The Safety of Township Tourists in Cape Town, South Africa: A Customer Orientation Approach

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Abstract: Townships have turned out to be places of leisure consumption. However, personal safety has been a major concern in South Africa. It is the aim of this paper, using a customer orientation approach, to explore township tourists' perceptions in terms of their safety while visiting Cape Town (Gugulethu, Khayelitsha and Nyanga townships) in South Africa. This research used a quantitative method (questionnaire survey) to collected data from 171 respondents (tourists) in Cape Town Townships. Data were analysed using inferential statistics (correlation test and regression analysis), and Cronbach Alpha's coefficients were used to test reliability of the multivariate data. This research found that in general, tourists are mostly satisfied and hold positive perception of Cape Town townships, although the study unearthed certain safety issues. Tourists' knowledge of their contribution to the economic development of the study areas encourage them to revisit. This study recommends to Cape Town Tourism to inform tourists about safety issues in townships prior to visiting Cape Town townships. This will enable tourists to be more vigilant. It is also suggested by this study that tourists use tour guides who are familiar with these townships, during their visit.

Keywords: Customer orientation; tourist satisfaction; perceived risks; tourist safety; township tourism

JEL Classification: M31; O55; R11; Z32

1. Introduction

Tourism is one of the leading and fastest growing economic industries in the world; as such, it is a crucial tool for stimulating economic growth (Mehmood et al., 2016). Maintaining a balanced relationship between tourists, the people and the place that they encounter, along with the businesses that offer tourism services, is critical to the successful development of tourism (Sharpley, 2014), especially in developing nations and marginalised areas. Township tourism in South Africa is still at the developmental stage. Findings by Chili (2018) reveal that South African townships are marginalised and neglected in terms of economic and development activities; as a result, the areas are faced with many different social and developmental challenges. In South Africa, most crimes are reported in the relatively poor areas; however, some comparatively wealthy suburbs are affected by violence and crime (Expatcapetown, 2017). Certain areas, especially in the townships, are known as 'no-go' areas, where, if visitors are unaccompanied by a local guide, or have not been introduced to the local residents, they are likely to fall victim to crime (Expatcapetown, 2017). Social structure theories propose that people may become offenders, due to being part of certain socio-economic structure (Mehmood et al., 2016). People residing in poverty-stricken areas are often unable to attain social or financial success, which is why they are more likely to become offenders than the relatively well-off communities (Mehmood et al., 2016).

Individuals become involved in illegal activities as alternative means of achieving their goals, due to the

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lack of lawful means to meet their goals (Mehmood et al., 2016). Brown (2015) asserts that tourism is an unrestricted activity, and that most tourists will not pay to visit a destination where their safety might be in jeopardy. Individuals tend to engage in tourist activities as part of a constant search for novelty, excitement and adventure, while, simultaneously, enjoying the security of unimpeded movement (Liu et al., 2016). Subsequently, the growth and development of tourism largely relies on environments that are primarily risk-free and politically stable (Lie et al., 2016). Kapuscinski and Richards (2016) articulate that risk perspectives are functions of uncertainty, and consequences being more desirable to some tourists than others. Even so, the duo warns that unmanaged hazardous events can lead to problematic safety images for tourist destinations, and that can serve as a major limitation in the tourism industry. Therefore, it is important that destinations have comprehensive management strategies in place that assess and respond to risks in a manner that protects the safety and security of the visitors and staff, and that serve to maximise the potential for the continuity of businesses (Kapuscinski & Richards, 2016).

From the extant literature reviewed, studies on tourists' perceptions of certain destinations and their satisfaction are rife, but more studies are needed, especially in developing nations, on tourists' perceptions of township tourism, especially with regard to safety and security. George and Booyens (2014) state that investigation into visitor safety and security is an important factor for township tourism product development. If the issue of safety and security is not addressed with seriousness, it has the potential to derail both social and economic prosperity (Western Cape Government, 2016). Consequently, this research aimed at exploring the tourists' perceptions of safety whilst visiting prominent tourist townships of Gugulethu, Khayelitsha and Nyanga areas in Cape Town. The purpose of this research is to uncover and recommend ways of maintaining tourists' safety whilst visiting Cape Town townships (Gugulethu, Khayelitsha & Nyanga). The reviewed literature from previous academic articles formed the theoretical background of this study.

2. Literature Review

In today's globalised fragile business environment, tourism is among the most vulnerable industries to crises and disasters such as crime, food safety problems, weather, economic downturns, natural disasters, wars, socio-political instability, outbreak of diseases and terrorism (Adam, 2015; Amir *et al.*, 2015; Chew & Jahari, 2014; Kiliçlar et al., 2017). According to the Western Cape Government (2016) the issue of safety for persons and property is important to the physical and emotional well-being of people and businesses. Crime hampers growth and discourages investment and capital accumulation. If not addressed with seriousness, it has the potential to derail both social and economic prosperity (Western Cape Government, 2016). People's general impressions, as well as official statistics on safety and crime issues, mould perceptions of areas as living spaces or place in which to establish businesses or visit (Western Cape Government, 2016). Tourists' perception of safety risks is often a significant consideration regarding their psychological process of travel destination choice.

2.1. Perceived Risks

Ragavan et al. (2014) articulate that tourists' perceptions of a destination as a preferred choice for travel is crucial for its image. Schroeder *et al*. (2013) expand that if a tourist becomes a victim of violent crime whilst visiting a destination, the negative experience will weigh more heavily on destination risk perception than the extent of past travel experience to the same destination. The authors further clarify that higher levels of perceived risk can result to a drop-in tourism demand; therefore, it is important that the tourism industry understands these perspectives. The likelihood of future travel is influenced by perceptions of specific types of risks, demographics and past experiences. The perception of risk can have a more powerful effect on the propensity to travel than real risk. Chew and Jahari (2014) add that tourist travel decisions are evaluated based on perceptions rather than reality. Adam (2015); Chew and

Jahari (2014) mark that tourists' choice of destinations is influenced by perceived risk thereby making it to be an important determinant factor in the tourism industry. Adam (2015) puts accent on the issue of perceived risk as a subjective matter as it can assume different constructs. The author noted that although perceived risk can be conceptualised negatively, for others it can be a travel motivator. The type of risk important to the tourist is dependent on their socio-demographic characteristics such as their age and socio-economic status. These characteristics may include personality, motivation, organisational factors (such as travel arrangements), the stage of travel, the level of knowledge and risk acceptance levels along with their degree of voluntary exposure to risk. Adam (2015) underlines that consumers have individual risk tolerance; when this tolerance level is reached the consumer may abandon the purchase process or engage in risk reduction behaviour that may reduce the impact of perceived risk. Risk handling or risk reduction is described by Adam (2015) as a process by which consumers seek information to reduce the uncertainty of an unsatisfactory purchase decision. The author further adds that gathering information from friends and family who had first-hand experience of the product/service; finding information from travel agents, and online internet reviews are some of the risk reduction strategies used by tourists. South Africa has a wealth of information for tourists to sift through in weighing up their options. To date, South African tourism has been in a fortunate position where no major crises have been experienced. The most common form of risks that can be devastating to tourism is the issue of crime in South Africa. Crime in South Africa is at its peak in different parts of the country.

2.2. Crime

Stats SA (2013/14) reported that in South Africa crime affects people differently and as a result their perceptions in this regard differ. In some areas residents feel safe in their areas during the day while some felt unsafe when it is dark. Some residents avoid going to public spaces unaccompanied; while some will not allow their children anywhere outside of their homes without supervision of an adult. According to Stats SA (2013/14), majority of criminal offenses are committed by people living in the same areas. South Africans perceive the high crime rates as social and economic phenomenon that can be solved by government intervention through development in these areas (Stats SA, 2013/14). Seedat et al. (2009) point out that in South Africa violence and injuries are the second leading cause of death and most of Disability-Adjusted Life Years (DALYs). Moreover, the authors add that in South Africa violence is profoundly gendered with young men aged 15-29 years disproportionately engaged in violence both as victims and perpetrators. The main issues in this occurrence include poverty and unemployment, patriarchal notions of muscularity, vulnerability of families and exposure to violence in childhood, widespread possession of fire arms, alcohol and drug abuse and a weak culture enforcement including failure to uphold safety as a basic right (Seedat et al., 2009). Social structure theories put forward that people become offenders, due to their being part of a certain socio-economic structure (Mehmood et al., 2016). Seedat et al. (2009) bring to light that different schools of thought have emanated from the social structure theories such as: social disorientation theory, strain theory and cultural deviance theories. Social disorientation theory explains that the existence of immigrants is significantly correlated with criminal activities; based on the inability of securing legitimate way to economic means thereby forcing them to participate in illegal activities to earn a living. The strain theory posits that people get involved in illegal activities as an alternative way of earning a living. Cultural deviance theories explain that crime and delinquent behaviour are caused by norms and values supporting such behaviour; therefore, are a result of social dis-organisation (Castello, 1997). Meanwhile, different deviance theories argue that values relating to crime vary based on age groups and that engagement in criminal activities are learned behaviour. Whereas, deviance theory argues that a person who has not been exposed /trained in crime would not engage in such behaviour (Castello, 1997). In South Africa, the extent of crime does not only have a significant impact on the livelihood of people, but also affects the general economy (Western Cape Government, 2016). Crime and victimisation present challenges for destinations which seek to earn income from tourism (Boakye, 2012). Boakye (2012) underlines that the availability of tourism police

units brings assurance to the tourists with regard to their safety while visiting such destinations. The fear of crime on tourists may cause a shift in demand patterns for that particular destination (Boakye, 2012). The author exemplifies with the cases of Florida, Jamaica and defunct Yugoslavia that suffered declined travel receipts due to crime, terrorism and war. Township tourism in South Africa seems to be underdeveloped due to the role that high level of crime has played in the country.

2.3. Township Tourism

Contemporary tourism planning made use of cultural tourism niche as means of diversifying the tourism economy (Moswete et al., 2015). The authors further state that cultural tourism incorporates socio-cultural, economic and environment aspects including traditions of societies. Moswete et al. (2015); Saarinen and Rogerson (2015) express that cultural tourism has been acknowledged as one of the fastest growing segments of the global tourism economy. The authors posit that cultural tourism is used as a vehicle to gain access and awareness of one another's places and pasts. Saarinen and Rogerson (2015) additionally state that cultural tourism across sub-Saharan Africa offers untapped potential for generating opportunities for tourism expansion and inclusive growth. Furthermore, the authors add that in Southern Africa, cultural tourism is seen as a tool of alleviating poverty and job creation to previously disadvantaged communities. This can be seen in Botswana, Ghana, Kenya, Mali, Mozambique, South Africa and Tanzania. Township or slum tourism economy is arguably the most distinctive and controversial cultural product which South Africa has integrated as a component of heritage struggle attractions (Rogerson & Mthombeni, 2015; Saarinen & Rogerson, 2015). Moswete et al. (2015) add that a range of local benefits are associated with cultural tourism however, its development often involves risks. The risks include the commodification of local traditions resulting in staged "authenticity" including socio-cultural impacts such as increased crime and degradation of morality (Moswete et al., 2015). Rogerson and Mthombeni (2015) state that tourists have developed a taste for township areas. In light of the above, Yoshida et al. (2016) add that victims of war and conflicts memorial places have become a highly valued tourism commodity. The authors go on to point out that memorial areas to honour victims and heroes of war and conflicts mark the cultural landscape. Additionally, the authors bring to light that dark tourism or thanatourism is a death related historical site that is seen as a subset of heritage tourism related to horror and tragedy. The authors conclude that dark tourism sites serve political, educational, entertainment or economic purposes; and that mainstream tourism providers have focused on the co-modification of death for popular tourist consumption.

In South Africa, anti-apartheid struggle is emphasised through township tours (Rogerson, 2004). The importance of urban townships in South Africa is the association to apartheid social exclusion, which makes them different from other deprived and slum areas of the world (Booyens, 2010). These areas did not only experience social exclusion but were also victims of bullying, torture and death. For example, the tragedy of 21 March 1960 where the police shot 69 protesters outside Sharpville police station in the Vaal Triangle area of Johannesburg (Rueedi, 2015). The Soweto revolt of Black communities resulted to 575 deaths and 451 died from police actions (South African History Online, 2011). Although this may have been the case, township tourism has developed in South Africa since 1994, targeting mostly foreign special interest visitors. Township tourism products are mostly cultural and heritage attractions, traditional cuisine, historical sites and local arts and crafts (Booyens, 2010). According to George and Booyens (2014) township tourism in South Africa is a prominent form of poverty tourism. Township tours typically involve taking visitors to areas of poverty to see how people live, and to symbolic struggle sites associated with apartheid (Booyens, 2010). George and Booyens (2014) state that townships have become spaces of leisure consumption in the context of urban tourism. In spite of international criticism, poverty tourism is unmistakably gaining importance both economically and as a tourism product offering (George & Booyens, 2014). Several researchers propose township tourism as a poverty relief package which is regarded as an instrument for local economic development and ensuring that the benefits of

urban tourism are spread more widely (George & Booyens, 2014). Many believe that township tourism can enhance the local economy of marginalised areas and it is often marketed as a responsible tourism option by operators offering township tours (Booyens, 2010). There is, however, little evidence that the poor benefit significantly from tourism generally and more especially from township tourism (George & Booyens, 2014). Other researchers argue that township tourism needs to be developed more responsibly to ensure economic opportunities for local communities (George & Booyens, 2014). Rogerson (2004) argues however that potential new opportunities are offered by township tourism for entrepreneurs to be engaged in a range of activities, including tour guiding, the provision of accommodation, food, services and local entertainment in these 'new tourism spaces' of urban South Africa. George and Booyens (2014) argue that local entrepreneurs, who initially organised township tourism, face various challenges such as fierce competition from established, predominantly White-owned tour operators who have since entered the market, limited skills and access to finance and a weak product base. The authors further indicate that the commodification of culture and heritage for financial gain is another concern with regard to township tourism. Also, authenticity is compromised when visitors are taken on superficial journeys to townships which include limited interaction with local residents (George & Booyens, 2014). Hence, the call for tourism destinations to harness the market-led (customer-orientation) approach.

2.4. Consumer / Customer Orientation

Oki (2014) describes consumers as the life blood of an organisation. Thus, their satisfaction is top priority for organisations or destinations as the tourism products are ranked by their satisfaction score which includes repeat purchases, loyalty, positive word of mouth and increased long-term profitability. Dusek et al. (2014) indicate that high levels of tourist satisfaction are key performance indicators which have been found to intensify the competitiveness and brand consistency in the tourism industry. Yee et al. (2011) indicate that the analysis of the service-profit chain by Heskett *et al.* found that there is a close link between customer satisfaction and loyalty and organisation profitability. Ford et al. (2012) state that creating an experience is important to turn tourists into regulars instead of merely selling a product or a service. According to Yee et al. (2011), when tourists are satisfied in a business service, they become loyal to the organisation and that impacts positively on the business performance. Excellent tourism organisations know that it is cheaper to keep loyal tourists than it is to attract new ones and that repeat business is key to long-term profitability (Ford et al., 2012). High levels of service quality play a major role in consumer satisfaction. Tourists' inferences about whether to come back to that business or not depend highly on how they are treated.

Unfortunately, if tourists are not satisfied with a business or destination, the repercussions are that the business or destination will be at a loss not only with that consumer, but also with all the people connected to that customer. For example, if a tourist is dissatisfied, he/she will spread this experience to friends, families, colleagues and may also share their encounters on the internet (for example, TripAdvisors). Jazwiec (2014) notes that the way customers do business and how they view a service they receive is steered by the global economy and social media. This implies that not only has the business lost that particular tourist, but rather, has lost each and every person that is linked with that particular customer. In the service type of business, such as tourism, it is understood that one tourist equals many tourists. Therefore, customer satisfaction induces higher sales performance through customer loyalty (Yee et al., 2011). Tourists' loyalty to a particular destination is invariably a force to reckon with regarding their psychological process of travel destination choice.

2.5. Destination Choice

Li et al. (2012) report that fulfilling customer needs is difficult and relies on the co-ordination of highly motivated people. Ford et al. (2012) articulate that service encounters are of crucial importance to the tourists' evaluation of service quality as they can make or break the entire consumer experience.

Extensive interaction with tourist is perceived to be one of the most stressful environments as it requires working with varied preferences and choices. Employees meeting customer demands is translated to the expectation of flexible working hours, irregular working patterns, enduring confrontational interactions with consumers, long and unsocial working hours in very stressful circumstances (Naude et al., 2013). The destination choice and future behaviours of tourists are influenced by their overall perception of that destination (Zhang et al, 2014; Prayag et al 2015; Ramseook-Munhurruna et al., 2015; Ezeuduji et al., 2016). According to Ezeuduji et al. (2016), tourist loyalty is substantially affected by the perceptions' tourists have of the destination image and the experience received when travelling. Destination choice is mainly influenced by the sources used to obtain information about the destination. Media appears to be the most influential source of information about destinations for decision making (Lisowska, 2017). Zhang et al. (2014); Prayag et al. (2015); Ramseook-Munhurruna et al. (2015); Ezeuduji et al. (2016) state that destinations with positive tourist perceptions are able to influence travel behaviour towards that area. According to Shavanddasht and Allan (2018); Ezeuduji, et al. (2016) destination loyalty is influenced by tourist satisfaction while travelling in the area, indicating an association between customer satisfaction and loyalty. Destinations are turning their focus towards repeat visitors based on the following reasons; they participate in additional leisure activities, are motivated to recommend the destination and have increased lengths of stay (Shavanddasht and Allan, 2018; Zhang et al., 2014). The next section addresses how the data for this study were collected and analysed.

3. Research Design and Method

The total number of tourists in townships remain largely unknown (WESGRO – Cape Town and Western Cape Tourism, Trade and Investment, 2016). Even so, between year 2017 and 2018, a total population of 5, 333, 799 (4, 096, 251 domestic, 1, 125, 705 international and 106, 511 regional arrivals) tourists were received in Cape Town (Cape Town Tourism Annual Report, 2017/2018). The following Figure 1 illustrates the geographical location of the study areas.
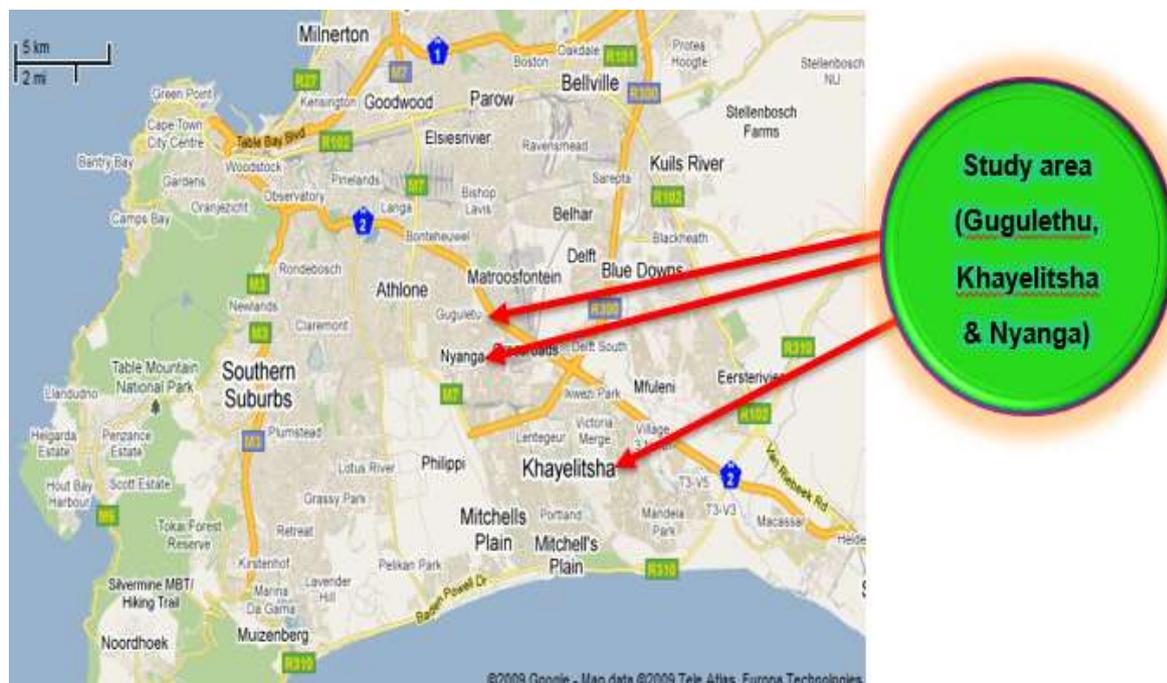
Figure 1. Geographical Location of the Study Areas (Gugulethu, Khayelitsha and Nyanga)
Source: http://www.worldfootynews.com/article.php/20090905171220333

As the study population is largely unknown, this study used a non-probability sampling (convenience sampling) of respondents. This research (Creswell, 2016; Quinlan, 2011; Zikmund et al., 2013). The information on tourists' population visiting the study areas was not available at the time this research was conducted, thus, probability sampling was not possible for this study.

This study therefore targeted respondents who were available at the time of research and who were willing to take part in this study. This research employed a quantitative approach (questionnaire survey) to obtain quantified data. The study collected data from 171 respondents (tourists) in Cape Town Townships. This research targeted a total of 400 questionnaires from visiting tourists. However, due to low tourists' numbers in the townships, at the time this study was conducted, this research did not reach large enough sample size planned for tourists' respondents. Due to this relatively small sample size (171) the results obtained from data analysis may not have yielded irrefutable findings regarding tourists' perceptions. However, being that this study is more exploratory than conclusive, this sample size (171) yielded results that capture tourists' perspectives, adequate enough for the regression analyses performed, and on which more conclusive research can be done. A structured questionnaire format was designed and was divided into two sections: Section A, covered the general questions and respondents' profiles (mostly nominal or categorical variables). Section B, were safety related variables ranked in a five-point Likert-scale formatting of questions. Safety related variables used in section B emanated from previous related studies (such as Adam, 2015; Amir et al., 2015; Booyens, 2010; Chew & Jahari, 2014; George, 2004; George & Booyens, 2014; Rogerson, 2004) to increase the reliability and validity of research findings. Data for this research were collected over a period of nineteen months (March 2018 till October 2019) from Gugulethu, Khayelitsha and Nyanga townships in Cape Town. The field study (data collection) was conducted by a total of ten fieldworkers including the researcher. Nine fieldworkers were recruited for this research; the fieldworkers were distributed as follows: 1.) three fieldworkers were from Gugulethu, 2.) two fieldworkers from Nyanga and 3.) four fieldworkers from Khayelitsha; as a result, data were collected in stages. For example; 1.) the first phase of data collection occurred at Gugulethu township. 2.) The second phase of data collection was at the Nyanga township. 3.) The last phase of data collection was done at Khayelitsha township. It was important that the research uses people that were familiar with the areas as they can easily blend with the local community members and identify tourism hotspots in these localities; more so, there are safety concerns in these areas. From the reviewed literature and the researcher's personal experience; it is generally known that perpetrators of criminal activities in a particular place are individuals residing in the same area, hence the study was viewed as high risk in these communities (an outsider may not be aware/familiar with people around & may end up asking a dangerous criminal the kind of questions related to his/her activities; putting the field worker at risk). The obtained data were analysed using Stata Data Analysis and Statistical Software version 15 (StataCorp, 2015). The first stage of data analysis employed univariate descriptive analysis (frequencies, mean & standard deviation). The second stage of data analysis was multivariate analyses using Correlation test and Regression analysis. Due to the small number of tourist respondents (171), this study employed a non-parametric form of correlation among factors (Spearman Rho instead of Pearson r correlation). Multiconllinearity test was performed on the data in order to validate the regression analysis. The existence of multicollinearity was diagnosed through the use of Variance Inflation Factor (VIF). The final stage of data analysis employed Cronbach's Alpha coefficiency test on the Likert-scale using variables in Section B part of the questionnaire in determining the reliability of the data. This study therefore considers a Cronbach Alpha score of 0.5 and above to be acceptable due to relatively small numbers of items used in each subset analysis (safety factors in townships). George and Mallery (2003) accepted this cut-off point.

The research findings are presented in the following section.

4. Results

This study surveyed 171 respondents (tourists) from Gugulethu, Khayelitsha and Nyanga. Majority of tourists' respondents were non-South African (63%), mostly Africans (39%), Europeans (21%) and North Americans (38%). Majority of respondents were females (71%), travelling in a group (90%) who were the first-time visitors to townships (62%). These groups mostly visited the townships based on word of mouth recommendations (59%); the visitors mostly hold a college/university degree (83%) and are between the ages of 21-31 years old (65%).

Tourists attributed high crime rate in townships mainly to poverty, high unemployment, drug addiction, formation of gangs and a lack of basic education. High level of poverty, drug abuse and related crime deter tourists from visiting the study areas; while the knowledge of contributing to the economic development of the study areas encourage tourists to revisit. It is important to note that tourists in general hold a positive perception of Cape Town townships, irrespective of their reputation of being crime ridden.

Non-probability correlation test was done between the dimension of safety perspectives outcomes (level of visit satisfaction; feeling of safety in the township; re-visit intention) and other dimensions, as can be seen in Table 1.

Table 1. Non-Parametric Correlation among Factors1 (Spearman Rho Correlation Analysis) (N=171)

	SO	PTD	SRC	PFLC	SRSPS	SREDFS	PPO
SO	1.0000						
PTD	0.5096*	1.0000					
SRC	-0.2398*	0.4650*	1.0000				
PFLC	-0.3448*	-0.2394*	0.0664	1.0000			
SRSPS	0.3368*	-0.4363*	0.3356*	0.0664	1.0000		
SREDFS	-0.3064*	0.4294*	0.4161*	-0.1436*	0.5146*	1.0000	
PPO	0.1210*	-0.3823*	-0.2352*	0.0542	-0.1698*	0.3179*	1.0000

* Correlation is significant at the 5% level (2-tailed).

*[1]Keys: **SO** = Safety out-comes; **PTD** = Perception of tourism development; **SRC** = Safety related to crime whilst visiting the town-ships; **PFLC** = Perception of factors leading to crime in Cape Town Townships; **SRSPS** = Safety related to Socio-Political status whilst visiting the townships; **SREDFS** = Safety related to epidemic diseases and food security in town-ship; **PPO** = Perception of police officials.*

The results indicate that when tourists consider that they are valued in the development of local communities, they are likely to revisit (safety outcome). The results show that there is a positive correlation between these dimensions, with Spearman rho =0.5096, statistically significant at 5% confidence interval. When tourists consider drugs and related problems to be leading to crime and poverty, they are less likely to come to that area as indicated by a negative correlation coefficient of -0.2398, which is significant at 5% confidence interval. Higher crime related issues in the area result in less intentions to revisit as tourists consider the area unsafe, thus, not satisfactory. This is supported by Spearman rho correlation coefficient of -0.3448 and was found to be significant at 5% confidence interval. Socio-political stability makes tourists want to return to the area, as they will be considering it safe and satisfying. Correlation show a positive Spearman rho correlation coefficient of 0.3368, statistically significant at 5% confidence interval. Unhygienic and unclean environment prone to diseases outbreak scare off tourists, as shown by the negative correlation coefficients of -0.3064 which is statistically significant at 5%. If the police are considered reliable, responsive, and are always present; tourists are more likely to consider the area favourably and therefore return as they feel safe and satisfied. The correlation coefficient of 0.1210 was calculated which is statistically significant at 5% confidence interval. As satted by Dusek et al. (2014), high levels of tourist satisfaction are key performance indicators which have been found to intensify the competitiveness and brand consistency in the tourism

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industry. Yee et al. (2011) support the close link between customer satisfaction, loyalty and organisation/destination profitability.

Correlation depicts association whether two variables are related, the pattern (positive versus negative) of the relationship, as well as the strength of relationship (magnitude of the coefficient). It is however, of importance to establish the effect of one variable on the other, in essence if one variable score changes by 1, what happens to the dependent variable? This is depicted with regression analysis results in Table 2.

Table 2. Regression Analysis

Safety outcomes	Coef.	Std.Err.	T	P>t	(95% Conf. Interval)	
Perception of tourism development	.2119303	.0574437	3.69	0.000	.325506	.3983539
Safety factors related to crime whilst visiting the townships	-.0840471	.04188	-2.01	0.047	.0012428	.1668514
Perception of factors leading to crime in Cape Town Townships	-.0884215	.0318848	-2.77	0.006	-.0253795	.1514635
Safety related to socio-political status whilst visiting the townships	.1475784	.524169	2.82	0.006	.0251215	.2543940
Safety related to epidemic diseases and food security in townships	-.0750042	.589736	1.27	0.206	-.041597	.1916055
Perception of police officials	.126308	.0783462	0.16	0.872	-.1422736	.1675352
Origin						
Non-South African	.7418202	.6123412	1.21	0.228	-.4689055	1.952509
Gender						
Male	-.0906184	.3309282	-0.27	0.785	-.7449223	.5636854
Group travel						
No	.570366	.4515896	0.13	0.900	-8.8358363	.9499095
Prior visitation						
No	-.1120973	.2853155	-0.39	0.695	-.6762167	.4520221
Continent of Origin						
Asia	-.4815774	1.777138	-0.27	0.787	-3.995295	3.03214
Europe	-.5335809	.6752994	-0.79	0.431	-1.868768	.801606
North America	.390554	.6546437	0.60	0.552	-.9037915	1.684902
South America	1.242459	1.140796	1.09	0.278	-1.013097	3.498015
Destination stimulation						
Internet	.1426399	.398275	0.36	0.721	-.6448205	.9301003
Media	1.292658	1.04826	1.23	0.220	-.7799391	3.365255
Tour Operator/Guides/ Travel agent	-1.372572	1.22509	-1.12	0.264	-3.794794	1.049649
Other	-.2736674	.3838591	-0.71	0.477	-1.032625	.4852903
Highest Education						
High School	-.6790228	1.309556	-0.52	0.605	-3.268248	1.910203
College/University	-.1681686	1.281039	-0.13	0.896	-2.701011	2.364674
Age Group						
21- 30 Years	.7496763	.8445228	0.89	0.376	-.9200954	2.419448
31- 40 Years	.7882023	.8401065	0.94	0.350	-.8728375	2.449242

41- 50 Years	.0871539	.9910458	0.09	0.930	-1.87232	2.046627
51- 60 Years	-.4746277	1.16471	-0.41	0.684	-2.777466	1.82821
More than 60 Years	-.3940382	1.20613	-0.33	0.744	-2.778772	1.990696
_cons	12.31418	1.689174	7.29	0.000	8.974387	15.65398

-Number of observations = 165; F (25,139) = 4.44; Prob >F=0.0000; R-squared=0.442; Adjusted R-squared =0.3431; Root MSE=1.5036

The results illustrate that perception of tourism development and safety factors related to socio-political status whilst visiting the townships have positive and statistically significant impact on safety outcome, while safety factors related to crime whilst visiting the townships and perceptions of factors leading to crime in Cape Town townships have negative and statistically significant impact. Safety issues related to epidemic diseases and food security in townships and perception of police officials are not statistically significant in this regression analysis. The regression analysis results showed that all the demographic variables have no influence on the decision of tourists to revisit the area or their general view of safety or their satisfaction. This is critical for policy and tourist's attraction strategies as the study reveals the destination factors that matter most for the tourists. The variables included in the model explain over 34% of the variability in the Safety outcomes variable (see Adjusted R-squared in the model), from 165 respondents (see number of observations in the model).

5. Discussion

This research established that tourist respondents have been informed by friends (81%) and media (74%) that visiting Cape Town townships is dangerous. Although this may be the case, the results show that 57% of tourists' respondents are not worried about their safety whilst in townships. This may be due to tourists' perception of Cape Town townships being unsafe just like other destinations (70%). Only 20% of respondents view these areas as unsafe, while other respondents (48%) do not perceive these areas to be unsafe. As earlier indicated, Adam (2015) and Chew and Jahari (2014) posit that tourists' choice of destinations is influenced by perceived risk and this is important in making destination choice. Issues of safety may cause a shift in tourists' demand patterns for a particular destination (Boakye, 2012).

The results revealed that when tourists consider that they are valued in the development of local communities, they are likely to revisit (safety outcome). Literature analysis shows that township tourism is regarded as an instrument for local economic development and ensuring that the benefits of urban tourism are spread more widely (George & Booyens, 2014). For Cape Town township tourism, tourism should aim at enhancing the local economy of these marginalised areas and should be marketed as a responsible tourism option by operators offering township tours (see also Booyens, 2010). The findings also show that when tourists consider drugs and related problems to be leading to crime and poverty, they are less likely to come to that area. Higher crime related issues in the area result in less intentions to revisit as tourist consider the area unsafe and not satisfying. Socio-political stability makes tourists want to return to the area, as they will be considering it safe and satisfying. Unhygienic and unclean environment prone to diseases outbreak scare off tourists. If the police are considered reliable, responsive, and are always present; tourists are more likely to consider the area favourably and therefore return as they feel safe and satisfied in the destination. The Cape Town Tourism Department needs to disseminate information regarding safety of townships to the industry stakeholders. The safety information sharing by all the tourism industry stakeholders will help tourists to make informed decisions when deciding to visit townships. Being knowledgeable about safety issues in townships will enable tourists to be more vigilant in these areas. This will also help tourists to be aware of the safe areas in townships and identify and possibly avoid the crime hotspots areas in townships. As earlier studies posit, the destination choice and future behaviours of tourists are influenced by their overall perception of a destination (Zhang et al, 2014; Prayag et. al 2015; Ramseook-Munhurruna et al., 2015; Ezeuduji et

al., 2016) In the following section, conclusions of this study are drawn, limitations of the research are also brought to light and recommendations are provided.

6. Conclusion

Tourists' safety perceptions in Cape Town Townships, is not alarming. However, tourists need to ensure that all their valuables are not left unattended in the car or just held in the hands while walking in the townships. It is important to visit the townships with a guide or a person that is familiar with the areas and the people around. Tourists should not venture into other parts of the township without a person from that area or a knowledgeable guide. The study limitations include the practicable non-probability sampling method (convenience sampling) that was used to collect data from tourists. Non-probability sampling method does not give equal chance to every member of the research population to participate in the study, therefore limiting generalisability of findings. Hence, the findings of this study relate strictly to the study areas, at the time the study was conducted; and care should be taken not to overgeneralise the findings in South Africa and beyond. Also, due to tourists' numbers in township, at the time this study was conducted, this study did not reach large enough sample size planned at the proposal stage, for tourists' respondents. Due to this relatively small sample size, the results obtained from data analysis may not have yielded irrefutable findings regarding tourists' perceptions. However, being that this study is more exploratory than conclusive, a sample size of one hundred and seventy-one (171) yielded results that capture tourists' perspectives, adequate enough for the regression analyses performed, and on which more conclusive research can be done.

This study was limited only to areas where most tourism activities took place in all three townships (Gugulethu, Khayelitsha & Nyanga). However, at the time of this research, not much tourism activities were occurring at the other areas excluded from this study, within the three townships. Further studies (with adequate budget) can perhaps be done all year round to achieve larger sample size from tourist respondents and take care of low and peak tourism seasons, and include the other Sections of Gugulethu (such as Section 1 & Section 2); Sections of Nyanga (such as Mau Mau, KTC, Old Location, Lusaka, Black City, Zwelitsha, White City, Barcelona, Kanana and Hostels) and other sections of Khayelitsha (Site B, Site C, Green Point, Mandela Park, Tembani, Washington Square, Graceland, Makaza, Makhaya and Harare) in testing tourists' safety perceptions in these parts of the township. Also, similar research can be conducted in other major townships in South Africa where tourism is contributing significantly to the local economy (such as townships in Durban and Johannesburg), and in other major townships in the African region, especially sub-Saharan Africa, to check for similarities and differences in findings. Perhaps, one day, a book can be written to discuss, compare and contrast all these African models of tourist safety.

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