

PERCEPTION ABOUT FEAR OF CRIME AMONG THE TOURISTS IN INDIA: AN EXPLORATORY CONTRIBUTION

Ms. Shachi Barot¹
Ph.D. Scholar

Dr. Ritu Sharma²
Associate Professor
School of Liberal Studies,
Pandit Deendayal Petroleum University
Gandhinagar, Gujarat, India.

Abstract : Current study reports on the fear of crime among the tourists in India. Travelers risk perception about personal safety and security can influence the selection and choice of a destination. This research primarily has focused on Indian tourist's security concerns while travelling for leisure. Vacation choices are made by information obtained in many different ways: through the media, travel books and especially from friends and family that have visited destinations. These accounts from various sources including social media news can be very influential in one's choice of a destination, whether positive or negative. It has been observed that a crime news report about a place has a great impact on travelers' choice. Various literatures suggest that the absence of crime was important for the development of tourism industry in any country. Responses on concerns cited by travelers; influence of news reports on travelers' choice of destination; is logically reviewed and recorded. The paper concludes with the summary of reasons which are significant and related to fear of crime across Indian tourists. This research also argues that focus should be given on the concerns reflected by the Indian tourist while developing and implementing policies in relation to tourism related security measures.

Index Terms - Fear of Crime, Tourism, Tourists Security, Tourism in India, Perceived Risk

INTRODUCTION

Crimes against tourists, and its fear also particularly cheating, fraud, rape, murder, theft and terrorism are quickly picked up by regional and International media and may have both an immediate impact in terms of cancellations and the issuance of travel advisories and a long-term impact. Tourists take vacations to relax and get away from the stress of their hard and tiring lives but the feelings of fear that can leads to victimization can create bitterness toward the destination as well as their entire holiday experience. These incidents of crime, depending upon the severity, along with previous attitudes and experiences with the crime, can alter perceptions of that destination. In choosing a destination, most individuals are influenced by their perceptions or knowledge of the destination. As tourism is a discretionary product, the majority of tourists will not go to a destination where their safety and well-being may be in jeopardy (Pizam & Mansfeld, 1996). (Klaus de Albuquerque, 1999)

Travel and tourism represents one of the top three industries around the world (Goeldner, Ritchie & McIntosh, 2000). Giving the economic importance of the tourism industry, the effects of any kind of crisis can potentially be devastating and can have long-term impacts on a destination and the nation's economy (Brent W. Ritchie, 2013).

Fear of crimes among tourists may have negative impact on their own wellbeing as well as goodwill of tourism industry. Ferraro and LaGrange (1987) have given a classical definition of fear of crime. According to them, "fear of crime is an emotional response of dread or anxiety to crime that a person associates with crime." The term fear surrounds a confusing variety of feelings, perspectives and risk perceptions. Fear of crime can be in the form of public feelings, thought, personal risk and criminal victimization. The feeling of fear does not generate a general perception about the crime in society, only involves a threat in someone.

Objectives of the Study

The primary aim of this study is to identify the prominent factors associated with the fear of crime among the tourist in India. Thus to fully address such a principal issue, several factors must be examined; first, what is meant by the term fear of crime and how it should be defined? The second research objective involves examining the use of theoretical approaches by psychologist, criminologists, and how such perceptions have been utilized to explain fear of crime. Fear of crime itself is then evaluated among tourists, along with the gender, age, than Fear of crime is evaluated with other socio-demographic variables of tourists, such as nationality, social class, and race, and potential patterns are acknowledged and explored further.

SURVEY OF LITERATURE

In a survey conducted by Brunt, Mawby, and Hambly (2000), 42% of the respondents noted that they had ruled out travelling to at least one country/ area because of dangers such as crime, terrorism, or threatening behaviour.

Scholars have found that tourists tend to avoid destinations, which have high levels of safety risk. (Lori Pennington-Gray) Some destinations are often witnessed terror attacks experience decreased tourist arrivals, as they are less likely to travel to these affected destinations (Pizam& Fleischer, 2002; Rittichainuwat & Chakraborty, 2009). The less of crimes against tourists will have adverse effects on the tourist experience and can encourage tourism developments (de Albuquerque & McElroy, 1999).

Many studies suggest that people's fear of crime is not proportionate to the likelihood that they will be victimized (Liska, Lawrence, Sanchirico 1982).For example, research has demonstrated that women are more afraid of being victims than men, even though men are more likely to become victims (Ferraro 1996). As a result, much research on fear of crime has focused on demographic variables as predictors of this fear of victimization. (Bedenbaugh, 2003)

However, Warr and Stafford (1983) point out that it is important to measure perceived risk independently of fear. In their article, they reported the degree of fear that is brought about by several offenses, as well as develop a model of the proximate causes of the fear of victimization. The researchers contend that fear is high if perceived risk and the seriousness of the offenses are both high, but it is low if either perceived risk or the seriousness of the crime is low. (MARK WARR, 1983)

Perceived risk of crime refers to people recognizing the crime around them and estimating the probability of their becoming a crime victim (DuBow, McCabe, &Kaplin, 1979). This may result in fear of crime and anxiety (Rountree, 1998) and many people may adjust their actions in response to both (Ferraro, 1995; Ross, 1993).

Along with Warr and Stafford's research, another study that addresses perceived risk is "Fear of Criminal Victimization and Residential Location: The Influence of Perceived Risk."Bankston, Jenkins, Thayer-Doyle and Thompson (1987) studied the influence that perceived risk of victimization has on fear of crime. Specifically, the article considers how perceived risk varies between types of residential locations.

In addition to considering how perceived risk relates to people's fear of crime, perceived seriousness of the crime also has to be considered (Rountree and Land 1996). Many studies have examined mediating variables between risk perceptions and intentions to travel. These variables include past travel experience (Lepp& Gibson, 2008); nationality/culture (Reisinger&Mavondo, 2005); psychographics (Priest, 1990; Roehl &Fesenmaier, 1992); and knowledge seeking (Hennig- Thurau& Walsh, 2004). A recent study by Reisinger and Mavondo (2005) found that travel safety was positively associated with intentions to travel and travel safety was negatively associated with travel anxiety. Travel anxiety was impacted mostly by personality, but motivation also played a role in people's level of anxiety (Reisinger &Mavondo, 2005).

The influence of risk perceptions related to international travel has been found to be related to several factors: (1) type of risk, (2) culture/nationality, (3) proximity to origin, and (4) international media coverage. First, perception of risk may depend on the type of risk (i.e. terrorism, natural disasters, political instability) (Roehl &Fesenmaier, 1992). Overall, numerous studies have found mixed results related to the type of risk.

There is not a consistent rank of what type of risk is perceived as the most risky; it depends on a variety of internal and external factors. Second, culture/nationality can influence travellers' risk perceptions (Seddighi, Nuttall & Theocharous, 2001; Reisinger & Mavondo, 2005; Sackett & Botterill, 2006; Kozak, Crofts & Law, 2007; Korstanje, 2011). Third, research has found that as proximity increases, risk perceptions increase as well (Sackett & Botterill, 2006).

Tourism studies have consistently found five critical tourism risk factors: (1) War and political instability (Gartner & Shen, 1992; Ioannides & Apostolopoulos, 1999; Mansfeld, 1996; Seddighi et al., 2000); (2) Health concerns (Miller & Ritchie, 2003; Mc Kercher & Chon, 2004; Cooper, 2005); (3) Crime (Brunt, Mawby & Hambly, 2000; Dimanche & Leptic, 1999; Pizam, 1999); (4) Terrorism (Sönmez, 1998; Aziz, 1995; Sönmez & Graefe, 1998a, 1998b; Sönmez, Apostolopoulos & Tarlow, 1999); and (5) Natural disaster (Faulkner, 2001; Armstrong & Ritchie, 2007; Faulkner & Vikolov, 2001; Mazzocchi & Montini, 2001; Chandler, 2004; Higgins, 2005).

However, Roehl and Fesenmaier (1992) extended the list to seven types of risk, which often play a role in travel decision-making. These risks were equipment, financial, physical, psychological, satisfaction, social, and time risks. While the latter study did not find that social risk played a significant role in travel decision-making.

Scholars have found that risk perceptions significantly influence the intention to travel. Sönmez and Graefe (1998b) found that perceptions of risk are pivotal to the travel-related decision making process. For instance, when potential travellers perceive a destination as risky, these travellers may modify their intentions to travel to that destination. Risk perceptions associated with international travel may vary depending on the geographic region (Sönmez & Graefe, 1996).

Thus, if the potential tourist perceives that the risk of encountering terrorism (or any other crime) at a destination is high, then the individual may seek other destinations for their vacation (Sönmez & Graefe, 1998a). Therefore, riskier destinations may be omitted from the destination choice set (Crompton, 1992; Sönmez & Graefe 1998a, 1998b).

The concept of "fear of crime" has been researched from many different perspectives. In the field of criminology alone, over 200 articles have been written about this topic. (Farrall, Bannister, Ditton, & Gilchrist, 2000), claim that "fear of crime" is the most researched topic in contemporary criminology. From a criminology perspective, Crank, Giacomazzi, and Heck (2003) attempted to assess citizens' attitudes toward crime and disorder in order to assist local law enforcement in the development of crime strategies.

Criminology perspective on fear of crime comes from Rountree (1998) as she looked at the fear-crime linkage. Her study focused on individual (micro-level) and neighbourhood (macro-level) crime experiences as well as examining the distinct effects of property versus violent crime experiences on fear.

In an attempt to explain the social psychological factors relating to fear of crime, Farral et al. (2000) replicated a social psychological model of the fear of crime. This model, developed by Van der Wurff in 1989, was based upon the assumption that the fear of crime is associated with four social psychological components: Attractivity – the extent to which people see themselves or their possessions as an attractive target. Evil Intent – the extent to which a person attributes criminal intentions to another individual or particular group. Power – the degree of self-assurance and feeling of control that a person has with respect to possible threat or assault by another. Criminalizable space – the situation in which a crime may take place and the extent to which a situation lends itself to criminal activities in the eye of a possible victim.

Sellin and Wolfgang (1964) began by dividing offenses into two classifications, Class I and Class II. Class I offenses included ones that cause bodily harm and/or property loss and/or property damage. All other offenses were classified as Class II. Research performed by Rossi, Waite, Bose, and Berk (1974) asked respondents to rate 140 acts in terms of seriousness based upon eleven characteristics. They found that the characteristics they developed could explain 68% of the variation in perceived seriousness. Other studies have used various methods to rate the perceived seriousness of crime; they include offense scenarios, surveys of the general population, and measurement scales (Myron, 2003).

As per literature review summarised, there are two categories of crime that directly affect travellers, namely:

1. Planned crimes (for example, terrorism);
2. Opportunistic crimes, with or without violence, against an unknown victim and from which the perpetrator has some form of gratification, be it economic, psychological or sexual. (Brás, 2015)

As a general rule, at least one of the following scenarios is present in the case of crimes against tourists:

- (a) The tourist is an accidental victim who is 'in the wrong place at the wrong time' and is thus an easy target;
- (b) The type of places that the tourist visits often leads to a greater likelihood of crime, for example busy nightlife areas where there is less policing;
- (c) Tourists are preferred targets of some groups, including terrorists, due to what they represent socially and culturally in terms of their country of origin.

In recent years, various psycho-sociological theories have been adapted to the study of the victimization of tourists namely:

- i. Social Disorganization Theory;
- ii. Routine Activity Theory.

Social Disorganization Theory:

There can exist three factors that leads to an increase in the level of crime in tourist destinations: (1) the attractiveness of the destination; (2) opportunity and (3) accessibility. The model of mass tourism development from the 1980's onwards brought social, cultural and economic changes to many tourist destinations which boosted the growth of crime against tourists. Thus, these authors posit three hypotheses:

- 1) Mass tourists are more often targets of crime compared to local residents;
- 2) Tourists are more likely to be victims of property crime whilst local residents are more often victims of violent crimes;
- 3) The number of victims of crime is directly influenced by levels of tourist density or urban growth in the destination at specific times of the year.

Routine Activity Theory:

This theory is based on the idea that a break in the individual's routine influences the subsequent degree of exposure to crime, namely by a decrease in one's level of alertness and an increase in one's sense of security. The theory assumes that there are three elements associated with the time and space of crime: a target, an offender, and security. If these elements do not simultaneously converge, the likelihood of crime is lower or even zero. (Brás, 2015)

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.

This theory supports the hypothesis that the increase of tourists in an area makes them potential victims of crime, when the level of security is reduced or ineffective. We consider, therefore, that this theory supports the existence of four elements that enhance the risk of criminal acts against tourists: values (visible and quantity); Inertia (lack of response from police or law enforcement officers); Visibility (exposure of the tourist-target); Access (proximity and access to the tourist-target).

According to Lepp and Gibson (2003), "the image that individuals hold of the risks at a destination may influence the likelihood of visiting it. In an attempt to identify the association between tourist seeking novelty and level of risk, they classified tourists into three groups based on their perception of risk: risk neutral, functional risk and place risk. The neutral group did not consider tourism or their destination to

involve risk. The functional risk group considered the possibility of mechanical, equipment, or organizational problems as the major source of tourism related risk. The place risk group perceived vacations as risky and the destination of this group's most recent vacation was very risky.

When deciding to travel or return to a destination a tourist faces a "choice." "Choice," according to psychological theory, is characterized by conflict, uncertainty, and cognitive activity. Choice involves the decision making process. A decision is an outcome of a mental process, whereby one action is chosen from a set of available alternatives. There are five steps in the decision process: problem identification, information search, evaluation of alternatives, choice, and post-choice process. When alternatives are not available, a choice is not required. In the case of tourism and crime, the choice or decision process would be whether a tourist would return or travel to a destination where a crime against tourists had occurred after the "information" about the crime incident was acquired (either first or second hand) (Moutinho, 1987).

Weber and Bottom (1989) define risky decisions as "choices among alternatives that can be described by probability distributions over possible outcomes" (Weber & Bottom, 1989).

Two theories that support the association between risk and the decision-making process are the integration theory (Anderson, 1981, 1982) and the protection motivation theory (Rogers, 1975, 1983). The integration theory proposes that individuals use complex decision-making steps in order to form value and psychophysical judgments. This theory relates to the travel decision process by stating that impressions, evaluations, and judgments that have already been formed by the potential traveller can change if three factors exist. If additional destinations are added into the decision process, new information regarding the destination is learned (i.e. crime wave at the destination), or if traveller's perception of a destination change based upon new information learned prior to their final choice. (Sevil F. Sönmez, 1998)

Another theory relating to the decision process is Roger's (1975, 1983) protective motivation theory. This theory addresses the cognitive process individuals go through when involved in a risky decision process. This process may lead to risk avoidance depending upon the degree of the following:

1. Magnitude of danger
2. Probability of occurrence
3. Effective actions to control consequences
4. Capacity to control consequences

RESEARCH METHODOLOGY

The proposed research study is comprehensive in nature involving qualitative approach. The researcher has undertaken cluster probability sampling with the exclusion criteria of non-tourists and panophobia disorder patients.

Response Variable Identified: Fear of crime while travelling.

Predictor variables are divided into five main areas:

1. Demographic information, such as gender and age
2. Routine activity information.
3. Prior experience with victimization,
4. Tourists perceived seriousness of a variety of personal and property crimes. These variables were used to predict directly fear of crime of these specific crimes, as well as fear of these specific crimes indirectly through perceived risk of the same crimes.
5. Tourists' perceived risk of the same list of personal and property crimes. These variables were used to predict directly Tourists' fear of specific crimes.

SAMPLING AND DATA COLLECTION

Data has been collected using a structured questionnaire especially designed for the purpose of this study after relevant literature review. The proposed questionnaire has been constructed consisting of security, tourist safety and crime prone etc. The central measurement of fear of crime proposed to be formed by the some situational descriptions.

Responses for the items identified was request on using Likert-scale and same(Lane et al., 2014) helped to get much more information in research compared to using the dichotomous single-item question. That is,

researchers could measure intensity of fear of crime as well as existence of fear of crime by using a Likert-scale. Using a Likert-scale improved validity and reliability in measuring fear of crime by helping to measure respondent's fear of crime more precisely. In this study data has been collected on 80 tourists from different part of India with 46 male tourist and 34 female tourists above the age of 21 who travelled for fun and leisure trips with the family and friends.

RESULTS AND DISCUSSION

Respondents Demographic Profile

Age Group	Male	Population representation in %	Female	Population representation in %
21-30	16	20	17	21.25
31-40	24	30	9	11.25
41-50	6	7.5	5	6.25

Table 1: Indicated gender and sex representation of the sample

The age distribution of respondents was 41%, 45% and 14% across age group 21 to 30 years, 31 to 40 years and 41 to 50 years respectively. The responders were selected as per their economic independence, self-sufficient to travel with family and peer groups. The sample group was chosen as they prefer leisure and fun trips to escape from their demanding routines. Adventure, academic, business and medical tourists are excluded from the survey.

No.	Items surveyed	Analysis of responses received (in %)		
		Positive Response	Uncertain	Negative response
1	Going out in the night at unfamiliar locations at a tourist place	67.5	7.5	25
2	Anxious about getting cheated at tourist places	67.5	16.3	16.7
3	My personal belongings getting stolen at tourist places	77.6	5.0	17.5
4	Presence of antisocial elements make me and my loved ones fearful	81.3	6.3	12.6
5	Physically/sexually harassed at tourist places	40	27.5	32.5
6	Poor law and order situations at tourist places	50.1	21.3	28.8
7	No hidden CCTV camera installed in my private space	83.8	6.3	10.0
8	Carry safety weapon (pepper spray, pocket knife) when I travel alone	40	13.8	46.3
9	Don't rely entirely on tour operators for safety and security of the tour	77.5	16.3	6.3

*Table 2: Tourist perception on fear of crime
Overall Sample Population =80*

Table 2 indicates that 47.5% tourists agreed upon the feeling of fear of crime while going out at unfamiliar location at night .Among the sample group 52.5% of tourists agreed on being cheated at tourists place. Research data results reflect that 67.5% tourists responded positively, and shared fear of stealing their belongings at tourist place. Likewise, 81.3% tourists positively responded on fear of crime due to presence of anti-social elements at tourist places. Tourists are easy target as most of them are unfamiliar to tourist place. 40% were positively agreed to facts that fear of physical or sexual harassment. Tough 32.5% were negatively responded on this fact whereas 27.5% cannot say about this. 50% of tourists positively agreed that Poor law and order situations at tourist places discourage them to plan a tour whereas just 28.8% negative about the statement and 21.3% were cannot say about this contention. Fear of crime like Voyeurism is also one of the concerns for tourists. 83.8% tourists positively consented to be assured that no hidden CCTV camera installed in their private space. 10% don't feel to be assured and, 6.25% cannot say anything on this fact. Tourist who tour alone specifically female travelers used to carry safety weapon (pepper spray, pocket knife) when they travel alone. 40% tourist positively responded, 13.8% were not able to say about the carrying safety weapons. Higher than this 46.3% were responded negatively on carrying such things. The above graph shows 77.5% tourist's don't rely entirely only on tour operators for safety and security measures during tour. Whereas 16.3% of tourist cannot say about it and 6.2% tourist responded negative and chooses to rely on safety and security arrangements by tour operators. Fear of crime is not only a highly researched topic in criminology but in tourism as well. In an effort to determine how tourist view crime while on vacation, subscribers to the British magazine *Holiday Which?* were surveyed. The focus of the survey considers two areas: worry and fear; the survey examines how these areas vary among population groups and according to experience of crime.

CONCLUSION

Travelling and exploring tourists' places are one of the major way to relieve day to day stress and for leisure. Tourists search for stress free and enjoyable places but what if they encounter fear of crime? Since tourists are new to place and vulnerable to antisocial activity and prone to crime. Present study shows that tourists can have various type of fear of crimes like going out at night to unfamiliar locations, cheated while roaming or shopping, personal belongings like camera, mobiles, sunglasses, etc may stolen, fear of anti-social people may misbehave seeing tourist with young adult family members, also sexually or physically harassed due to crowded and unfamiliar locality, poor and chaotic law and order situations may disturb the tour, fear of hidden CCTV cameras in local market's changing rooms, hotel bathrooms etc., fearful journey with safety weapons and dissatisfaction with tour operators arrangements which may in turn lead to avoiding the destination for vacation.

As tourism is one of biggest revenue generating instrument for any government thus taking care of holistic security and well-being (mental/physical/property) is utmost responsibility of administration. Any kind of fear among tourists can hamper popularity of that particular tourist place. The result of this study is significant as it focuses on the fear of crime among tourists stressing upon security factor and it reflects that fear of crime do exist. Strong policies, awareness campaign, strong law and order and adequate protection to tourists can significantly popularize any tourist place.

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