

Safety and Security Factors Affecting Foreign Tourist Satisfaction in Karnataka

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ABSTRACT

Safety and security is a vital component for a destination to remain competitive, attract investment and maintain a positive image as a tourist destination in any country. Compare to other economic activity, the success and failure of any tourism industry depends on its credibility to provide a safe and secure environment to the foreign visitors. The present research focuses on safety and security factors affecting foreign tourist satisfaction in Karnataka. There were 319 foreign tourists being surveyed to know their experiences with regard to safety and security that they felt during their visit to Karnataka. Regression analysis was used to find out the significant relationship between the factors related to safety and security measures and satisfaction of foreign tourists. The results showed that, safety and security factors such as the foreign customers intentionally dress as the locals, role of local police stations and security officer's, surveillance of roads and local areas for security, placing Do's and Don'ts at few places, availability of information /Police booths, 24/7 tourist office services, availability of helpline centres/tourist grievance cell, night patrolling, transport, communication, health, sanitation, security checkpoints in tourist areas, online travel and safety information, CCTV cameras surveillance, early warning mechanism have found significant relationship with foreign tourist satisfaction in Karnataka.

Keywords: Safety and Security, Karnataka Tourism, Foreign tourist, Satisfaction.

INTRODUCTION

The main source of revenue for the nation is deriving from tourism industry especially in the developing countries due to its size of business (Ayob, N M. & Masron, T. 2014). In the recent past, the concern on safety and security in tourism industry is considered as key issues not only for the travellers but also to protect the image of the nation. Safety and security in this context is preventing foreign tourists from terrorism, crime, food safety, natural disaster and food safety in the tourist destinations (Ayob, N, M. & Masron, T. 2014). More specifically in Karnataka, in order to increase foreign exchange, generate employment opportunity and for regional forest development, the government is giving much importance for the tourism safety and security which is directly connected to the economic development

of the state. Karnataka is a home to several forts, architectural marvels and is blessed with a rich cultural heritage. Other diverse visitor attractions include pilgrim sites, coastal landscape and wildlife / national parks. The state also offers a variety of tourism products that cater to the demand from different visitor segments, such as, eco-tourism, wellness tourism and adventure tourism. Over the years, Karnataka has emerged as one of the most sought after tourism destinations in the country and also created a space for itself in the international tourism circuit. As of 2013, the State was ranked as the fourth preferred destination among domestic tourists and ranked third with regard to attracting investments in the tourism sector. During the policy period 2009-14, about 318 project proposals with a proposed investment of about Rs.950 crores was approved by the Department of Tourism,

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Government of Karnataka. Of the total number of project proposals approved, 126 projects 3 were completed and investment subsidies were disbursed. The government has constituted a Karnataka Tourism Vision Group (KTVG) 4 in 2013, comprising eminent citizens and sector specialists to provide a road map for making Karnataka a tourist experience destination on par with international standards. The KTVG in its report has estimated the quantum of employment possibilities, additional revenue potential and the investments needed for providing a fillip to tourism in the State. As per the KTVG's report, the tourist traffic in the state is projected to increase from the current 100 million to 210 million by 2024. An investment of Rs. 54,000 crores have been estimated in the sector over the next five years (2015-20) and about half of this investment is likely to be mobilized from the private sector.

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SL. No	No Tourism Cluster	Focus Tourism Destinations
1	Urban tourism	Mysuru, Coorg, Belur-Hale-beedu, Srirangapatna, Kalaburgi
2	Heritage tourism	Hampi, Badami, Aihole, Pattadakal, Vijayapura, Kalaburgi, Bidar
3	Nature Tourism - Western Ghats	Shivamogga, Uttar Kannada, Chickamagalur, Hassan, Kodagu
4	Wildlife tourism	Nagarhole, Bandipur, BRT, Kavery, Bannerghatta
5	Wellness tourism	Mysuru
6	Religious tourism	Mookambika, Udupi, Dharmasthala, Karkala, Muradeshwar, Gokarna, Shraavanabelagola, Kalaburgi, Vijayapura, Bidar, Ramnagar (Sufi)
7	Coastal Tourism	Mangaluru, Udupi, Kundapur, Muradeshwar, Karwar & Gokarna

Source: Karnataka tourism policy 2015-2020.

SAFETY AND SECURITY AN OVERVIEW

In most of the cases, the tourists are instructed to carry minimum hard cash valuables when they are travelling with other tour groups and follow the dress code as local's wear (Brondoni,

S. M. 2016). The travellers expect the local police and security officers to have continuous vigilance on roads and tourist places (Tan, C.-H 2017). To provide quality tourism experience for the tourists the government of Karnataka is evaluating whole tourism schemes with help of ministry of tourism periodically (Chauhan, A. et al 2018). Government is continuously creating awareness and providing advices to the tourists (Amir, A. F. 2015). They are instructed to travel in group for the purpose of safety (Nagaj, R., 2020). In order to prevent theft, crime and external threats, the government is paying much attention at the local tourist places through installing advanced security systems (Chhabra, J. 2019). Ministry of tourism is attending all the measures that are possible in terms of safety and security for the tourists (Garg, A. 2015). For example, local tourist safety authorities make sure that Do's and Don'ts are available at all the places and destinations that tourist visit (Susmayadi, I. M.2014). Medical facilities are also in place to minimise the health risks of tourists (Hamarnah, I. I et.al 2018). Tourism department is trying to implement stringent rules and regulations to execute prompt, efficient and strategic efforts to protect tourist in Karnataka (Sushma, C. 2015). The tourism department in Karnataka has set up information booths all shopping complexes, bus stops, terminals, tourist destinations. In case of emergency situations arises, the tourist help desk is opened for 24/7 and also toll free numbers are provided both domestic and foreign tourists for their immediate assistance (Kóvári, I., & Zimányi, K. 2010). Advanced communication systems such as GPRS tracking systems, access to telecommunications are well in place (Brondoni, S. M. 2016). Sitting up of police stations at airports, railways and tourist destinations have found significant for the safety of tourist in Karnataka. Tourist grievance cell also established across the tourist destinations to resolve the complaints received by the tourists (Chauhan, A. et. al. 2018). In the case of emergency, patrolling team and live saving guards are assigned to tackle any kind of situations to protect the tourists till the

early hours (Niemisalo, N. 2014). Along with this, a special task force (women police) has been allotted at the tourist places to gain the confidence of woman tourists especially at night times (Mastroianni, F. 2017, ITF, & OECD. 2018).

In the other side, for the growth of this sector, the Karnataka government is also taking initiatives to enhance the safety measures in terms of setting up of well-developed infrastructure facilities like transportation, communication, health and sanitation (Chhabra, j. Bhattacharjee, M. 2019). With the efforts of Indian government, the tourism industry is growing rapidly in terms of implementation of e-tourism (Steene, A. 2000). The government has launched the mobile app called "Incredible India Mobile App" in the year 2018. Interestingly the tourists are also showing their involvement and cooperation with the government's tourist safety and security measurements (Kóvári, I., & Zimányi, K. 2010). In order to travel across India by the tourists, the ministry of tourism has launched a 24/7 toll freenumber (Help line) i.e 1800111363 or 1363 in 12 languages to guide safety measures and to reduce distress for the tourists. In India, in order to safe guard the tourists, the governments in respective states such as Odisha, Madhya Pradesh, Punjab, Delhi, Uttar Pradesh, Jammu & Kashmir, Rajasthan, Maharashtra, Kerala, Goa, Andhra Pradesh and Karnataka have assigned special tourist police have been deployed (Hamarnah, I. I et.al 2018). Special programmes, campaigns and awareness programmes are conducted to create awareness among Indian citizens to treating foreign tourists, emphasising good conduct and the way of behaviour with foreign tourist (Costea, M. 2017). This has helped the government to strengthen the concept of "Atithi Devpbhava" (Chauhan, A, Shukla A, & Negi, P. 2018). Issued the guidelines on safety and security of tourists for states and tips for travellers to stress the importance of safety and risk management, assist in identifying best practices and encourage closer cooperation for ensuring a pleasant experience to the tourists (Mataković, H.2019). For the security of the tourists, the safety guidelines are issued to the tourists by the states in India to provide better and pleasant tourism experience (Amir, A. F. 2015). The Indian government is negotiating to agreements among the states, institutions and stakeholders to formulate various strategies to promote tourism

sector in the form of ensuring safety and security for the tourists. In Karnataka state, the government has launched the mobile app called "Tourist Mitra" with support of Home department which is successfully leading to have friendly relationship between police, home guards and tourists (Garg, A. 2015). The statements and advices related to danger zones and information on unsafe selfie zones are issued to the tourists (Peng, Y., & Wu, M. 2017). It is also interesting to notice that, the disaster management team has been deployed in 13 districts of Karnataka to tackle any kind of unfavourable events at the tourist destinations (Baker, D. 2014). Proposals have developed to get the grants from central government for infrastructural facilities for disable tourists across tourist destinations. The public private partnership is also proposed to provide safety and security at the tourist places (Chhabra, J. 2019). Karnataka government made compulsion for obtaining license and authorised certifications to guide the tourist in the tourist destinations (Sanasam, L. 2018). It also made to follow rules and regulation issued by the government for tourism service providers such as hotels and other service operators (Mataković, H.2019). For example, providing safety brochures in hotels, availability of medical facilities in the hotels, set up security checkpoints, online safety information, security guards at the hotel area, installation of CC Cameras, installation of early warning devises and firefighting equipments in the hotels, customer feedback collection regarding their safety and security measures that they have experienced throughout their stay (Mastroianni, F. 2017).

LITERATURE REVIEW

There are several factors affecting the safety and security of tourism industry in India such as natural disaster, health and hygiene, taste and preferences related to food, past criminal cases, terrorism etc (Chui-Hong Tan 2017). In the tourist destination palaces, safety and security has been considered as a key element for the success of tourism industry especially in religious places, shopping malls, hotels, rest rooms, zoos, parks and restaurants (Shaikh, Y. Z. 2018). In the adventurous oriented tourism such as mountain climbing, beach surfing safety is also considered as key element, natural disaster, criminal activities are also being taken into consideration

as an adverse impact on tourism (Mohd Ayob, N., & Masron, T. 2014). Physical assault, burglary, pickpocket, are the most possible incidents may take place in tourism environment (Baker, D. 2014). If in one particular tourist place, if any unfavourable incidentstake place eventually it affects the business of another tourist places therefore safety measures are considered as an important factor (Radovic, V., & Arabska, E. 2016). Broadcasting of newsrelated to unsafe or unusual incidents occurred in the tourist destinations also influence on industry growth (Basak, S. & Ghosh, R. 2015). Safety and security in tourism industry is directly connected with economic growth of any country (Jariyachamsit, S. 2015). Implementation of safety and security measured leads declining of negative opinion by the tourist on tourism industry (Breda, Z., & Costa, C. 2005). As the world is considered as global village, the considerable growth of transportation can also be seen due to rising of scope for international tourism (Nagaj, R., & Žuromskaitė, B. 2020). This is will be successful when there is a systematic placement of safety and security across the globe (Chili, N. S. 2018). In international scenario the major share of economic growth can be seen by providing safety and security for the international tourists (Liu, B., Schroeder 2016). (Clara G. Erlina. 2017). The tourist destinations are not only attracted by the factors of price and image but also safety and security for the tourist (Mawby, R. I., Tecău, A. S 2016).

PROBLEM STATEMENT

Due to decreasing aspects of safety and security in the tourism industry the amount of contribution to the state income has reduced over a decade. Local civic attacks, terrorism, theft, pandemic, natural disaster are the main reason for the negative impact on tourism industry growth. In order to address safety and security issues there is no proper research frame work available which are formulated in the previous studies. With the intensive literature review, there was no specific research articles on safety and security factors affecting foreign tourist satisfaction in Karnataka.

NEED FOR THE STUDY

Safety and security industry has become an important element for the development of tourism industry in Karnataka. There is a need for creating

awareness about type of self-defence, dos and don'ts at the tourist palace, legal protection, institutional support available for the tourist and there is great requirement of safety management system by the Karnataka Government. There is a need for integrated model for safety and security in Karnataka tourism industry.

There is a need for issues and challenges faced by the Karnataka tourism related to safety and security for the tourists. Safety and security enhances the quality services and better experience for the tourists and stay competitive. There is a need for systematic guidelines related to safety and security in the tourism industry. Tourism industry is a growing industry, implementation of safety and security in this industry enhances the growth of the tourism industry through that GDP, employment generation, investment opportunity also increases. The study on safety and security has got an important role in the tourism industry as it is one of the revenue generating sector.

OBJECTIVES OF THE STUDY

To identify the problems faced by foreign tourist through the previous studies.

To examine the safety and security measures adopted by Karnataka tourism sector.

To study the significant relationship between safety and security measures and foreign tourists satisfaction in Karnataka.

HYPOTHESIS OF THE STUDY

H1: There is a significant relationship of safety and security measures with the satisfaction of foreign tourist in Karnataka.

H0: There is no significant relationship of safety and security measures with the satisfaction of foreign tourist in Karnataka.

RESEARCH METHODS AND INSTRUMENTS

The research methodology is adopted based on the descriptive analytical research approach. Each objective has been addressed in the study systematically to understand the safety and security factors affecting tourist satisfaction in Karnataka. The data has been collected in the various geographic places such as Mysore, Hampi, Mangalore, Bangalore

city (International Airport) and interaction made with foreign visitors at star hotels. Tourists who entered the visitor lounge and looked like foreigners with lots of baggage were the survey population. There were 319 foreign tourists being surveyed. The structured questionnaires were issued to the foreigners to mark their perception towards safety and security. The collected data were analysed using regression analysis. Regression analyses was employed to test the conceptual model which shows the relationship of safety and security measures with the satisfaction of foreign tourist in Karnataka by using the SPSS. Data has been measured using Likert's 5-point scale.

RESULTS AND DISCUSSION

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.972a	.945	.941	.21015

ANOVA ^b					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	224.559	24	9.357	211.874	.000 ^a
Residual	12.983	294	.044		
Total	237.542	318			

Source: Primary Data

It is noted that tourist safety and security factors such as Intentionally dress as the locals, role of local police stations and security officer's, surveillance of roads and local areas for security, do's and don'ts are available at few places, availability information booths/police booth, the tourist office are kept open 24/7, helpline centres/tourist grievance cell, night patrolling, transport, communication, health, sanitation, security checkpoints in tourist areas, online travel and safety information, installation of CCTVs, early warning mechanism have significant relationship with foreign tourist satisfaction in Karnataka.

The regression analysis shows that, the value of "R" indicates high degree of correlation co-efficient (.972a) between the safety and security factors and tourist satisfaction. R² measure the variation explained by the regression model is (.945) being high indicating model fits the data well. Significant of F change is less

than 0.05 which indicates safety and security factors have significant relationship with tourist satisfaction. 24 variables of safety and security factors were used to predict foreign tourist satisfaction.

$$\text{Foreign Tourist Satisfaction} = (-.274) + (-.195 * \text{Intentionally dress as the locals}) + (-.130 * \text{Role of local police stations and security officer's}) + (.645 * \text{Surveillance of roads and local areas for Security}) + (.224 * \text{Do's and don'ts are available at few places}) + (.270 * \text{Availability Information booths/Police booth}) + (.130 * \text{The tourist office are kept open 24/7}) + (.276 * \text{Helpline centres/tourist grievance cell}) + (.306 * \text{Night patrolling}) + (-.068 * \text{Transport, communication, health, sanitation}) + (-.250 * \text{Security checkpoints in tourist areas}) + (-.136 * \text{Online travel and safety information}) + (.161 * \text{Installation of CCTVs}) + (-.155 * \text{Early warning mechanism}).$$

Since the above regression model indicates the safety and security factors and the values are < than p value 0.05, therefore hypothesis statement i.e, **H1**: there is a significant relationship of safety and security measures with the satisfaction of foreign tourist in Karnataka is accepted.

REGRESSION EQUATION

$$\text{Foreign Tourist Satisfaction} = \alpha + \beta_1(\text{IDL}) + \beta_2(\text{LPSO}) + \beta_3(\text{SRLA}) + \beta_4(\text{DD}) + \beta_5(\text{AIB}) + \beta_6(24/7) + \beta_7(\text{HTTC}) + \beta_8(\text{NP}) + \beta_9(\text{TCHS}) + \beta_{10}(\text{SCTA}) + \beta_{11}(\text{OTSI}) + \beta_{12}(\text{CC}) + \beta_{13}(\text{EWM}) + \mu$$

RESEARCH FINDINGS

It is found that the foreign tourist who dress as locals intentionally they are considered as safe in the tourism locality. The local police stations and security officers are playing significant role in protecting foreign tourists from external threats. The local government has successfully implemented surveillance of roads and local areas for security. The foreign tourists are finding are able to get instructions regarding Do's and Don'ts at few tourist's destinations. It also found that, the information booths and police support booths are available in some places. In order to protect the interest of foreign tourists the tourist office is kept open 24/7. If any difficulties arise the tourists can take the assistance through the Helpline centres/tourist grievance cell. Night patrolling have found across tourist destinations to safeguard them. The Karnataka tourism department have systematically designed and maintained Transport, communication, health, sanitation to provide better tourism experience for the foreign tourists. To avoid theft, terrorism, criminal cases, burglary, pickpocket, physical damages for the foreign visitor's security checkpoints are implemented in tourist areas. The tourism department in Karnataka is providing online travel and safety information through mobile apps. It is found that CCTV cameras are installed to check the movements of the people in certain tourist destinations such as hotels and public places. In an emergency or difficult times, the foreign tourist can seek immediate help through early warning mechanism.

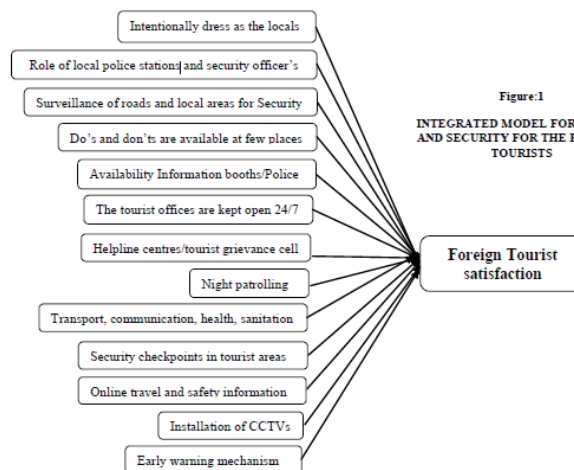


Figure.1
INTEGRATED MODEL FOR SAFETY AND SECURITY FOR THE FOREIGN TOURISTS

Integrated Model for Safety and Security for the foreign Tourists

LIMITATIONS AND DIRECTIONS FOR THE FUTURE RESEARCH

The present research is confined to studying safety and security factors influencing satisfactory level of foreign tourists only. The geographic area for the study is confined to Bengaluru, Mysore, Mangalore

and Hampi. Availability of less number of foreign visitors as a sample is one more limitation for the study. More number of pertinent variables can be used to obtain the better results. The present integrated model can be used to test the satisfactory levels in the other industry also. Various statistical analysis can be used to test the reliability of the study.

Table :1 Showing Factors affecting Tourist Positive Perception Towards Karnataka Tourism

Unstandardized Coefficients				Standardized Coefficients		
	Model	B	Std. Error	Beta	t	Sig.
1	(Constant)	-.274	.085		-3.210	.001
	Understanding degrees of risk perception	.013	.049	.015	.262	.793
	Intentionally dress as the locals	-.195	.045	-.263	-4.331	.000*
	Inform to carry less cash and valuables	-.092	.055	-.104	-1.677	.095
	Instructed to travel with others or tour groups	.068	.038	.086	1.766	.078
	Role of local police stations and security officer's	-.130	.039	-.165	-3.333	.001*
	Surveillance of roads and local areas for Security	.645	.052	.626	12.439	.000*
	Do's and don'ts are available at few places	.224	.045	.334	4.919	.000*
	Medical facilities wherever tourist visit	-.010	.032	-.012	-.305	.760
	Law enforcing agencies are working	-.038	.052	-.042	-.734	.464
	Availability Information booths/Police booth	.270	.029	.376	9.205	.000*
	The tourist office are kept open 24/7	.130	.048	.132	2.719	.007*
	Helpline centres/tourist grievance cell	.276	.057	.251	4.879	.000*
	Night patrolling	.306	.035	.457	8.720	.000*
	Transport, communication, health, sanitation	-.068	.034	-.098	-1.977	.049*
	Installed Mobile app for tourists	.084	.050	.106	1.679	.094
	Guidance to tourists (Safety Broachers)	-.034	.037	-.044	-.911	.363
	Territory wise administrations of tourism	.025	.033	.029	.743	.458
	Social awareness and media campaigns	-.076	.041	-.095	-1.845	.066
	Licensed & certified tour guides	-.008	.033	-.012	-.234	.815
	Security checkpoints in tourist areas	-.250	.061	-.279	-4.080	.000*
	Online travel and safety information	-.136	.032	-.187	-4.267	.000*
	Escort by security guards	.067	.040	.086	1.680	.094
	Installation of CCTVs	.161	.064	.189	2.500	.013*
	Early warning mechanism	-.155	.028	-.199	-5.457	.000*
a. Dependent Variable: Foreign Tourist Satisfaction						

Source: Primary Data

CONCLUSIONS

Safety and security of the foreign tourist in Karnataka has been considered as key issue as it generates revenue for the state. The aspects of safety and security not only impact on revenue but also image and economic growth of the country. The institutional and government bodies have high degree of responsibilities to overcome the issues and challenges in the tourism industry through formulating strategies and standardised policies towards safety and security of foreign tourists. It is also a responsibility of the civilians of India to co-operate and respect the visitors from overseas. There is a greater opportunity for tourism industry to grow in the near future only when the institutional bodies and good conduct of locals concentrate in a right track to make sure the foreign visitors safe in our country. The safety and security measures such as foreigners must dress as the locals, support of local police stations and security officer's, Surveillance of roads and local areas, rules related to Do's and don'ts for foreigners during their visits, setting up of information booths, 24/7 security services, helpline centres, night patrolling by police, well established transport, communication, health, sanitation for foreign visitors, security checkpoints at tourist destinations, Online travel and safety information, Installation of CCTVs creating awareness of early warning mechanism for the tourist are the significant factors influencing safety and security of foreign tourists in Karnataka.

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