response from SAPS are encouraged and businesses should work together with the law-enforcement agencies.

Figure 3: Thematic responses from participants
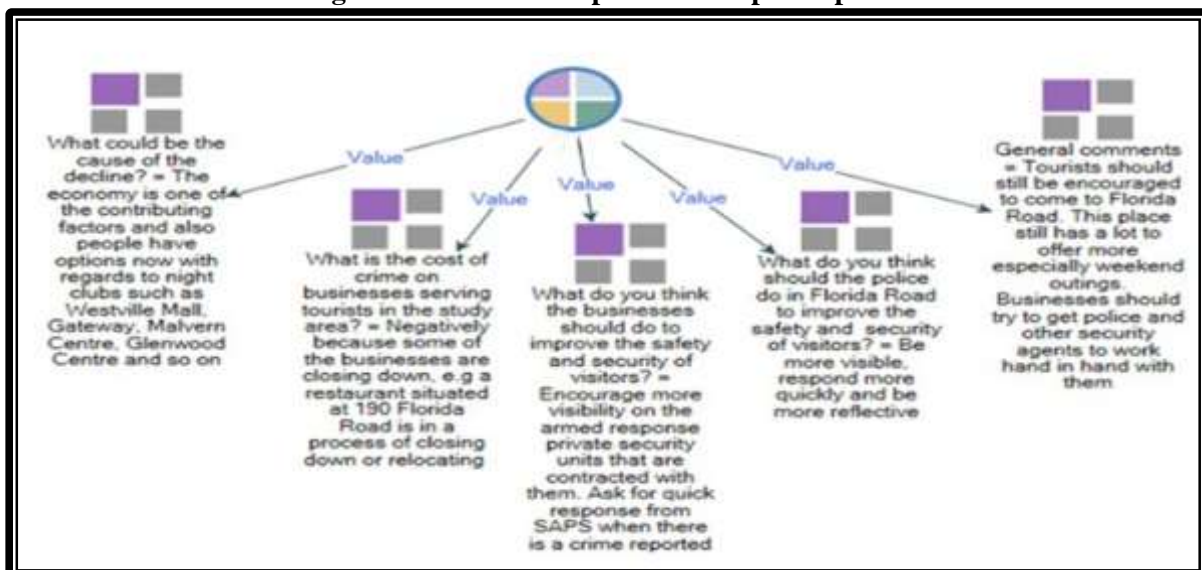
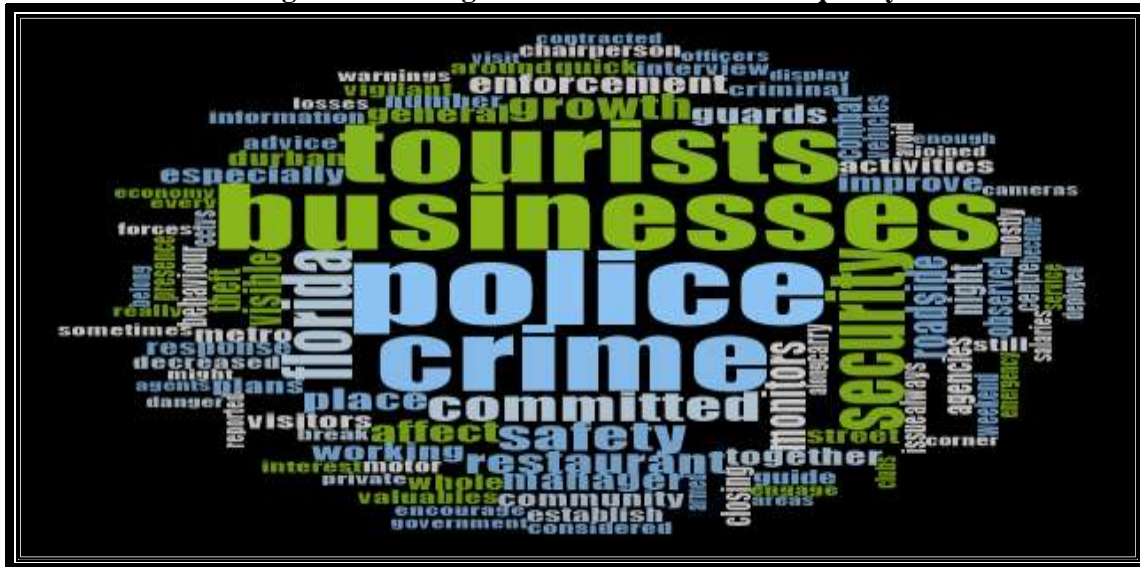Source: Researchers' illustrations (2024)

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Findings from the Word Cloud frequency of NVivo software

The purpose of using Word Cloud frequency is to analyse the most frequently used words in a particular demographic using NVivo software. For example, in this study the analysis is for the most common words used by the participants during the employed KIIs when discussing the effect of crimes on tourism industry in Durban. The identified Five (05) frequent words, as most talked by the participants as shown on Figure 4.

Figure 4: Findings from the Word Cloud frequency

Source: Researchers' illustrations (2024)

- **Tourists**: Majority of participants mentioned the word tourists when they were responding to 'the observed behaviour of tourists' and 'plans in place to safeguard tourists against crime'.
- **Businesses**: The participants mentioned the word businesses when they were asked 'what are the businesses doing about the crimes committed against tourists or crimes in general in this area?'
- **Police**: The word 'police/SAPS' was mentioned frequently by the participants when responding to 'what are the police doing to combat the crime in this area, more especially crime against tourists?'
- **Crime**: Most of participants' responses from 'the types of crime committed against tourists' and 'how does crime affect business growth in the area?' contained the word crime
- **Security**: The word security is frequently seen from responses about 'what further can be done to improve the safety and security of tourists in Durban inner city as a whole?'
- This map shows that the participants kept on the topics that are the focus of this study and there were no unexpected 'buzz' words.

CONCLUSIONS AND RECOMMENDATIONS

It is *concluded* that based on international experience, tourism safety cannot be solely the responsibility of the police. It is also necessary to develop creative solutions based on cooperation between the tourism industry, the hospitality industry, and the general public. The study therefore recommends that a more effective police presence can, and must, be implemented, as well as plans that prevent crowding at a few tourist destinations. Crime prevention measures should be coordinated between the tourism industry and LEAs in Durban inner city. The KZN provincial government should create comprehensive and constructive provincial policies to address the potential negative impacts of crime.

For recommendations, a separate SAPS Tourism Protection Unit should be established to help circumvent crime in major cities such as Durban, Cape Town, Pietermaritzburg, Gqeberha, Johannesburg and Pretoria. Authorities should focus on situational crime prevention measures. The measures which can help tourists' destinations to be safe and risks reduced include physical infrastructures such as police kiosk, as well as surveillance technology at intersections and visible policing. Tourism organisations and the municipality should bring some safety measures and tourism crime awareness by organising workshops and seminars related to tourist's safety and security at different towns and villages of the local municipality, targeting youths. It is also provided that the fight against crime in tourism requires leadership, commitment and drive in order to deliver on set goals. Furthermore, planning, monitoring and constant fine-tuning are pre-requisites of combating crime against tourists, and this necessitates conscious direction from the top. Both domestic and foreign tourists are concerned about safety and the national government of South Africa needs to take all the necessary safety measures to ease their fears.

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