UNIVERSITY OF CAPE COAST

SAFETY AND SECURITY OF TOURISTS AT THE KAKUM NATIONAL PARK, GHANA

GETRUDE POKU

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BY

GETRUDE POKU

Thesis submitted to the Department of Hospitality and TourismManagement of theCollege of Humanities and Legal Studies, University of Cape Coast, in partial fulfilment of the requirements for the award of Masterof Philosophy degree in Tourism Management

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DECLARATION

Candidate's Declaration

I hereby declare that this thesis is the result of my own original research and that no part of it has been presented for another degree in this university or elsewhere.

Candidate's Signature:..... Date:.....

Name: Getrude Poku

Supervisors' Declaration

We hereby declare that the preparation and presentation of the thesis were supervised in accordance with the guidelines on supervision of thesis laid down by the University of Cape Coast.

Principal Supervisor's Signature:..... Date:.....

Name: Prof. Kwaku A. Boakye

Co-Supervisor's Signature: ..... Date:.....

Name: Dr. Joseph Abanga

ABSTRACT

The importance of safety and security of tourists at attraction sites is of paramount concern. However, literature which takes into consideration both tourists' and management's perspectivesat these sites is underrepresented.With the aid of structured open and close ended questions, a total of 387 local and foreign tourists as well as 13 management were involved in a cross-sectional study of tourists' safety and security at the Kakum National Park, Ghana. A safety and security framework was adopted from Yang and Nair (2013).An observation checklist was used to appraise the safety and security measures at the park. Tourists' adaptive behaviours to threats were included. The results from the study showed thatgenerally, about 52.7 % of the respondents felt unsafe at KNP. Generally, the KNP was found to have inadequate safety and security measures because 68% of the check listed items were not available. Notably, it emerged that tourists' who felt safe (47.3%)attributed their feeling of safety and security to the presence of tour guides and other staff.Tourists' adaptive behaviours to threats included "personal vigilance", "follow instructions", "call for assistance", and "personal physical measures". Tourists' negative perceptions as a result of the inadequate measures can have implications for tourists' future travel intentions. This provides management with valuable information that could be used as a baseline to improve the safety and security measures at KNP. Again, management should improve the skills and knowledge of tour guides through formal training since tourists' positive perceptions were attributed to the presence of tour guides. Further research could be oriented towards a comparative study on tourists' safety and security at all types of attractions across the nation.

ACKNOWLEDGMENTS

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Again, to all friends whose love, ideas and thoughts directed me to the successful accomplishment of this work, to include Mr. K. Zoogah, Esther Mensah, Ama G. Dankwa, Edem Rockson, Lucy Eyram, Gifty Akpene, Mary Moore, Michael Akwaboahand my M. Phil classmates. To Nana Kofi Bonsu, your encouragement and support paid off.I would like to extend my deepest gratitude to my lovely family, without their care and love this work would not have been realized, especially my parents and all my siblings.

DEDICATION

To my mother, Mrs Georgina Poku.

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LIST OF ACRONYMS

UNISDR	The United Nation International Strategy for Disaster Reduction
UNWTO	United Nations World Tourism Organisation
DEAT	Department of Environmental Affairs and Tourism
GHCT	Ghana Heritage Conservation Trust
GTA	Ghana Tourism Authority
WD	Wildlife Commission
KNP	Kakum National Park
GDP	Gross Domestic Product
CCTV	Closed Circuit Television
SARS	Severe Acute Respiratory Syndrome
UNSTAT	United Nations Statistics Division
IUCN	International Union for Conservation of Nature and Natural Resources
UNESCO	United Nations Educational, Scientific and Cultural Organization

CHAPTER ONE

INTRODUCTION

Background to the Study

Tourism is inherently attached to risk (March & Woodside, 2005). It is a blend of uncertainties and fractionally known risk (William & Balaz, 2013). The risk in tourism can be seen as unforeseeable future conditions such as weather and extreme natural or societal hazards, crime, dissatisfied travel experience, earthquakes, avian flu and terrorism (Dolnicar, 2005; Lo, Cheung & Law, 2011). Certainly, any safety and security mishap can destroy not only a vacation but also the travel and tourism industry (Tarlow, 2006) and if visitors are fearful of personal harm, businesses are likely to lose customer loyalty and ultimately revenue (Kaufman & Lane, 1995).

The success or failure of a tourism destination, therefore, depends on guaranteeing a safe and secure tourism environment for visitors (United Nations World Tourism Organisation [UNWTO], 1996). In other words, tourism as an industry has to protect and support the tourist that is visiting any particular destination (Batra, 2008; Law, 2006; Poon & Adams, 2000). This can be achieved by making assurances that lapses in safety and security for example in all tourist destinations are not allowed to occur.

Tourists have gradually become more conscious of the safety and security scenarios at the destinations they visit. There has been a paradigm shift from factual safety and security concerns of tourists to pre-emptive behaviours. Their feeling of safety (both physically and psychologically) has been sorely challenged as their sense of security has become less certain: by

means of increased frequency and severity of natural and man-made crises(Mendiratta, 2011). Some tourists tend to think that disaster can occur to them at any time, in any place, in any form, and with no warning, which leaves them with much fear in their quest for leisure. According to Mendiratta, in the wake of recent safety concerns, tourists have moved from asking: "Is it safe to go out at night, to ask for directions, to carry a camera, to wear jewellery in public, or to look at a map?" to, "what if the building collapses, the rope tears down, the bullet accidently shoots, I get drowned, or there is a terror attack?".

The concept of safety and security, according to Kovari and Zimanyi (2011), has become a complex multidimensional notion with a wide range of components belonging to it. These include political security, public safety, health and sanitation, personal data safety, legal protection of tourists, disaster protection, environmental security and getting authentic information. Although some studies (George, 2003; Wichasin & Doungphummes, 2012) have used the two concepts interchangeably, in a critical manner, safety and security are two different concepts (Yang & Nair, 2013).

Review of literature posits that definitions of safety, security, and risk are coinciding and confusing. De Nardi and Wilks (2007) defined security as freedom from danger, risk or doubt. Pizam and Mansfeld (2006) identified four types of security incidents noted to have impacts on the leisure and travel industry, namely, terrorism, crime, war and civil or political unrest. Safety, on the other hand, is often defined as the minimization of threats/risks factors to protect tourists from injury or death (Michelberger&Labodi, 2012). Scholars such as Pizam and Mansfeld (2006) have identified a range of

tourism activities that are exposed to safety risks. They include wildlife attack, disease infection, natural disasters and unsafe travel conditions.

For the purpose of this study, safety and security is operationalized to imply two distinct but interrelated concepts. At this stage in the research, safety is defined generally as protecting people against unintended consequences of any involuntary nature while security is seen as protection against a person or thing that seeks to do harm to another. Safety and security dangers at natural environments have been classified by Herzog and Smith (1988) into social and physical dangers. In their definition, social danger is seen as a danger which results from a social source (e.g. being attacked by another person) while physical danger is defined as a danger which stems from the physical structure of the environment such as being attacked by an animal, injury from tripping over obstacles and weather (Coble, et al., 2003; Henderson & Bialeschki, 1993).

Safety and security has become the most significant travel consideration in the tourism context (Mansfeld & Pizam, 2006; Reisinger & Mavondo, 2005; Sönmez & Graefe, 1998). This is becausepeople would not want to travel to an attraction site with a negative image for fear of further attacks or disasters. Safety is the basic need of human beings although there are a few who seek for thrill and fear (Mura, 2010). However, accidents that occur at attraction sites reveal how vulnerable the tourism industry in particular, and the country in general,appear to be despite the appealing image of the country as fatal ones can cause a drastic decline in tourists demand (Pizam, 1999; Lankford, 1996).

In 2015 alone, there have been situations that raised concerns about the safety and security of tourists at attraction sites. Mention can be made of the Islamic terrorist attacks at the Tunisian seaside resort and Tunis Bardo museum in June and March 2015 respectively. Another terrifying incident was the attack by Islamic militants in Paris in November 2015. Again, more than 700 Hajj pilgrims died and over 900 injured in a stampede at Saudi Arabia in September 2015 (CNN News, 2015). In Ghana for example, the breakdown of the canopy walkway at Bunso in the Eastern region recorded an estimated number of 20 people who suffered various degrees of injuries in July 2015 (Citi FM online, 2015). The absence of a universal body or standard regulating all attractions in the country heightens the concerns as this situation can hamper appropriate and holistic safety and security interventions that take into consideration both tourists' and management's views.

Of all the range of attractions, national parks present a unique challengeto tourists' safety and security on account of certain reasons. First, because national parks may contain some potential dangers like dangerous animals, unseen obstacles, or offenders in hiding and falling branches (Bixler & Floyd, 1997; Van den Berg &Ter Heijne, 2005). Secondly,worries about getting lost may cause tourists a sense of fear (Andrews & Gatersleben, 2010; Bixler, Carlisle,Hammitt, & Floyd, 1994; Coble et al., 2003). Again, visitors may find enclosed, dark and dense wooded forest more intimidating rather than therapeutic (Milligan & Bingley, 2007).

Some scholars like Coble, Selin and Erickson (2003) and Henderson and Bialeschki(1993) have also averred that the threat of being attacked by another person can be a possibility within a natural park (particularly for women) as is the fear to step on a snake, trip over a tree, get caught in a thunderstorm or get chased by a swarm of bees (Bixler & Floyd, 1997; Van den Berg &Ter Heijne, 2005;). Moreover, the presence of some potentially 'illegitimate-users' such as beggars, loitering youths can evoke fear of crime among the park users.

When visitors do not feel safe in a natural environment, they are likely to have negative perceptions that may affect their experience in the park. Therefore, a sense of safety or perceived danger remains an imperative concern or consistent predictor of site preference for tourists (Hagerhall, 2000; Herzog & Kropscott, 2004; Herzog & Kutzli, 2002; Krenichyn, 2006; Poon & Adams, 2000).

Many people travel to national parks with an anticipation of some degree of adventure, to escape routines, and to witness the grandeur of nature. However, the very qualities that attract people to natural parks may also put them at risk. This is to emphasize that not all experiences in natural parks are positive (Van den Berg & Ter Heijne, 2005). Herzog and Kirk (2005) have argued that tourists' feelings of danger at natural parks may be reinforced by the physical layout or features of a setting. Yet, the effect the physical featuresof a natural environment may have on an individual's perceptions of safety and security is something that does not appear to have been largely examined by previous research.

The Kakum National Park (KNP) provides the setting for this study. It is the most visited attraction in the country. Specifically, approximately 22,450 tourists visited the KNP in July 2015 (GHCT, 2016). Considering the large numbers of tourist arrivals to the park each year and with a significant proportion of these visitors originating from countries overseas, the issue of safety and security needs intensive investigation.

Statement of the Problem

Research on safety and security at tourist destinations gained momentum especially after the tragic terrorist actions of 9/11 (Kovari & Zimanyi 2011). Despite the continuing research (Tarlow, 2009; Pennington-Gray & Shroeder, 2013; William & Balaz, 2013; Yang & Nair, 2013), most of these studies have focused largely onsafety and security in hotels, restaurants, shopping malls and entertainment centres, emphasizing little ontourists' safety and security at natural parks. Also, studies that have made attempts in this area of concern have looked at perceived safety and security at attraction sites.

For example, Yang et al. (2015) studied impacts of risk perceptions on tourists travel intentions and behaviour. Their study involved how perceived safety and security of tourists can alter travel intentions and behaviours but not the actual safety and security of tourists at the destination centres. Similarly, the work by George (2003) was only limited to tourists' perceptions of crime which is only an aspect of safety and security, while Chiang (2000) studied safety and security of tourists at hotels.

However, safety and security at destinations such as natural parks have received relatively little attention. Moreover,management perspectives which take into consideration safety and security interventions made and challenges faced have remained elusive in literature. Even though some attempts have been made by Boakye (2009, 2012), theemphases were placed only on inbound tourists in both studies. Again, the studies emphasized tourists' safety perceptions of some towns in Ghana but not actual safety and security issues confronting tourists at specific tourist destinations especially, natural parks, which have gained increasing public and academic outcry.

Given the dearth or little evidence in literature on the real safety and security issues that confront both domestic and international tourists at natural parks, this study is undertaken to fill the gap by using KNP in the Central Region of Ghana as the case study. A study of this nature is important because KNP is the country's flagship attraction drawing about 180,000 tourists annually(GHCT, 2015). Considering the loss due to a safety and security mishap, in terms of the immense impact on tourist flows and ultimately decline in revenue to the destination and the country's economy, there is the need for timely adjustments and interventions at such an attraction. For instance if the breakdown of the canopy walkway at Bunso in the Eastern region could lead to the severe injury of more than 20 school children and a closedown of the park for several months, the question is, what would happen if a similar incident occurs at Ghana's most visited site, KNP?

Objectives of the Study

The main objective was toassess the safety and security of tourists at KNP.

The specific objectives were to:

1. Appraise the safety and security measures at the KNP.
2. Examine tourists' perceptions of safety and security at KNP.
3. Examine tourists' adaptive behaviours to threats while at KNP.
4. Examine management's perspectives on safety and security at KNP.

Research Questions

The following research questions were posed:

1. What are the safety and security measures at the KNP?
2. How do tourists perceive safety and security at KNP?
3. What are tourists' adaptive behaviours to threats while at KNP?
4. What are management's perspectives on safety and security at KNP?

Significance of the Study

During the past few decades, tourism has become one of Ghana's profitable sectors. It is considered as a great avenue for foreign exchange in Ghana today. The industry has favourably illustrated its capability as a significant contributor to national growth and employer in the service sector (Ahiawodzi, 2013). In 2012 alone, statistics indicated that about 1,263,857 tourists visited Ghana fetching the country about US $ 2.5 billion (Country fact sheet, 2014).

In the domain of academia, it is the aim of this study to assist in knowledge generation on the safety and security of tourists at nature-based attractions. This is because most studies conducted in this subject area have largely focused on aspects of risk and destinations like crime, hotels, and shopping malls.

From a practical dimension, the study will help to unearth the safety and security measures of KNP. This is important because happenings at KNP are likely to be replicated since it is one of the country's unique forest. The findings can enable management to identify the safety and security lapses at the park. Also, the study is expected to bring to the fore the dimensions of tourists'adaptive behaviours to threatsat KNP. The findings will help prompt management to modify and implement measures geared towards reducing potential hazards at the park.

Understanding how tourists perceive safety and security at KNP marks the core basis upon which sound safety and security measures could be implemented to enhance tourists' experience at natural parks. This study can also provide management with valuable information in their bid to protect visitors who visit the park as indicated in the conceptual framework.

The study can further be useful to the Ministry of Tourism and Ghana Tourism Authority as a reference document to develop safety and security policies or manuals that will ensure tourists' protection at attraction sites. Again, the study is likely to bring to the fore the need for safety and security officers to regularly inspect and monitor the safety and security measures and practices at various attractions in Ghana.

Delimitation

In order to establish the boundaries of the proposed study so as to set the present work in sharp focus, the following delimitations were necessary.

In the first place, the study was only restricted to the Kakum National Park in the Central region of Ghana. This was aimed at making empirical inferences based on the recent Bunso incident and its effect on other similar attractions. However,caution should be taken in the generalization of findings from this study since the views of tourists from other attractions in Ghana were not considered.

Again, the study was limited to only the perspectives of tourists and management of the park on this rising concern. Thus, the perspectives of tourists' safety and security from other tourism stakeholderswere not deemed necessary. However, an observation was conducted in order to appraise the safety and security measures at the park. Conceptually, the study focused on the actual safety and security issues confronting tourists at natural parks excluding the numerous dimensions of risk such as perceived risk.

Limitations of the Study

The anticipated challenge encountered whiles undertaking this project was the lack of literature that particularly focused on actual safety and security of tourists at attractions to back a study of this nature. This, however, was compensated by the use of related literature on risk, safety, and security in tourism and at destinations.

Visitors' lack of knowledge and interest in tourism also accounted for their unwillingness to provide adequate information. Aside the reluctance of target respondents to provide information, there was adelay in participation in the survey due to fear of their identity being exposed to the public and the perception that no positive result will come out of the research. However, this limitation was addressed by enlightening and assuring respondents that the study was solely for academic purposes with protuberant ethical considerations.

A detailed research would have been studying an expansive number of tourists' attractions from the various regions of Ghana; however, time and funds needed to support the research did not permit the researcher to carry out this entirely. The reason was that the study was time bound.

Definition of Terms

Safety

Safety is often defined as protecting people against unintended consequences of any involuntary nature. Some scholars (e.g. Mansfeld & Pizam, 2006) identified wildlife attack, fire outbreak, disease infection, natural disasters and unsafe travel conditions as safety risks.

Security

It is often seen as protection against a person or thing that seeks to do another harm (Tarlow, 2006). Pizam and Mansfeld (2006) identified crime, terrorism, war and civil/political unrest as security risks.

Risk

The United Nation International Strategy for Disaster Reduction, UNISDR (2009) defines risk as 'the probability that a hazard will turn into a disaster'. Risk involves lack of knowledge of future events, especially those events that have a negative impact on the business, also referred to as unfavourable events.

Tourist Attraction

A tourist attraction is a named site with specific human or natural feature which is the focus of visitor and management attention (Pearce, 1991). In the context of this study, this concept is used to mean tourists visiting the study area, which is a tourist site with a view of appreciating and partaking in the spectacular activities that go on there.

Destination

According to Lubbe (2003), a destination is defined as the geographical area where the attraction is located and to which the tourist is heading. It refers to larger areas that include a number of individual attractions together with support services required by tourists. An example is the Walt Disney World, Orlando.

Tourism

According to the WTO and UNSTAT (1994), tourism is defined as the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes.

Domestic tourism refers to travel by residents within their country of residence while International tourism involves travel outside the country of residence usually with language, visa and currency implications.

Tourist

According to Cooper et al. (1996), a tourist is related to an individual who travels away from home on a temporary movement to destinations outside the normal home and workplace environment. A tourist can be a domestic tourist (for example) a resident of Johannesburg staying one night in Durban or an overseas tourist staying one or more nights in the Free State.

Natural Park

It refers to a landscape protected by means of long-term planning, use, and agriculture. They are preserved in their present state and promoted for tourism purposes.

Chapter Organisation

The study was organized into five chapters. Chapter One was the introduction of the study. It highlighted the background of the study, problem statement, and objectives of the study. Also included was the research questions, hypotheses, significance, limitations, delimitations, ethics of the study and organization of the research study.

Chapter Two consisted of the theoretical and empirical review of theliterature (secondary sources of data) relevant to the study including the definitions of key terms like safety, security, and attractions.

The Third chapter covered detailed profile of the study area, highlighting the geographical and biodiversity characteristics of the area. The chapter also provided a pictorial view of the area under study.

Chapter Four interpreted and discussed the methods used in the data collection process. Thus data collected from the tourists, management, and observation checklist were explained and discussed with appropriate s and diagrams to support them.

Chapter Five covered conclusions and recommendations. With this chapter, an overview of the study, asummary of key findings were made available as well as the conclusions and recommendations were drawn from the entire study.

CHAPTER TWO

LITERATURE REVIEW

Introduction

This chapter provides a theoretical and empirical review of safety and security related literature. The theoretical review unravelled the definitions and nexus between safety, security, and risk. The chapter also looks at the types of safety and security as well as the concept of perceived risk in tourism. Empirically, the chapter presents safety and security issues and instances at attraction sites, changing trends in the tourism industry, tourists' perceptions of risks at national parks among others. The theories and conceptual framework which informed the study have also been discussed in absolute details.

Optimism-Pessimism Theory

The theoretical basis for this study is the optimism-pessimism theory (cited in Adams, 2015) which was proposed by de Jonge, Van Trip, Van deer Lans, Renes, and Frewer (2008). Authors of this theory postulatethat different issues influence a consumer's perception of safety which is associated with a service or product. This theory is centred on the optimism and pessimism continuum. The theory demonstrates that optimism on a particular product represents the extent to which a consumer perceives a product or service to be less risky and feels safe towards its consumption. On the other hand, pessimism signifies the extent to which a consumer perceives a product or

service to be risky and thereforesuspicious of its consumption. The two extremes of the continuum (optimism and pessimism) are not mutually exclusive in the sense that consumers can concurrently feel optimistic and pessimistic about a product or service.

In the case of this study, the theory clearly indicates that tourists can be optimistic when they perceive KNP to be safe while those who are pessimistic will perceive the site to be unsafe. This can occur when the tourists find the KNP to be risky or less risky as a result of different influencing factors such as personal traits and the status of safety and security measures atthe park. It is possible however that a tourist may both be optimistic and pessimistic about their safety and security at the KNP based on certain specific attributes. For instance, tourists may only feel somehow safe and secure when the available safety and security measures do not thoroughly satisfy their safety and security needs.

Protection Motivation Theory

The Protection Motivation Theory (PMT) was proposed by Rogers (1983) to provide clarity to the understanding of the fear appeals concept. According to Boer and Seydel(1996), the theory involves a process of threat appraisal and a process of coping appraisal, in which the behavioural options to diminish the threat are evaluated. The evaluation of the threat and the appraisal of the coping responses finally lead to a person's intention to perform adaptive responses (protection motivation).

The theory proposes four factors on which the intention to protect oneself depends on: 1. The perceived *severity* of a threatened event (such as a snake bite). 2. The perceived probability of the occurrence, or *susceptibility* (for instance, perceived vulnerability of the individual to a snake bite). 3. The efficacy of the recommended preventive behaviour (the perceived *response efficacy):* Response efficacy refers to the individual's anticipation that carrying out recommendations can remove the threat. 4. The perceived *self-efficacy* (in this case, the confidence in one's ability to undertake the preventive behaviour recommended).

Information Integration Theory

According to the author of this theory (Anderson, 1981) situations involving risk may alter consumer decision-making process. Under the IIT framework, thedecision is formed by an individual's value judgment and psychological judgment. The Value judgment is based on the attribute of the destination, including attractiveness and safety whereas psychological judgment is defined as the subjective perception of the reality, for example, perceivedsafeness. This is confirmed by Yang and Nair (2013), who assert that a destination's safety and security attribute can be evaluated by statistics and forecast reports.

Theory of Planned Behaviour

The theory of planned behaviour as adopted by Lam and Hsu (2004) to investigate travellers' behaviour intention was developed in 1991 by Ajzen. The outcome is that attitude, perceived behaviour control, travel experience would influence thechoice of destination and travel intentions. It is said that TPB was modified from the Theory of Reasoned Action (TRA). Under TRA, behaviour is determined by intention while theintention is defined by attitudes and subjective norms. TPB completes TRA by including perceived behavioural control (PBC) in the model to predict non-volitional behaviour. PBC is the constraint for an action to take place, for example, when a tourist has a safety consideration, such as tsunami or SARS it can be a constraint that keeps him or her from visiting a destination. Lam and Hsu (2004) suggested that factors, such as past experience andsocio-demographic characteristics of tourists should be included in the framework to form a comprehensive travel behaviour prediction model.

Synthesizing the Protection Motivation theory, Information Integration theory and the theory of Planned Behaviour, a safety and security framework of Tourists' Perceptions and Travel Behaviour in rural destinations was conceptualised by Yang and Nair (2013). This was created to form a comprehensive framework of tourists' perception and travel behaviour in regards to safety and security. The psychological judgment which was built upon TPB forms the kernel of the framework. Tourists' perceptions, attitudes, and intentions are measured under this section. Value judgment denotes the safety and security status of a destination, which is determined by the three

factors listed in PMT. Value judgment forms the perceived behavioural control (PBC) which subsequently affects tourists' intention and travel behaviour. Variables outside the boxes are determinants that have impacts on the psychological and value judgments of a tourist.

Conceptual Framework

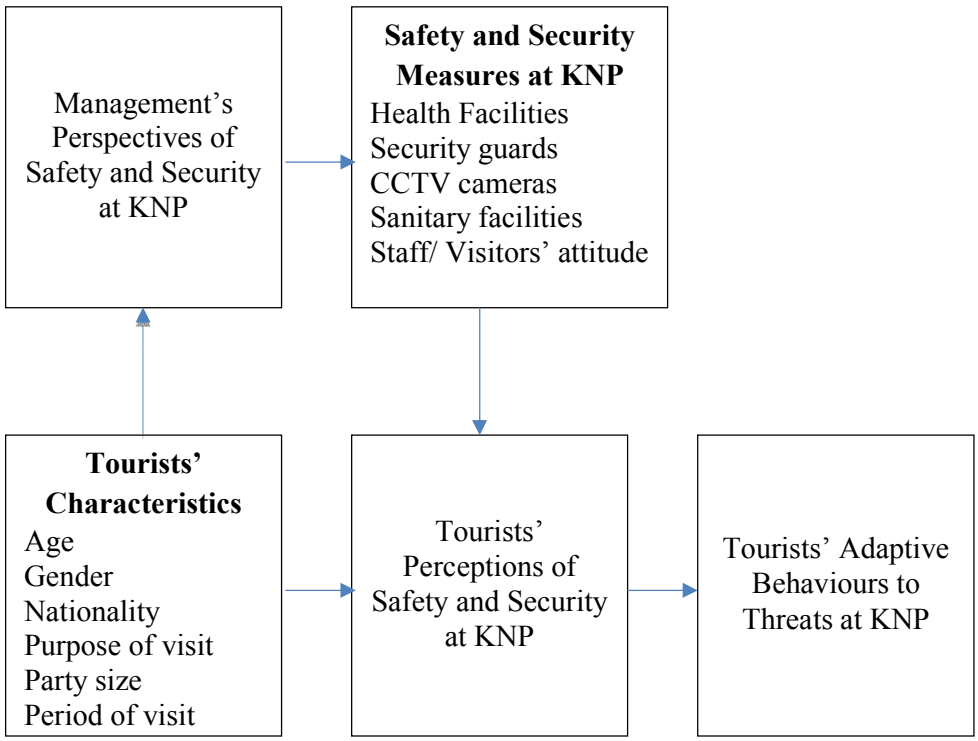

Figure 1: **Conceptual Framework of Tourists' Safety and Security at KNP**

Source: Adapted from Yang and Nair (2013): Conceptualising a safety and security framework of tourists' perceptions and travel behaviour in rural destinations.

As presented in Figure 1, the first layer of the framework identified management perspectives of safety and security were displayed in the second layer of the framework. The beliefs of management revealed the safety and security interventions and challenges faced at the park which resulted in the measures (safety and security features) put in place at the site. The inclusion of the period at which tourists visited the park was because previous research had established that gender alone did not work in shaping risk perception and therefore, other factors were also to be considered (Carr, 2001; Gibson & Jordan, 1998). The relevance of this section to the present study was to identify the relevant variables which had bearings on tourists' safety and security perceptions.

The second layer of the framework proposed some safety and security measures to be present at the park. Adequate physical safety and security devices like security guards, CCTV cameras, improved lighting, fire extinguisher etc. provided tourists a greater sense of security. The inverse is true that tourists will feel unsafe and insecure when these measures are absent or exaggerated (Pizam & Mansfeld, 2006).

. The third layer listed the characteristics of tourists as cited in the theoretical model of risk perception by Yang et al., (2015). Important to the present study was the internal factors of risk perception. More specifically, these included tourists' demographics like age, gender, nationality and purpose of visit (or travel motivation) as well as travel characteristics like frequency of travel, party size and period of visit.

The impact of these features on tourists' safety and security perceptions was investigated in the fourth layer of the framework (Figure 1). The outcome of this investigation was expected to contribute comprehensively to the understanding of tourists' safety and security impressions at the site. Moreover, the framework helped the study in ascertaining tourists' opinions on safety and security measures present or absent at the site. Finally, tourists' overall perception of safety and security was largely dependent on the measures provided by management which served as mediating variables between tourists' characteristics shaping their perceptions as depicted in the framework.

The last layer provided an interpretation of the underlying adaptive behavioursof tourists at the park. First and foremost, the framework highlighted the safety and security threats encountered by tourists.Also, as captured in the conceptual framework, it was the explicit assumption of the study that tourists' perceptions of safety and security at the park influenced their adaptive behaviours to threats.

Risk Perception in Tourism

The service industry like Tourism is eminently attached to risk. Risk in the service industry has been widely explored by Mitchell, Moutinho, and Lewis (2003) as apparent and readily understood, given their intangible nature and difficulties in standardizing them. Tourists encounter risk starting from the decision-making process (Maser & Weiermair, 1998; Sönmez & Graefe,

1998a) through to the consumption of the product or service. Risk to a large extent is seen as the unfavourable consequences or uncertainty of buying a product or service (Dowling & Staelin, 1994). On the other hand, the expectation of a loss and the amount of loss that occurs when a decision is made is defined as arisk by some researchers in the field of consumer behaviour (Stone and Winter, 1987). Risk in tourism stems from two main sources: a lack of knowledge about the tourism destination especially compared to theusual place of residence, and lack of knowledge of future conditions, ranging from the weather to extreme natural or societal hazards (William &Balaz, 2013).

According to Reisinger and Mavondo (2005), perceived risk in tourism is the cognitive probabilities to be exposed to threats and dangers. It refers to the uncertainty experienced by the tourists with regard to the condition of the destination, the tourism product and the financial and psycho-social consequences, in which safety and security are included (Moutinho, 2000). Risk perception is the process through which individuals form impressions about threats to the things they value. These perceptions are influenced by experience, personality traits, and social norms and, therefore, also connote subjectivity (Rohrmann, 1996). According to Resinger & Mavondo(2005), risk perception can also refer to the perceived probabilities of negative outcome.

Tourists risk perceptions of destinations is very crucial for consideration since some scholars, notably Sonmez, Apostolopoulos andTarlow (1999) and Sönmez and Graefe(1996) have stated that visitation

tends to decrease when perceived risk is high. In other words, demand for tourism to destinations with higher perceptions of risks is likely to decline (Sönmez et al., 1999). A tourist destination is affected by a tourist's feeling of insecurity or threat at a holiday destination. This can be very damaging when he or she develops a negative impression of the destination as it can result in the decline of prospective tourist visitations. Also, they are not likely to partake in activities outside their accommodation facility or they may limit their activities at the attraction sites. Tourists are again not likely to return to the destination or recommend to others when they have ever been victims of safety and security crises. In their findings, Sonmez and Graefe (1998) asserted that tourists would prefer a destination which is safe and free from threats to the less costly one even when the destination choice is narrowed down to these two alternatives which promise similar benefits.

Pearce (1988) has suggested that one major factor through which individuals make their travel choices during decision-making process is aconcern for personal security. Schiebler et al. (1996) again opined that tourists face the greatest threat when they visit places where they are most likely to come into contact with ''indigenous offenders who are already involved in high levels of criminality". Changuk and Allen (1999) identified tourist carelessness and the search for the authentic as constituting a source of risk for tourists. They further posited that, in some instances, even language barriers can contribute to the risk of tourists.

Considerable works have been focused on the objective side of risk perception by measuring and categorizing tourist's risk perception

(Pennington-Gray & Schroeder, 2013; Roehl & Fesenmaier, 1992) at the neglect of the subjective side of risk perception. There is the need, therefore, to study the qualitative and post-modernistic approach, bringing into focus the factors that construct and reconstruct risk perception. Although a large body of risk literature has been developed, the concept of risk in essence has been criticized to be inconsistent across disciplines and its context-based nature has made it even more challenging to operationalize (Roehl & Fesenmaier, 1992).

Risk perception according to Yang and Nair (2014) is more than a perceived calculation of negative probabilities. The concept is largely criticized as blur and inconclusive (Hassan, 1985) coupled with theinconsistent and problematic definitions. It lacks direct stimuli, Korstanje (2009) for example believes that perceived risk prior to actual holiday might just be an exploration of anxiety. Proceeding from this idea, Korstanje, further, explains that tourist risk perceptions might be built upon their own fantasies and imaginations towards future travel when risk is measured before theactual holiday. Thus it becomes difficult for researchers to know whether the respondents are referring to risk per se or feelings such as thrill, fear or worry.

There are challenges in identifying the actual scale and range of real risk. This is because how touristsperceive risk at a destination is likely to be different from the actual risk experienced at the destination. The question, therefore, remains; are researchers really measuring or exploring what they intended to do? This has undoubtedly led to the fragmented understanding of the concept of risk in tourism (Korstanje, 2011; Ross, 1993; Williams & Baláž, 2014).

Safety

The concept of safety is described as the condition of being free from the danger of harm. As a legal concept, it implies a state of relative security from accidental injury or death due to measures designed to guard against accidents. Laws that encourage the maintenance of safety standards are often called safety. Safety is also viewed as the state of being free from danger, or more practically, the use of methods and devices that reduce, control, or prevent accidents. Almost every kind of endeavour such as occupational, recreational, domestic, or transportationengaged in by a man is subject to risk, which nevertheless can be prevented. In another view, safety involves the activities that seek either to minimize or eliminate hazardous conditions that can cause bodily injury.

Safety precautions fall under two principal headings; occupational safety and public safety. Occupational safety is concerned with risk encountered in areas where people work such as offices construction site and commercial and retail facilities. Public safety involves hazards met at places like home, in travel and at recreation. Hence safety referred to in this study will be public safety thus hazards that occur at attraction sites, the KNP to be specific. Examples of possible safety risks at the park include getting lost in

the forest, snake or insect bite and injury from falling (Pizam & Mansfeld, 2006, Van den Berg & Ter Heijne, 2005).

Security

Tourism is irrevocably bound up with the concept of security. Security is a concept that is at present central not only to tourism but also to the wider world (Hall, Timothy& Duval, 2004). Security issues in tourism primarily refer to the personal safety of tourists and their belongings. It includes an ability to become oriented in an alien environment, understand the local system of signs, indications, and social conventions, and finally the security of shopping and consumer services (Popescu, 2011). It is said to be the end that all men strive for.

Again, security refers to any of various means or devices designed to guard persons and property against a broad range of hazards, including crime, theft, arson, espionage, sabotage, subversion, and attack. According to Kovari and Zimanyi, (2011), security has undergone a significant change: from a more or less passive factor, it is now an active element of tourism, an imperative to act in order to protect tourists and their belongings as well as all the achievements of the industry. According to Michalkó's description (as cited in Hall et al., 2004), security is a fundamental condition of hosting tourists.

Nexus between Safety, Security and Risk

The terms 'risk' and 'safety' are closely linked. Safety can be considered as the control of conditions that potentially lead to aloss (Haddock, 1993), and as such, the antithesis of risk. To feel 'safe' is to feel free from danger or threats to personal security or well-being. Yet Wildavsky (1988), argued that there could be no safety without risk because,for the most part, safety and risk coexist in the same objects and practices.

Sonmez and Graefe (1998), the pioneers of safety and security have indicated that the concept of risk corresponds to tourists' safety and security concerns. Other studies (Maser & Weiermair, 1998; Reisinger & Mavondo, 2005) have lent their support to this notion and assert that safety and security is a subset of risk. To illustrate this, Maser and Weiermair (1998) identified a variety of travel-related risk to include diseases, hygiene, transportation, theuncertainty of destination laws, regulation, crime and natural disasters. While crime in this instance can be seen as a security related risk, natural disaster and hygiene is seen as a safety related risk.

Although the findings of Yang and Nair (2014) on the review of risk literature in tourism confirmed that safety and security are two different concepts, some studies have used them interchangeably, notable among them are (George, 2003; Wichasin & Doungphummes, 2012).In a similar work published much earlier, Hall et al. (2004) proposed that tourism security is traditionally attached to issues of national security and political stability. Extending this argument, Hall et al. further posits that "for the tourism industry at least, security is now seen as more than just the safety of tourists

(p.3) as the term security reverberates deep-seated longings to be safe (p.12). Thus, implying that safety and security are two distinct but interrelated concepts. This is because the nature of security has transformed significantly in recent times. The notion of security, for example, has evolved from warfare and defence-focused to global and people- centred following the collapse of the Cold War divisions.

Even though Pizam and Mansfeld (2006) have identified four major security incidents (crime, terrorism, war, political or civil strife) that are malign to the tourism industry, Hall et al. (2004) have proposed to include health, social and environmental issues in the lexicon of tourism security. He explains that unprecedented effects of globalization and mass tourism on human or tourists' mobility across national and regional boundaries have consequently elevated the outbreak of diseases to global biosecurity from a personal safety risk. Safety, on the other hand, is more inclined to non - human induced incidents like health, accident and natural disaster (Bentley, Page, Meyer, Chalmers & Laird, 2001; De Nardi & Wilks, 2007; Pizam & Mansfeld, 2006; Wilks & Atherton, 1994). Suffice therefore to conclude that the tsunami in Phuket and SARS can be considered as safety - related whereas the 9/11 incident and the Bali bombings can be considered as security - related.

The success or failure of any tourism destination compared to other economic activity rests on its credibility to offer visitors a safe and secure environment. One factor which is inseparable from tourism is tourists' security. A tourist is exposed to the risks and threats prevailing in his environment and the fear of or experience of encountering those risks and

threats affect his choice of destination or revisiting a destination; in real terms, it harms the destination's image and reputation. Many destinations have seen a decline in tourist traffic because of unfavourable conditions for the tourists in terms of safety and security.

Tourists and consequently destinations are deeply affected by theperception of security as well as management of safety, security, and risk. The general travel safety has demonstrated that the tourism industry is highly vulnerable to changes in the global security environment. In addition, high-security risk concerns have a ripple effect throughout the industry in that security risk at one location may be perceived to influence the wider region or the entire tourism system (Hall et al., 2012). Although "tourism as a force for peace" has been a popular positive message relayed by industry, consultants and some academics in recent years, the reality is that tourism has very little influence on peace and security issues. In the view of Hall et al., at least at the micro-level, tourism is far more dependent on peace than peace is on tourism.

Although many disciplines make a clear distinction between security and safety, tourism scientists and professionals do not. In the case of the travel and tourism industry, both a safety and a security mishap can destroy not only a vacation but also the industry. It is for this reason that the two are combined into the term "tourism surety." Tourism surety is the point where safety, security, reputation and economic viability meet. Another example of this interfacing between safety and security is the issue of health related matters. Visitors are capable of carrying diseases from one part of the world to another. Visitors are also subjects of poor health standards in food preparation and the

transferal of health problems from local tourism employees to visitors (Tarlow, 2006).

Types of Safety and Security Risks in Tourism

Crime

According to Siegel (2005), crime is a violation of societal rules of as interpreted and expressed by the criminal law, which reflects public opinion, traditional values and the viewpoint of people currently holding social and political power. According to almost all criminal codes of the world, crime, in general, is defined as an action or behaviour that qualifies as acrimeby the order of the criminal law. Individuals who violate these rules are subject to sanctions by the state authority, and result in social stigma and the loss of status. Criminal behaviour is in violation of criminal law (Schafer, 1967; Sutherland & Cressey, 1974).

Crime-related incidents may take place in various scenarios, such as crimes committed by local residents against tourists; crimes committed by tourists against local residents; crimes committed by tourists against other tourists; and organized crime against tourism enterprises. Crimes against tourists can be classified into two broad categories: crimes of opportunity such as robbery, assault, and rape; and planned crimes such as terrorism (Flicker & Gardner, 2002). Crime-related incidents can also be in the form of larceny, theft, robbery, rape, murder, piracy and kidnapping.

The most pertinent type of criminal behaviour which forms the kernel of this study is when it happens in the context or environment of tourism, recognizing that an escalation of crime in the country could inhibit tourism development is very critical to the tourism industry. Given the increased numbers of tourists at hotspots, tourists tend to become suitable targets or easy prey for the local criminals (motivated offenders), virtually suggesting that there is a connection between crime and tourism development. Much focus has been given to the relationship between tourism and crime in recent years by researchers (Levantis & Gani, 2000; Pizam & Mansfeld, 1996). This has sought to examine whether crime and safety problems at a tourist destination have an impact on tourism demand and whether the tourism industry encourages criminal activity.

Tourists are usually considered to be vulnerable to victimization of crime due to varying behaviour patterns such as carrying large amounts of money, lack of familiarity with their environments, and tend to look different, standing out in a crowd with their colour and other unique features (Brunt, Mawby, & Hambly, 2000; Pizam & Mansfeld, 2006). Other researchers are of the view that the propensity of tourists as victims comes from the simple fact that tourists spend more time outdoors, sightseeing, dining, and shopping (Brunt et al., 2000). Michalko (2003), expresses similar sentiments: ‘‘foreign guests arriving from western societies with general behaviour and consumer habits strongly differing from those of destination residents may easily become targets of crime”.

Harper (2006) opines that the victim's search for a more 'authentic' (sometimes illicit) experience takes them to places considered dangerous even by local residents and makes them particularly susceptible to victimization. Also, tourists are less likely to be aware of the local laws and processes of reporting crimes and pressing charges against criminals. Hence, the likelihood of gaining from a visitor is high while the risk of conviction and detection islow (Brunt et al., 2000; Pizam & Mansfeld, 1996). All of these make tourists more susceptible to becoming victims of crime than local residents.

Comparing tourists' and residents' population crime experience from some tourists victimization studies, Harper (2001) observed that crime experience of residents was greater than that of tourists in all of the studies except for Schiebler, Crotts, and Hollinger's (1996) Florida study. Nevertheless, he concluded that as the crime experience increases for locals, it also tends to increase for visitors (Harper, 2001, p. 1055). This is consistent with most of the studies, which shared the general consensus that crime against tourists is more likely to happen in areas that experience high crime rates.

Again, Boakye (2009) identified in his study that one broad factor contributing to tourist victimisation is space and its use. Hall (1992) supports this finding and states that tourist victimization is likely to be a function of place rather than tourist behaviour. Thus victimization becomes higher when tourists visit areas which have already had a reputation of high crime (Michalko, 2003; Schiebler et al., 1996). Pizam and Mansfield (2006) also identified location as an important dimension in the study of tourism security

but cautioned that there were other factors such as range of impact, distribution of affected areas and physical characteristics of the urban environment which played key roles in understanding the phenomenon.

Tarlow and Muehsam (1996) observed that crime committed against tourists was not a new phenomenon, yet researchers have been judicious to link tourist victimisation directly to tourism demand. That apart tourism researchers have been hindered by a lack of available data because most law-enforcing agencies do not distinguish between thecrime committed against tourists and crime committed against residents. As Fujii and Mak (1980) note, data limitations often prevent researchers from being able to identify the direct victims of crime. Tourists' fear of crime may be derived from several sources, such as their own experience of crime, discussions about crime with their friends and acquaintances, exposure to crime through mass media (television, the internet, newspapers and radio), and perceptions of actual crime rates as well as their perceptions of police effectiveness at the destination.

Terrorism

Indeed, there is a logical connection between terrorism and tourism. Terrorism does weigh on the minds of travellers with terrorist attacks occurring all over the world. According to Pizam and Mansfeld (2006), tourism providers and destinations, as well as sites, have been major targets for terrorism over the last thirty years. The current media attention given to safety and security issues in a destination reinforces the seriousness with which people seek their personal safety and security (Jitpleecheep, 2007;

Mydans, 2008). The negative publicity to a large extent can affect the volume of travellers and ultimately the economy of these destinations.

Although tourists have always been conscious of the risks of being in the wrong place at the wrong time even before the 9/11. But after the 9/11, not only have they been reminded of how interconnected the world is, but have been awakened to the risks that these interconnections could bring. The process of travel has become increasingly complicated, drawn out and time-consuming. In Asia, the situation has deteriorated as a result of regional terrorism, especially the October 2002 Bali bombings, which exacerbated people's reactions regarding Asia as a tourist destination.

Terrorism can take the form of Domestic terrorism; International terrorism and Cross-border terrorism. The relationship between tourism and terrorism can be manifested in three possible scenarios: Terrorism that is aimed at civil targets yet sometimes victimizes tourists as well; terrorism that is directed at economic targets that are functionally related to tourism; and finally, terrorism that targets tourism and/or tourists since both are regarded as "soft targets" with relatively high-impact media coverage.

War or riot

Wars, either full-scale or limited to a given region, have also had major impacts on tourist demand, both for the involved countries as well as on global tourist flows. The outbreak of wars, unlike activities of terror tends to have a negative tourism impact on larger areas and for a longer period of time. Historically, the types of wars that have been found to have an impact on

tourism are Cross-border wars; Trans-border wars; Wars of attrition and Civil wars.

West African countries like Mali, Nigeria, and Liberia among others have had their share of insecurity and are considered to be unsafe. The continent as a whole has experienced one of the stormiest years in its recent history with widespread protests, riots, piracy, narcotic trafficking, civil wars, crime and terrorism along with the horrific outbreak of Ebola in 2014. The most recent flare-up has resulted in Boko Haram's deadliest attack ever with its increasing strength and widening field of action where an estimated 2,000 people in the North-eastern village of Doron Baga were carnage. In terms of political violence during 2014, Nigeria was undoubtedly the hit while the once hailed model for stability, Republic of Cote D'Ivoire faces critical crime rates and civil unrest. The recent military coup d' Etat in Burkina Faso is one to be condemned in the strongest term as reported by members of the security council causing more than 10 deaths in the protests which followed the coup (Bugnacki, 2015).

Natural Disasters

The devastating tsunami in Asia in 2004, Hurricanes Katrina in New Orleans and Wilma in Mexico in 2005, the earthquake in Haiti in 2010, and more recently Hurricane Matthew in Haiti and Otto in Costa Rica and Nicaragua in 2016 damaging homes and causing thousands of people to evacuate their homes. These have demonstrated the incredible forces of nature and have shown how natural disasters can occur at any time, in any place, in

any form, and with no warning whatsoever. Not only were there severe damage to the tourism industry, social and economic infrastructures of these tourism-dependent destinations but also extensive damage to the psyche of both locals and tourists alike.

Health Crisis

The outbreak of a health-related crisis such as cholera, hepatitis A, HIV/AIDS, malaria, Ebola and fever can influence individual's risk perceptions with regard to a destination as well as change their destination choice (Page & Connell, 2006; Slovic & Weber, 2002). The invisible can often be more concerning than the visible, especially where pandemics are concerned. The outbreak of rare, unexpected and initially unpreventable and untreatable diseases in different parts of the world, and their ability to spread to epidemic and pandemic proportions through passenger air travel has turned passenger illness into a serious threat to the health of travellers and travel plans.

The effect of health-related outbreak on a tourism destination can have devastating impacts on the entire destination, ranging from economic impacts to image problems and to overall destination competitiveness (Kuo, Chen, Tseng, Ju & Huang, 2008; Page, Yeoman, Munro, Connel & Walker, 2005). As pointed by Richter (2003), due to the rapid growth in international travel

and continuous globalization, public health has become an important issue for the travel and tourism industry. Depending on the travel destination, tourists may be exposed to a number of infectious diseases. Law (2006), explains that exposure to various diseases at the destination will depend on the specific infectious agents present in the area.

The risks of infection can vary depending on the purpose of visit, the itinerary to be followed within the area, the accommodation standards, thelevel of hygiene and sanitation as well as the behaviour of the visitors themselves. It has been observed by Mao, Ding and Lee (2010), that during the SARS outbreak in 2013, Taiwan's tourism arrivals declined by 71.54% over the same period the year before. For destinations highly dependent on tourism, health-related crises can have crippling impacts on the industry. Unlike international tourism, domestic tourism tends to recover faster in the aftermath of health- related crisis and thus can play an important role in its recovery. For example, as noted by Henderson and Ng (2004), Singapore's government refocused its efforts on the domestic tourism market following damages brought on by the SARS crisis. From an individual point of view, perceptions of risk especially health-related risk perceptions such as cholera, ebola, malaria and fever have been regarded as significant factors that determine travel decisions (Kozak, 2007; Law, 2006; Rittichainuwat & Chakraborty, 2009).

Changing Trends in Tourism, Safety and Security

Travel has been associated with increased vulnerability to all types of crime from biblical days. Safety and security issues in travel and tourism came to the fore with the evolution of mass tourism from the beginning of the1950s. Historically, tourism has always been accompanied by risk. The earliest activities of tourism involved the search for food, business or trade. At that time, the risks were limited tocertain factors like nature, physical environment, interpersonal or social set up. But as tourism grew and evolved, the risks associated with it also grew. It was due to the realized risks to the tourists that Greeks used to suspend all warfare at the times of Olympics.

The history of theft against tourists or travelers, for example, can be traced back to medieval times when highway robbery was the fashion. Their victims were well- to do travellers in carriages, stagecoaches or on horsebacks. One famous highway robber was said to be Robbin Hood who was known for robbing the rich (travellers and tourists) and giving the booty to the poor (Brandon, 2011). According to Kôvári and Zimányi (2011), the concept came into the limelight in the 1950s when tourism shifted from an activity of the social elite of developed countries and widened the engagement to encompass Middle-class people from more countries leading to mass tourism.

The main reasons determining this evolution process are enumerated as follows:

1. Travel and tourism are not anymore an activity of a narrow social stratum or class but the whole widening middle class is getting progressively involved in it. This is a direct result of the growth of personal incomes and free time in the developed countries.

2. Tourism scope covers more countries and regions in the world and as such it is not only highly developed countries which are enabled to generate outgoing tourism flows who are getting involved in tourism but also countries of the so-called third world. For them, tourism is part of their economic development strategy.

3. The rapid and scenic development of transport (aviation, automotive industry) contributed to the rise of geographical mobility. Due to these reasons, the safety and security issues gained a bigger importance as tourism itself became one of the largest industries in the world economy in terms of contribution to the GDP, number of people employed in the sector and extent of investments into the tourism industry. Also, it is said that tourism is the industry of peace, which is true but there is a perceptible disparity and inequality with regards to interactions and impacts.

In conjunction with these fundamental facts, a wide range of changes and challenges in the world influenced the content of the notion "safety and security in tourism". Safety and security have always been anindispensable condition for travel and tourism. It is an incontestable fact that safety and security issues gained a much bigger importance in the last two decades in tourism. Changes in the world during the last two decades were enormous. Due to terrorist acts, local wars, natural disasters, epidemics and pandemics,

that were witnessed, security has significantly decreased. In essence, the level and pattern of the tourist market, both national and international, are skewed by public perceptions of safety. Research into the relationship between tourism and criminal acts, for instance, affecting tourists' safety, or perceptions of safety, started receiving attention in the early 1990s (Brunt et al., 2000; Demos, 1992; Jones& Bach, 1999; Milman, Pinhey & Iverson, 1994; Sonmez & Graefe, 1998).

Perceptions of Safety and Security at Attractions

Perception is the term used to describe the way individuals select and organize the mass of information they are exposed to (Middleton, 1998). Experience and perceptions are strongly linked and they are influenced by attitudes, motivations, knowledge and interest in products, that is, tourism destinations and this may also be influenced by experience.The tourist image of a destination (Ashworth &Goodall, 1988) is very much influenced by how that individual processes the message being consumed. This is because, tourists vary in their sensitivity to information and exposure and, this is the crux of the matter.

In situations where fact and perceived image differ, there will be a gap between the tourism or excursion expectations and the resulting experiences of the tourist. According to Ashworth and Goodal1, the greater the differences between destination image and reality, that is, between expectations and experiences, the more dissatisfied the tourist will be and the more likely he or

she will seek alternative destinations on future occasions. Thus destination must have their promotional messages right and must target the appropriate market segments. In other words, they must also provide tourists with quality experiences within a range of affordable prices if their long-term success in domestic tourism is to be sustained.

According to Yang et al. (2015), past research which invested gender and risk perceptions reported contradicting opinions. For instance, researchers like Kozak et al., (2007); Lepp and Gibson (2003); Park andReisinger (2010); Pizam et al., (2004) as well as Qi et al. (2009) found a relationship between gender and risk perceptions while other scholars found an insignificant relationship (George, 2003;Carr, 2001; Gibson & Jordan, 1998; Sonmez& Graefe, 1998b; Simpson & Siguaw, 2008). Also, empirical evidence so far has shown that frequency of visit where tourists become familiar with the tourism environment tend to lower risks perceptions (Kozak et al., 2007; Yang et al., 2014).

Again, nationality exerts a significant influence on tourists' perceptions of safety. Prior research has also highlighted the influence of culture and nationality on risk perception and travel intentions (Barker et al., 2003; George, 2010; Kozak et al., 2007; Pizam et al., 2004; Quintal et al., 2010;Reisinger and Mavondo, 2006; Seabra et al., 2013; Seddighi et al., 2001). However, Reisinger and Mavondo (2006) posited that there is no central agreement on which culture perceives more risk than others as it is subject to the list of countries and the types of risks included in a research. For example, Kozak et al. (2007) found that experienced tourists perceived lower

risks. It has been claimed that tourists who have first-hand experience with acrimefor example or sometimes indirect experience (e.g., learnt from people close to them) tend to be more concerned with risks of similar nature (Brunt et al., 2000; Seabra et al., 2013).

Instances of Safety and Security Threats at Attraction Sites

The tourist experience is a complex combination, which shapes the tourist's feelings and attitudes towards his or her visit. The tourist experience is said to be what people do while on site and this constitutes the satisfaction of travel, even if people have multiple destinations on a single trip (Gartner, 1989).The sum of expectations usually determines the level of satisfaction or dissatisfaction with the entire trip. Some people, for instance, may have a low tolerance threshold for crowded sites while others may be less affected by similar conditions. Generally, world tourism faces a myriad of global challenges in the event of a world pandemic; among these are the increasing possibility of location quarantines; fear to use airports and other center of mass gatherings, fear or not knowing what to do in case of illness in foreign countries; the need for cross-border medical insurance and others.

Results from past research have shown that natural disaster had a significant impact on tourism industries. According to Brook (2013), natural disaster brings to mind images of destruction, death, and tragedy. Qui Zhang (2005) concluded that natural disaster causes the declination of tourist arrivals in affected areas and creates anegative image to the visitor and pushes them

away from the destination. Pinhey and Iverson (1994) explored safety concerns in their study by focusing on typical holiday activities among visitors to Guam. The authors reported that Japanese visitors to Guam were more likely to report concerns about safety when they participated in activities that did not take them too far away from their hotels.

In 2015 alone there were situations that raised concerns about the safety and security of tourists at attraction sites. In June 2015, a Tunisian seaside resort was attacked by an Islamic terrorist who killed an estimated number of 38 people and wounded at least 39 others. Also was the assault on the Tunis Bardo museum on March 2015, where three gunmen killed 22 mostly foreign visitors (Elgot, 2015). The recent terrifying incidences have been the seven coordinated terror attacks in Paris by Islamic militants on November 2015 killing at least 129 and leaving about 352 injured and 99 critically injured. These gunmen fired arms in bars, restaurants, Stade de France and the Bataclan concert. Moreover, more than 700 Hajj pilgrims died and over 900 injured in a stampede at Saudi Arabia in September 2015 (CNN News, 2015).

Furthermore, tourists become easy targets for robbers and other offenders because they are readily identified and are usually not very well equipped to ward off an attack. The tourists can be spotted fairly easily if they do not dress, look or act like local people. Sometimes popular tourist's attractions such as parks or beaches within walking tours from the hotel may bring tourists into high crime areas lying directly in the path to reach this attraction (McIntosh etal., 1995). These realities have cast a heavy shadow over the global travel and tourism industry; as many tourists begin to doubt the

safety and security of the attraction sites they visit and not only the destination countries.

Tourists' Adaptive Behavioursto Threats at Attraction Sites

Response to threatsvaries across different types of tourists. Studies have shown that those who are risk averse tend to be more affected by certain crises while those who are more risk tolerant tend to be less affected by crises (Schroeder, Pennington-Gray, Kaplanidou, & Zhan, 2013; Sönmez & Graefe, 1998b). Leisure tourists are more prone to taking risks while on vacation than local residents and less likely to observe safety precautions. This is due to lack of understanding and awareness of local risks and as a result of common beliefs that while on vacation nothing bad could happen to them (Pizam& Mansfeld, 2006). Information search is an increasingly important risk reduction strategy adopted by tourists (Pennington-Gray &Schroeder, 2013;Reisinger &Mavondo, 2005; Roehl & Fesenmaier, 1992; Shin, 2005; Tsaur et al., 2002).

Roehl and Fesenmaier (1992) have highlighted external sources such as media, travel advisory, and word-of-mouth as not the only sources of information since internal sources comprising memory - based sources and personal experiences also contribute to information of risk perception. Michalko (2004), was of the view that tourists resort to gathering more information when they perceive risky situations. This they doeither by reading or through getting advice from people they think are knowledgeable on the

situation. Also, the use of other strategies such asavoiding crowded places, and traveling in the company of others has been supported byHarper (2001).

According to Miethe(1995) and Skogan(1986), people who are afraid of being victimised in fact, often change their habits such as tending to stay at home, avoiding some streets and not travelling on public transportation Some may even choose to adopt protecting techniques like getting a gun, installing extra locks or grills for the doors and windows or more sources of outdoor lights (Gordon & Riger, 1979). Additionally, research suggests that a person's fear of crime or perceived risk to crime may increase his or her engagement in precautionary behaviours, such as carrying a weapon for protection (Scott, 2003).

Management's Perspectives on Safety and Security at Attraction Sites

Safety and Security is one of the important dimensions in tourists' perceptions about the destination quality. It is important therefore for management of attractions particularly national parks to consider the following in enhancing tourists' protection at the site.

Quality Management Perspectives for Destination Security Planning, Management, Monitoring and Measurement

There has been less active involvement from the tourism industry to assure tourists'safety. At least, management decisions concerning tourists' safety should include planning, implementation, and management for the safe

destinations, measurement and monitoring. Positive tourist perceptions regarding destination safety cannot be built without a destinations' sound safety planning, plan implementation, security management, monitoring, and measurement.

Management of attractions should be prepared so that destinations do not pose any harm, either physically or mentally, to tourists so that tourists can enjoy the destination offerings and return home safely. To warrant a destination safe, management should ensure that planning should be an on-going process, the plans should be implemented accordingly, and the destination should be managed safely. Again, environmental scanning, data mining and measurement to monitor the possible bottleneck should be performed strategically at the site.

Knowledge Management and Benchmarking

Dissemination and sharing of knowledge and information is critical to maintain safety and security at national parks. It is especially true when the movement of people is global, and the frequency of travel and the speed of transportation are overwhelming. Information and knowledge related to destination safety can be stored andshared between those who should protect tourists (Pyo, Uysal, & Chang, 2002). Having readily accessible knowledge that indicates what destinations should do can be a great help to make destination safe. In the case of national parks, management should ensure that

there are adequate and visible signage systems in place to not only direct but educate and inform tourists of potential hazards at the park.

Proactive Involvement

It is very necessary for management of destinations especially at national parks to ensure that up to date proactive measures and cooperation with law enforcement organizations should be achieved. For example, bringing in the skilled personnel at the various sites would be useful. These professionals can provide regular knowledge and education on violence, crime patterns against tourists and other precautionary measures on safety and security hazards at attractions. Themes of proactive measures may include destination safety planning, management, environmental scanning and data mining, contingency planning, and best practices of other areas. That apart, cooperative works between tourism academia and low enforcement practitioners must be encouraged to enhance the destinations safety.

Implications

Destination safety issues should be everybody's concern including management, tourists, destination residents, business people, politicians, policy makers. One of the missions in the tourism academic field and industry should be contributing to ensure the safety of a tourist destination.It is key for management of attractions to note that maintaining safe destinations is an important prerequisite to attract a sufficient number of tourists and to make destination visit enjoyable. Knowledge and information sharing activities should therefore be efficiently operated so that best practices are shared and

knowledge and information required for the destination security management are in hand.

Summary

The focus of this chapter was to review theliterature relating to the study. The chapter presented theoretical review in relation to the concept of safety and security. It further reviewed the perceived risks in the tourism industry, particularly in natural attractions. Empirically, references were made to the concept of safety and security issues and instances at attraction sites, changing trends in the tourism industry and tourists' adaptive behaviours to threats among others.

The chapter outlined various theories and models for the development of a conceptual framework linking internal characteristics of tourists and safety and security measures at attraction site to tourists' perceptions of safety and security. Indications were that safety and security risks have been consistently considered by past studies. Unfortunately, that of tourists' safety and security particularly at the attraction sites have rarely received attention in theliterature.The next chapter discusses the appropriate research methods required for the study.

CHAPTER THREE

RESEARCH METHODS

Introduction

This chapter addresses the whole research process by discussing issues such as the research philosophy, study design, profile of study area, target population, sample size and sampling procedure, sources of data, research instrument, pretesting of theinstrument, data analysis, and ethical issues.

Research Philosophy

The study combinedthe positivist and interpretivist perspectives which is known as the pragmatist philosophy. Thismixedmethod (quantitative and qualitative)approach to research study was selected based on two assumptions. Firstly, safety and security is a complex and multidimensional concept that involves the viewpoints of different actors. Secondly, employing a single approach to study safety and security at KNP may limit the extensiveness of the data and accuracy of the findings. Hence it is believed that the deficiencies of one approach could be offset by the advantages of the other by integrating both quantitative and qualitative approaches (Creswell et al., 1996).

The combination of the two techniques can enhance and enrich current knowledge by "filling the gap" that other studies which only adopted a single approach were unable to do, for example, the addition of the views of

management (Creswell & Clark 2007; Tashakkori & Creswell, 2007; Teddlie & Tashakkori, 2009; Johnson & Ownwuegbuzie, 2004).

Research Design

The study adopted the cross-sectional study design which is an observational study which analyses data from a population or a sample at a specific point in time. This study was carried out at one point or over a short period to answer research questions. The cross sectional study design was used because it was the aim of the study to understand the current state of the safety and security issues at the Kakum National Park.

The study further utilised the descriptive research design which aimed at interpreting what exists (Payne & Payne, 2004) and why it is happening. A descriptive survey focuses on determining the status of a defined population with respect to certain variables (such as safety and security measures at the park).The descriptive design was suitable for this study because the design sought to determine the safety and security of tourists as it existed at the time of the study (Ary, Jacobs & Razavieh, 1990). The design systematically purported to gain insights about tourists' behaviours, experiences or characteristics (Neuman, 2003).

Notwithstanding its shortcomings, the descriptive design helped to observe, describe and document situations as they naturally occurred, (Fraenkel & Wallen, 2006). This design was useful because a thorough description of the safety and security situation at KNP led to why it was happening and once the causes were known, identifying solutions became

easy. The descriptive design was considered appropriatealso because Yang et al. (2015) adopted this design in asimilar study on tourists' risk perceptions of risky destinations.

Study Area

Many of Ghana's tourists' attractions are remarkable and this is due to its natural resource endowments and opulent cultural heritage products. Kakum is considered the best-protected forest in Ghana and the most-visitedof the national parks in Ghana. It is Ghana's first protected area which has received major support for visitor facilities. As a result of the unique attractions at the park (rainforest and canopy walkway), KNP enjoys the status of being the site which attracts huge number of visitors who enter the Central Region for the first time. The potential for this park to threaten the safety and security of tourists is greater and thus stresses the growing need for the safety and security of tourists who visit the site to be assessed.

The visitor centre was opened on Earth Day 1997 and the park received the Global Tourism for Tomorrow Award in the year 1998. Tourism numbers have increased over the years: 2,000 in 1992; 27,000 in 1996; over 70,000 tourists in 1999; and it attracted 135,870 visitors during 2009. In the last quarter of 2013 for example, the park recorded a total of 33,608 visitors generating about US $300, 000 to the country's economy. The park and its adjacent Assin Attandanso Forest Reserve are protected areas collectively managed as the Kakum Conservation Area (Eagles et al., 2002; Zeppel, 2006).

It is located in the Central Region of Ghana near the small village of Abrafo Odumasi, a three hour drive from Accra and 30 minutes from Cape Coast Township. The park covers a rainforest land of about 360 square kilometres. The Kakum River takes its source from the park, hence the park is named after the river (UNESCO, 2013). Its tributaries which flow through the park are namely Obuo, Kakum, Afia, Sukuma, Nemimi, Aboabo and Ajuesu (IUCN, 2013). There are three political Administration districts: Twifo Hemang Lower Denkyira, Abura- Asebu- Kwamankese and Assin South Districts and six traditional Authorities viz. Twifo Hemang, Denkyira, Abura, Assin Apemanim and Effutuakwa traditional areas which share borders with the park.The main attractions at the Park include canopy walk, bird watching, night camping (treehouses) and nature walk (GHCT, 2015).

The canopy walk is the most unique and significant attraction at the park. It is a chain of seven hanging bridges over a valley, constructed by two Canadians and assisted by six Ghanaians. The total length of each bridge is about 350 meters and has a maximum height of about 40 meters from ground level. The canopy provides visitors with a panoramic view of thetropical rainforest, elephants, monkeys and other tropical species. About 70 percent of therevenue generated from the site is accrued from the canopy walkway.

Nature walk is an educational tour where tourists have an hour trail in the forest to learn some botanical, medicinal and socio-cultural values of plant species. Tourists also have the advantage of enjoying most of the fauna and flora in their natural habitat.

Again, the tree houseis a wooden structure built around huge trees in the forest. Since most of the animals in the forest of the park are nocturnal creatures, this attraction presents the opportunity to guests to spend the night in the forest and see them when they come out.

Bird watching is essentially an educational tour which allows researchers to study the various bird species in the forest. Other tourist types who enjoy bird watching are also attracted to this activity. It is even a popular notion that the canopy walkway was made to aid this particular activity because it makes it easier to capture birds that only settle at the emergent layers or forest.

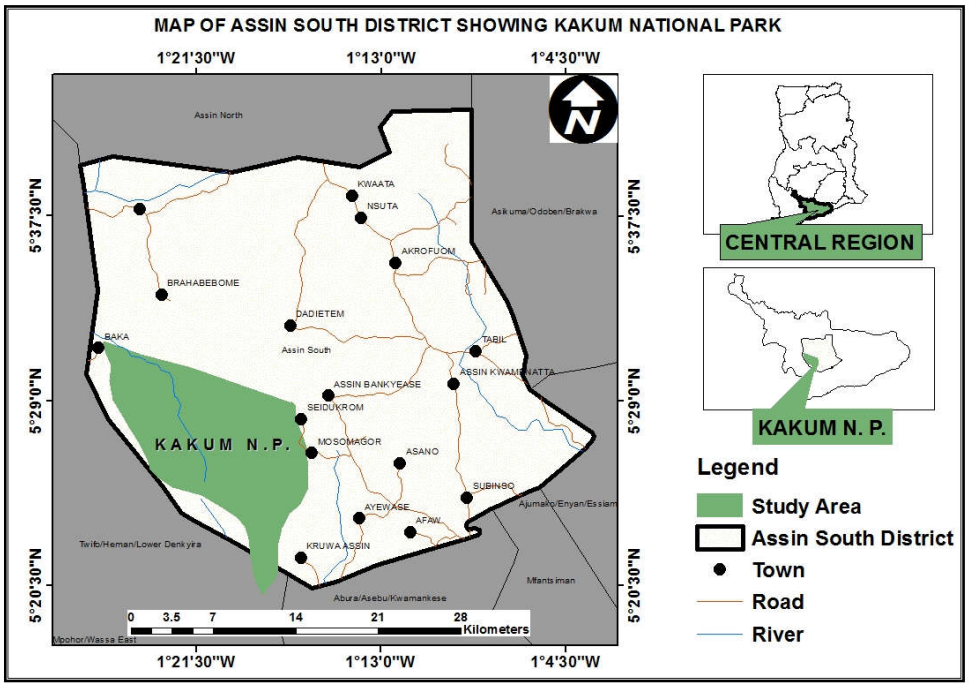

***Figure 2:*Map of Study Area**

Source:Cartographic and Remote Sensing Unit, Department of Geography and Regional Planning, UCC (2015)

Target Population

The population involved in this study were tourists and employees at KNP. Although domestic tourism in Ghanais largely considered asexcursions which in some ways distinctly different from tourism (Gee et al., 1989; Gunn, 1988), the views of domestic travellers to the KNP will also enrich the study. This is because they may have dissimilar vulnerabilities and opinions to diverse types of safety and security issues (Boakye, 2012). Hence, in order to have an in-depth analysis of the study, both domestic and inbound tourists constituted the target population which was supported by a study done by Yang et al. (2015).

Sample Size and Sampling Procedure

Thenon- probability sampling technique was employed since the likelihood of getting a sample frame from tourists was next to impossible. The tourists were conscripted by the use of convenience sampling. As the name implies the sample was selected because they were convenient. This is to say that, only tourists who were easily accessible and agreed to participate were included in the survey. Although the distribution of questionnaires was done through convenience sampling, the researcher remained conscious of selection

bias. First, the study ensured that not more than three people in a group were selected. Secondly, the study gave preference to gender equality. This sampling method was consistent with the works of Yang et al. (2015) and Sirakaya et al. (1997), where convenience sampling technique was adopted in both works and a total respondent of 411 and 276 were selected for the assessment of tourists' risk perceptions of risky destinations and perceived safety at a site and tourist destination decision choices respectively.

The total arrival at KNP for the first quarter of 2015 was 38,665 tourists (GHCT, 2015). The tourists are classified into Ghanaian tourists, made up of adults, students and children and Non-Ghanaian tourists, also made up of adults, students, and children. This criterion was done by the GHCT, but for the purposes of this study, the study concentrated only on Ghanaian (66%) and Non- Ghanaian (44%) adults and tertiary students (12,022) excluding children in both categories. The selected categories were deemed suitable for two reasons. The first was that the adults and students could read and comprehend the concept under study. Also, there was the tendency that the children, when included, might confuse their fears and nervousness with actual safety and security risks which could affect the outcome of the study. In the interim, those who had difficulties in understanding some of the key concepts were assisted.

In determining the sample size for this study, the formula below was used

$$n = \frac{N}{1 + N(e)^2}$$

(Source Glenn, 2012)

Definition of variables in the formula;

n = the desired sample size

N = the size of the target population

e = the degree of freedom which is set at 0.05.

Calculation for sample size;

$$n = \frac{12022}{1 + 12022(0.05)^2}$$

$$n = \frac{12022}{1 + 12022(0.0025)}$$

$$n = \frac{12022}{1 + 30.055}$$

$$n = \frac{12022}{31.055}$$

$$n = 387.12$$

Therefore, 387 respondents will be needed for the study.

Table1: *Sample Size of Tourists for the Study*

Visitor category	Total Number	Proportion (%)	Sample Size
Ghanaian			
Adults	3408	28	108
Students	4610	38	147
Non-Ghanaian			
Adults	2636	22	85
Students	1368	12	47
Total	12,022	100	387

On the other hand, management of the park were purposively selected. This technique was useful because the researcher was certain about the key

respondents who provided the needed information and therefore, hand-picked them (McIvor, 2005).A total of 13 staff were purposively selected from the total 21 workers at the site. The study excluded the administrative staff like accountant and receptionists because they did not directly deal with the safety and security of tourists at the park. The interviewees included GHCT director (1), site manager (1), visitor relations officer (1), tour guides (3), maintenance officers (5), night or camp guide (1), head of security (1).

Sources of Data

The main data for the study was from primary source. The use of primary data was useful in collecting first-hand information from the target respondent. The developed questionnaire was distributed to and retrieved from respondents in person. Themethod of distributing and retrieving the questionnaires in person was adopted for two reasons as suggested by Ahadzie (2007), first, to make sure that the questionnaires got to the intended recipients and secondly, to help improve the response rate.

Other relevant sources of information were obtained from the Ghana Tourism Authority (GTA), Ghana Heritage Conservation Trust (GHCT), and Wildlife Commission (WD). In addition, information on safety and security issues were of interest to the study and sourced from books, journals, articles and written reports as well as the internet. Published journals were however preferred over other sources to ensure the quality and reliability of the content.

Research Instrument

Questionnaires served as the tool for gathering data. The instrument was divided into three modules. In the case of Section A, information on tourists' socio-demographic characteristics and information about thesitewere sought. Section B required visitors' views and impressions on safety and security at the KNP. Section C gathered information on tourists' adaptive behaviours to threats and also highlighted the threats encountered. The choice of questionnaires was based on the fact that it was more efficient, accessible to the respondents and uniform in terms of questions (Amedahe, 2002). It was appropriate for the study since it aided in collecting a large amount of information from a sizeable number of respondents over ashorter period.

The choice of open-ended questions was informed by the fact that it reflected respondents' opinions or experiences. This showed greater accountability, simplicity and the freedom to express anopinion as compared to close-ended questionnaires. Glasow (2005) positedthat close-ended questions are easy for respondents to answer and also help researchers to analyse data easily. In line with this thinking, close-ended questions (with multiple choice options) were also included.

In addition to the questionnaire, an in-depth interview (semi-structured interviews) guide was designed to obtain relevant information from themanagement of the site. This was because, it had the ability to generate appropriate information from respondents, especially in relation to personal experience (Gravetter & Farzano, 2009; Lewis & Ritchie, 2003). According to Alston and Bowles (2003), the aim of in-depth interviews is to see the world

through the eyes of the respondents as much as possible to thoroughly understand the point of view of respondents.

That apart, an observation checklist was developed with the aid of related materials like Strategies for Safety and Security in Tourism (Chiang, 2000) and a Framework of Spatial Arrangement of a Garden Visitor Attraction developed by Swarbrooke 2002, Kotler 1994 and Gunn 1972 (cited in Page & Connel, 2006).

Pre-testing of Instrument

A pre-test was conducted at the Boti Waterfalls to test the suitability of the research instruments and to clarify areas of ambiguity, complex questions, and other potential practical problems. A sample size of 20 tourists both foreign and local was selected for this purpose from 16th February to 19thFebruary 2016. The Boti waterfalls was selected for the pre-testing because it was very similar in terms of characteristics (as a natural park) to the area of study. The pre-testing was very useful because it afforded the opportunity to test the research instrument in an equally natural environment where tourists' vulnerability to safety and security risks are mostly ignored. This enhanced proper revisions to be made in the instrument in order to ensure its reliability. Following the test, extraneous or irrelevant questions were discarded and difficult ones were re-worded to help establish appropriate

responses for interpretations in the actual work. The pre-testing was also very important because it helped to test the effectiveness of the research process, thus the different ways of distributing and collecting questionnaires.

Data Collection Procedure

Tourists who completed their tour at the park were asked if they were willing to fill a brief questionnaire (on safety and security at the site). The data collection basically took place at the visitor centre, restaurant and the picnic area. Two other field assistants were stationed at key areas at the park to invite tourists to participate in the survey. In order to control for multiple responses and obtain a representative cross-section of visitors, data was collected at different times thus on weekdays, weekends and public holidays during the period of survey. At most, three people were selected in each group tour to participate in the survey, taking into consideration gender equality. In this regard, not more than 10 questionnaires were distributed in day, targeting about 3 Ghanaian adults and tertiary students as well as not more than 2 Non-Ghanaian adults and tertiary students each.

Fieldwork and challenges

The fieldwork took six weeks (from 7th March to 19thApril 2016) to complete with the help of two field assistants. In all, 387 questionnaires were distributed accordingly among the respondents out of which 372 questionnaires were retrieved from the field, representing a total of 96%

response rate. However, only 315 were found to be useful for analysis. The remaining 58 questionnaires from the retrieved questionnaires which were discarded were found to be improperly filled. Most of these respondents left questions like threats encountered safety and security impressions and demographic characteristics unanswered.

The major challenge encountered in the process of collecting data was the unwillingness of tourists to participate as a result of the language barrier. Specifically, many Asians (especially Chinese and Japanese) visited the park but were reluctant to participate partly because of their inability to communicate in English. Accessibility to tourists at the KNP to respond to the questionnaires was another setback to this study since most of these tourists were institutional tourists and followed a strictitinerary. The lack of time on their side was also reflected in their inability to properly complete questions required to solicit the desired information. That apart, most tourists avoided participating in the survey due to the strenuous nature of the tour. They hurried back to their buses or stayed at the restaurant for refreshment.

The nature of the research instrument also deterred most of the tourists from partaking in the survey. Tourists preferred close-ended questions because they were easy to answer. In this case, they did not find the open-ended questions interesting which meant that they were to spend some time and write their experiences. When inquired, tourists explained that the open-ended questions were too demanding, requiring them to do much thinking after their stressful tour. Again, they refused to partake in the survey especially on public holidays when the place was crowded.

Data Analysis

Processing data after administering questionnaire is very vital in research studies. In the case of this study, Statistical Package for Service Solution (SPSS) was used to process data collected from the field. For qualitative analysis, datawas electronically captured and transcribed manually. This was followed by identifying and categorizing the primary patterns into specific themes using thematic analysis (Berg, 2004). The thematic analysis was employed because of its flexibility (Braun & Clarke, 2006). Following this, basic themes emanating from the coded data were grouped into the underlying responses constituting the organizing themes. These themes were then grouped into concluding themes which became the overall themes (Attride-Stirling, 2001; Groenewald, 2004).

Quantitative data was also processed and analysed through cross-tabulation and chi-square test of independence showing frequencies, percentages, and p-values. Charts and tables for providing pictorial information to the outcome of the study werecolourfully presented. In addition, assessment of the site was on its safety and security status. To do this, the checklist developed was analysed to determine whether there were adequate measures in place to support visitors' safety and security. The absence of majority of the safety and security systems together with tourists'

general opinion on their safety and security, therefore, meant tourists were safe and secure or vice versa.

Finally, tourists' general perceptions of safety and security together with reasons behind their choice of theoption were also sought. The significant relationships between tourists' socio-demographic characteristics such as age, gender, purpose of visit and period of visitwere tested against their perceptions of safety and security and adaptive behaviours to threats with the chi-square test of independence.

Ethical Issues

Issues of ethics were of equal importance in this study. It refers to the norms for the conduct that distinguishes between acceptable and unacceptable behaviour (Resnik, 2010). As indicated by Punch (2000), all social research involves consent, access, and associated ethical issues since it is based on data from the people about people. The purpose of adhering to issues in ethics was to ensure that the rights of respondents were not infringed upon.

In the first place, an introductory letter from the Department of Hospitality and Tourism Management of the University of Cape Coast was obtained to prove the authenticity of this research work and seek permission to carry out the study. Copies of this letter were served to the management of the park which introduced the researcher as a student of the aforementioned institution with which the necessary assistance wasgiven. The guidelines by

the management, therefore, were decisively considered to guide the conducts of data collection activities.

The study again considered the informed consent of all respondents involved in the study since it was important for them to give their permission in full knowledge of the purpose of the research and the consequences for them to take part. This ensured their voluntary participation without compulsion. At any time during the study, the respondents had the freedom to withdraw from the survey. The purpose of the study was also explained to each participant and likewise,they were encouraged to participate and respond to the questions. Explaining the purpose of the study to respondents was to obtain meaningful responses that helped in the analysis process (Nsowah-Nuamah, 2005).

Furthermore, the socio-demographic information excluded the names of respondents and in no way were their identities revealed in the study.

By ensuring confidentiality, this allowed people not only to talk in confidence bust also to refuse to allow publication of any material that they think might harm them in any way. Respondents were assured of the privacy of all information provided for the questions and their responses were not in any way linked to their identity. The study also gave much respect to organizational cultures.

Summary

This chapter described the methods and procedures that were followed to collect data from the field. This included a brief description of the philosophy and design underpinning the study. Further discussion also included the research philosophy, study design, profile of study area, target population, sample size and sampling procedure, sources of data and research instrument.Data analysis procedure and challenges from the field were also presented. The chapter concluded withissues of ethics regarding the conduct of the study.

CHAPTER FOUR

RESULTS AND DISCUSSION

Introduction

This chapter deals with the analysis and interpretation of the data as obtained from the KNP within the Abrafo community of the Cape Coast metropolis. Examining tourists' perceptions of safety and security at KNP; appraising the safety and security measures at the KNP, assessing tourists' risk preventive strategies while at KNP and examining management's perspectives on safety and security were the components of the study. Statistical techniques have been used to address the research questions to provide adequate understanding.

Socio-Demographic Characteristics of Respondents

The assumption was that tourists' background characteristics can directly impact their safety and security perceptions as well as their intentions to repeat visit to the destination (Yang & Nair, 2013). The results of tourists' socio-demographic characteristics and travel characteristics are presented in Table 2.

Table2: *Socio-demographic Characteristics of Respondents*

Characteristics	Frequency (N = 315)	Percentages (%)
Sex		
Male	162	51.4
Female	153	48.6
Age		
< 20	19	6.0
20-29	136	43.2
30-39	84	26.7
40-49	47	14.9
> 50	29	9.2
Continent of Origin		
Europe	59	18.7
North America	17	5.4
Africa	218	69.3
Asia	14	4.4
Australia	7	2.2
Purpose of Visit		
Recreation/vacation	281	89.2
Business	9	2.9
Research/Academic	9	2.9
Health/Therapeutic	10	3.2
Others	6	1.8
Activities		
Canopy walkway	292	92.7
Hiking	16	5.1
Bird watching	3	1.0
Camping/Tree house	4	1.2
Party size		
Group	292	92.7
Individual	23	7.3

Source: Fieldwork (2016)

As regards the sex of respondents, female respondents (51.4%) slightly outnumbered male (48.6%) respondents (Table 2). The female respondents dominated the males by 11. It is a commonly held fact that females prefer less strenuous activities and are usually not adventurous yet they are largely known to be victims of various sorts of criminal acts (Mthembu, 2009). It was not surprising therefore to have more females participate and respond to the safety and security issues at the park than their male counterparts. The sex distribution showed how careful the study was about gender discrimination. This result favourably compares with the findings from Adams (2015) where females (74.1%) were more than male (25.9%) respondents.

Concerning age distribution, the study showed that the largest age group of respondents were 20-29 (43.2%). This corroborates the popular notion that the youth have a high propensity to travel. This finding compares favourably with studies done by Adams (2015), Boakye (2012) and George (2003) where themajority of the respondents were mostly young (student-tourists) usually below 30 years. Known as the millennials (generation Y), these tertiary students are computer savvy, very much in tune with technology and appreciate diversity and thus are very much sensitive to safety and security issues at the attractions they visit.

As shown in Table 2, 6.0% of the respondents were below 20 years. This could be because the study focused on only adults and tertiary students. The next largest age groups were between 30-39 and 40-49 with 84 (26.7%) and 47 (14.9%) respondents respectively. About 9.2% of the total respondents from the park were aged above 50. About 25 of this sample were Non-

Ghanaian adults while four (4) were Ghanaian adults with high-security concerns.

In terms of respondents' continent of origin, 69.3% of the respondents were from Africa, (18.7%) Europe, (5.4%) North America, (4.4%) Australia and (2.2%) were from Asia. Although diverse international tourists visit the KNP, the data revealed that 12.7%of the total 36.8% international tourists to the park were from German and USA only. The remaining 24.1% were from countries like China, Australia, South Africa, India, Nigeria, Holland, Serbia, France, Rwanda, and the UK among others. This confirms the assertion made by Phipps 2007 (as cited in Amuquandoh et al., 2011) that tourism is a multilingual and intercultural experience.

Two hundred and eighty-one(281) representing 89.2% of the respondents were visiting for recreation or vacation, business (2.9%), research or academic (2.9), health/therapeutic (3.2%) while 1.8% of the tourist visited for other different purposes. The study further revealed that 65 (87.8%) of repeat visitors were rather visiting for recreational purposes. This contrasts the findings of Boakye (2012),where themajority of repeat visitors to Ghana were for business purposes. More than three-quarters (76.5%) of the visitors were visiting KNP for the first time, the remainder (23.5%) had been to the park at least once before. These first-time visitors had heard about the site from friends/relatives or via the internet/media and wanted to havefirst-hand experience of the attraction. At the park, most repeat visitors had come with friends/relatives they recommended the site to or basically wanted to experience the attraction again.

As regards activity, it emerged that majority (92.7%) of the respondents engaged in the canopy walk. This depicts that the canopy walk is the principal attraction and thus the raison d' etre for most tourists' visit (Boniface &Cooper, 2001). In a descending order, 5.1% engaged in hiking, 1.2% were those who engaged in camping at the tree house, the remaining 1.0% respondents were specifically involved in bird watching. The data further illustrated that the total seven (2.3%) respondents who engaged in bird watching and camping at the time of the survey were international tourists only on a repeat visit. The result is presented in Figure 3.

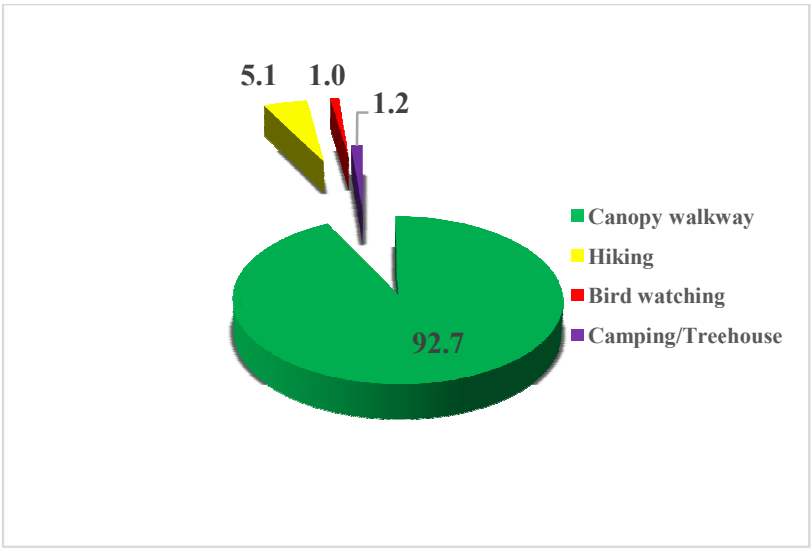

***Figure 3*: Activities Tourists Engaged in at the Site**

Source: Fieldwork (2016)

Finally, almost all(92.7%) respondents visited in groups. This observation was not surprising as themajority of the visitors cited group tours as a means of precaution while visiting the park. The remaining 74 (7.3%) reported visiting alone. The observation made was that most of these groups were organized tours by tertiary students, churches, companies or associations usually more than fifty in number. Other groups were on family tours with Non-Ghanaians visiting on weekdays and Ghanaians visiting on weekends and public holidays.

Safety and Security Measures at KNP

The study aimed to appraise the safety and security measures at the park. Yang and Nair (2013) proposed a theoretical framework that considered a destination's characteristics as an important determinant of tourists' safety and security perceptions. Pertinent to the conceptual framework (refer to Figure 1) of this study was that the safety and security interventions and challenges of management resulted in the measures that were present at the park. Thus, these measures present or absent shaped tourists perceptions of safety and security. In order to make this appraisal a success, management provided evidence for the presence of the items or gave reasons for their absence.

The study adopted the participatory observation to checklist the safety and security measures at the park. It again involved participation in activities such as canopy walk, nature walk/hiking (morning and night) and camping at

the tree house. The results presented in Table 5 showed that of the twenty-five(25) items that were check listed, only 8 (32%) of them were evident at the site, management gave reasons for the absence of some of the remaining 17 (68%) items.

Safety and Security Policy

Researchers like Pyo, Uysal, and Chang(2002) have opined that information and knowledge related to the safety of a destination can be stored and shared between those who should protect tourists. Having a readily accessible knowledge that indicates what destinations should do could be a great help to make destinations safe for satisfactory experiences by tourists. Hence, a documented policy was necessary to guide measures put in place to ensure tourists' protection at KNP. Management indicated however that they did not have any written down safety and security policy but had no particular reason for its absence. There were no notices or flyers around informing the visitors of the rules or guidelines ensuring their safety and security. The response given was stated as:

> *Oh no, we just don't have these things… but we make sure that all visitors who visit our site are protected to the best of our ability* (Director, GHCT, Male).

Table 3:*Checklist of Safety and Security Measures at KNP*

Measures	If Yes, Evidence	If No, Reason
Written safety and security policy		❖
Availability of policy to all visitors		❖
Accident record book		❖
Presence of clinic		❖
First Aid Box	✓	
Presence of staff with first aid training		❖
Security guards		❖
CCTV camera		❖
Ambulance		❖
Fire extinguishers	✓	
Safety signs	✓	
Security alarms		❖
Good lightening system		❖
Metal detectors at entrance		❖
Visitor sheds	✓	
Visitor benches	✓	
Sanitary facilities	✓	
Tourists' compliance to rules		❖
Regular maintenance of park	✓	
Visitor safety and security desk		❖
Clearly designated exit points		❖
Clearly designated emergency evacuation		❖
Availability of well-equipped tour guides		❖
Safety and security officer on site		❖
Safety and security orientation before tour	✓	
Total	8	17

Source: Fieldwork (2016)

In order for proper records and measures to be implemented, there was the need for the site to have an accident record book where all accidents or incidences at the park could be recorded. However, when queried, the reason for its absence was stated as:

> *We don't record frequent or major accidents at the site so the idea of an accident record book has not been given considerable attention. In fact, since its inception, the canopy has never broken down or has there been any accident that required serious hospitalization. It was only one incident where a young guy fell and had some of his teeth removed, it was a terrible incident but it was due to his own carelessness. We always advise them not to run at the park because it's rocky, but they won't listen* (Director, GHCT, Male).

This response from management somehow compares with authors (Sax, 1980) who advocate for almost complete individual responsibility for safety. Tourists, in this case, are blamed for their own safety and security misfortune.

Security Measures

In all, there were eight security men. These were not uniformed men from the military or police force but were undergone informal training in the course of their work. With the exception of the two guards from the WD who were officially trained and armed to purposely protect the forest, the remaining six had no official training and sometimes performed other duties at the park.

For instance, the head of security mentioned he worked also as a plumber and a mechanic at the park.

It was made clear that not all workers at the site had first aid training. However, a selected few (one staff from each unit) had undergone training in first aid at Amori.

As pertains to well-equipped tour guides, management's failure to provide them with basic equipment like protective wears (boots, gloves, and coats), torch light and emergency phones posed copious challenges during their tours. A case in point was the night guard who only carried a cutlass and a torch light for the night camp at the forest. During night hikes or camps, neither guide nor tourists wore any special boots, coats or carried a weapon amidst the potential dangers in the forest at night. Again, the security men had no other equipment except for the triton (bat) used as a weapon in case of attack or to scare off intractable visitors. The head of security remarked:

> *....we were given only a bat (triton) as a weapon. This was given us to protect ourselves in thecase of any attack or to scare off recalcitrant tourists. We don't even have the right to hit any tourists with it.We have also been provided with mobile phones where all the other GHCT workers are connected... Apart from these two, we don't have any other tools or equipment*(Security, Male).
>
> *When you visit Mole National Park, for example, a tour guide cannot go on a tour without a weapon. But in our case here, it's like "home to human" and so we don't have any of such. Sometimes carrying weapons like the gun might scare visitors.The essential thing we do*

is the dos and don'ts which we spell out to them… (Tour guide, Male).

This statement is comparable to Pizam and Mansfeld (2006) who postulated that there has been a common feeling among authorities that visitors will wonder if too much security indicates they should be afraid. This, however, led to the poor safety and security measures at various airports, hotels, restaurants and attraction sites.

In terms of CCTV cameras, Security alarms, Metal detectors and others, there were no CCTV cameras at the park. The management did not have any specific reason for this but mentioned that measures were put in place for improvement in safety and security at the park.

Security alarms and detectors could also not be found in the park. The reason for their absence was not different from the fact that tourists who visited the park caused no threat or harm for which reason there had not been any record of serious crime or terrorism. Management also emphasized that tour guards and other staff present at the visitor centre monitored tourists for any suspected traits.

It was further observed that a desk or office to specifically address tourists' safety and security needs was absent at the park. This was because management believed that all staffs were available to answer tourists' safety and security queries. The director said:

We have our staffs here to attend to tourists' safety needs. Our guides are very observant, and if you think they are not

watching you so you can misbehave, they will catch you…. (Site manager, male).

In terms of clearly designated entry/exit and emergency evacuation points, there was only one accessible entry and exit point at the park. This was the checkpoint where visitors had to make an initial payment of 2 Ghana cedis before entry to the park. Tourists were charged this amount purposely as utilities or facilities user fee. Moreover, there were no emergency evacuation points or any emergency response unit at the park. However, a shortcut trail which wasknown as "Gifty trail" was found from the visitor centre through the forest, to the main street outside the park. This trail was accessible by only the workers of the park.

Concerning safety and security orientations, the study confirmed that tourists who visited the site were given some form of orientation before their tour. However, the orientation which was given to tourists before a tour was usually dependent on the kind of tour guide and period of visit. This is to say that some orientation by some tour guides were more of announcement and alertness for the tour. In these instances, tourists were told to get for themselves water or drinks. Others also went to the extent of assuring tourists of their safety and security, encouraged them to ask questions anytime they had, the dos' and don'tsat the park and further inquired if there were any with aspecial disability like asthma. These mostly took place on weekdays or weekends where visitor numbers were relatively small, however, on public holidays most group tours were not oriented in anyway at all.

Safety Measures

Concerning health facilities, it was observed that there were no clinic, health officers, paramedics and emergency rescue team at the park. Management did not see these as pressing needs but had other alternatives for the absence of a clinic. For example, nurses from Frami clinic were invited to the park on some public holidays. These alternative measures were not evident on the holidays at the time of the study. The reason for the absence of these health facilities was simply because no major accidents occurred at the park. This was what a tour guide had to say concerning the absence of the health personnel:

> *... Yes it's unfortunate you couldn't see the police or nurses at the park these holiday periods. We had some here on the 7th March but for some reasons we couldn't get them here on the 8thMarch and these Easter holidays* (Tour guide, male).

Again, there was only one first aid box at the park. This box was positioned at the reception (accountant's office) and contained items such as some sachets of paracetamol, a bottle of Gentian Violet, a pack of gloves, bundle of plaster, a bottle of spirit and one bandage. Visitors who suffered any injury like bruises or dizziness were carried down to the reception to access first aid by any staff available.

With regards to the presence of an ambulance, management admitted its importance yet stated that its absence was not of any great detriment to the

operation of the park since there was a stand by car stationed for asimilar purpose. A further probing revealed that this pickup vehicle was ran by one of the staff who drove workers in and after work. The car remained at the park till evening when all had closed.

Signs and panels are often considered to be the most cost-effective means of communicating with visitors (Cole, Hammond, & McCool, 1997). It enhances visitor experiences, minimises visitor impacts, and manages visitor safety. They can appear in different categories: informative, directional, wayfinding, instructional, and warning. It is argued that an abundance of signs in these natural environments result in the signs being ignored, becoming visual background noise.

Safety signs that were present at the park informed tourists about running around, littering, caution on properties and smoking. Slightly less than half (48.3%) of the visitors acknowledged the presence of these signs but felt they were inadequate. There were few signs directing people where to go and what to do. For instance, the only sign at the visitor centre which directed visitors to the washroom was broken and turned upside down at the time of the survey. Furthermore, directional signs that were found in the forest were old and faint. Many visitors who missed their guides after tours lost their way back to the centre because the trails and few signs to lead them were faded or unclear.

Furthermore, there were no other lighting systems at the park except for the bulb found at the TV shed. The response was that the park had to be left in its natural state as much as possible especially the forest where the tree

house or camp houses were located. Management also believed that since the park was to close at 5pm latest, lighting was not a necessity. Contrary to this were the tours which were held after working hours for anextra fee and usually lasted in the night or late tours on public holidays due to a large number of visitors.

> *....yh, there have been instances where we received about 5000 tourists in a day and some of them we had to carry them from the forest with a flash torch because it was latein the night....*
>
> (Visitor relations officer, male).

In all, 21 dustbins were found at the car park. These were at the visitor centre, car park, forest, and picnic area. The majority of those that were found in the forest were either without lids or somehow broken. Again, there were four (4) licensed fire extinguishers at the park. These were found at the visitor centre (TV shed), gift shop, reception, and restaurant.

The checklist showed that there were two (2) sheds and eight (8) benches (under palm trees) at the visitor centre. About thirty (30) more benches were found at the picnic area with seven (7) broken and not useful.Additional two swing chairs were at the car park.Schools, churches or associations held "get together" or parties at the picnic area before or after a tour.Also at the visitor centre, visitors were to relax and wait before and after tours. Most visitors were seen taking pictures, chatting or eating. On public holidays particularly, tourists indicated that these benches and sheds were inadequate.

In terms of sanitary facilities, the park had a fully built washroom facility for males and females. There were eight (8) cubicles furnished with toilet bowls, toilet rolls, soaps and mirror at each side. The washroom was usually clean in the mornings from 6:00-10:00am yet untidy during the day particularly on weekends and public holidays where visitor numbers were high. One could find water and tissue papers on the floor with bad smell. This condition could be attributed to the presence of many school children visiting on these particular periods. The cleanliness of the washroom was somehow maintained on weekdays where you find few people visiting with the majority of them being international tourists. Below are some views regarding the washrooms at KNP:

> *Ooh, I love the washroom. I feel very comfortable there, the place is very neat and well kept. Is it always like this?...* (Non-Ghanaian tourist, female).
>
> *We hear complaints from tourists about the washroom, especially when there is water shortage. This happens because we run our boreholes which are connected to all pipes with electricity. The frequent power outages cause the shortage of water which makes keeping the washrooms difficult…* (Site manager, Male).

Moreover,adults were observed to be decent and disciplined while themajority of school children misconducted themselves, especially on the canopy. Tourists complied with rules when in smaller groups (less than 30). However, when touristswere more than hundred (100) in a group, the tour

guides are unable to control their behaviour. Most tourists also ignored instructions like "do not run, smoke or litter" simply because there was no officer in charge of maintaining law and order. It is important to clarify at this point that duty of the Law Enforcement Team was solely to protect the forest from poachers. This included clearing of boundary and preventing local residents from encroaching the forest. The visitor relations officer explained as stated:

> *So far as KNP is concerned, we have so many tourists who visit this site and most of these tourists do not speak English. Example are these Chinese, Lebanese and Japanese people. When you tell them to do "A", they turn to do "B".....They are very very difficult because they don't speak English* (Visitor Relations officer, male).
>
> *We do inform tourists not to misbehave on the canopy to discomfort others but these children sometimes won't listen. But if they don't heed to it, it's normal. Some tourists also get lost in the forest due to the large number of tourists per group to a tour guide and the crowded nature of the place* (Tour guide, Leader, Male).

Tourists' Perceptions of Safety and Security at KNP

On the whole, 47.3% of respondents felt fairly safe at the park (see figure 4). Some reasons tourists attributed to this included: "presence of tour

guides and other visitors",“familiarity with the park", “less observable or encountered risks", as well as “well-maintained park". The presence of tour guides to lead tourists on the tours had a positive effect on their safety and security perceptions. Tourists found most of the guides friendly and encouraging. The data showed that visitors whose feeling of safety and security depended on thefamiliarity of the environment were mostly repeat visitors. Some notable impressions from tourists include:

> *Everything is cool, the environment is very serene and there are tour guides around*(Non-Ghanaian tourist, female, weekday).
>
> *I saw some renovation works on the canopy walk, so I feel safe here*(Ghanaian tourist, female, weekend).

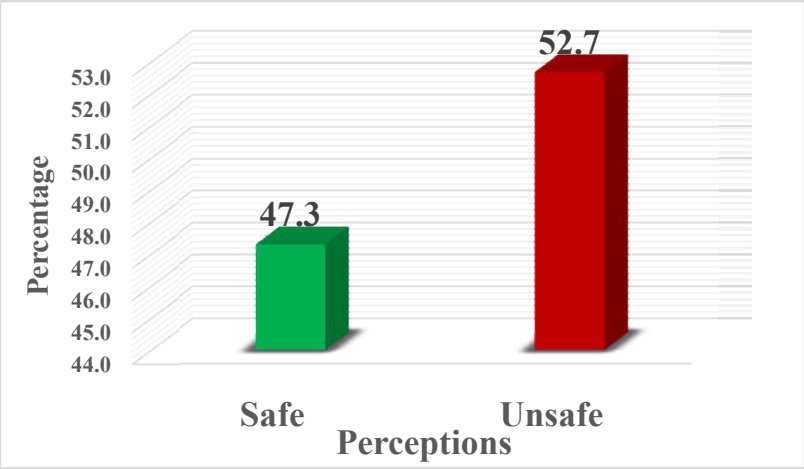

Figure 4: **Perceptions of Safety and Security**

Source: Fieldwork (2016)

On the other hand, 52.7% of respondents in this study did not feel safe and secure while at the park. Tourists who felt unsafe and insecure had two main reasons: that the inadequate measures at the park threatened their safety and security. Again, the majority of the challenges they faced were as a result of the misbehaviour from other visitors. This result is similar to findings by George (2003) and Demos (1992) who found that 38.8% and 11.1% of visitors felt unsafe after dark in Cape Town and Washington DC respectively.

According to Scott (2003), research suggests that tourists who have negative safety and security perceptions or fear about a site tend to increase their precautionary behaviours such as carrying a weapon for protection. Although variousbehavioural options were observed among tourists who felt unsafe at the park, these were what some respondents had to say:

> *Right now everything is cool and am also armed so it's ok.*(Male tourist, public holiday).
>
> *It's not safe here at all, even on the canopy, it's very risky. I think it'sGod and the gods of the forestwho are protecting us. They need to be apt with the safety and security measures here.* (Ghanaian tourist, male, public holiday).
>
> *All they do is take our monies and push us to the forest to go and die without any protective measures in place. The present condition is very bad and suggests that anything worse can happen*(Ghanaian tourist, female, weekend).

But my sister who wasn't confident wanted to stop at one shed but a staff member there made an obscene comment about sleeping with women..... Not acceptable for a tourist attraction(Ghanaian adult, male).

Socio-demographic Characteristics and Safety and Security Perceptions

Tourists' socio-demographic characteristics were tested against their safety and security perceptions. As proposed by the conceptual framework (Figure 1), tourists' perceptions of safety and security at the park had a direct link to theirsocio-demographics like age and sex. This is as a result of the fact that tourists are not homogenous and perceive issues differently based on their beliefs and attributes.

This study likewise reveals that more males (50.3%) felt safe and secure than their corresponding females (44.4%) with a p-value of 0.296.While the female respondents were of the view that there were inadequate safety and security measures, the males identified less observable or encountered risks and familiarity with the park as reasons for their safety. This finding compares favourably with a study by Lui et al. (2013) where about 59.8% females felt less safe and secure at the destination they visited.In addition, researchers like Jorgensen, Hitchmough, & Calvert, (2002)postulatedthat there is evidence in literature to believe that demographic factors, such as genderare predictors of the sense of safety in natural settings.

Age has consistently appeared in literature to have a relation with tourists' perceptions of safety and security (Jorgensen & Anthopoulou, 2007;

Floyd & Pennington-Gray, 2004). From Table 4, a greater number of the respondents (57.4%)who felt unsafe were aged below 30 years while only 31.0% were above 50 years. This suggests that younger visitors had negative perceptions than older visitors at KNP.

Several reasons are suggested to explain this relationship. First, that younger tourists were more excitement seeking (leisure tourists) with little precautions.Secondly, oldervisitors were more experienced and took keen precautions before thevisit.

Table4: *Socio-demographic Characteristics and Safety and Security Perceptions*

Socio-demographics	Perceptions		X^2(p-value)
	Safe	Unsafe	
Sex			
Female	44.4%	55.6%	0.296
Male	50.3%	49.7%	
Age			
< 20	42.1%	57.9%	0.026
20-29	42.6%	57.4%	
30-39	54.8%	45.2%	
40-49	36.2%	63.8%	
> 50	69.0%	31.0%	
Period of visit			
Weekday	47.9%	52.1%	0.824
Weekend	43.9%	56.1%	
Public holiday	48.5%	51.5%	
Purpose of visit			

Recreation/Vacation	47.0%	53.0%	0.804
Business	66.7%	33.3%	
Research	44.4%	55.6%	
Health/Therapeutic	40.0%	60.0%	
Others	50.0%	50.0%	
Continent of Origin			
Europe	69.5%	30.5%	0.001
North America	47.1%	52.9%	
Africa	40.8%	59.2%	
Asia	71.4%	28.6%	
Australia	14.3%	85.7%	

Source: Fieldwork (2016)* **p < 0.05**

This finding is comparable to those made by Boakye (2012), George (2003) and Pinhey and Iverson (1994) where younger people felt unsafe at destinations while older people were more concerned about their personal safety (Stanko, 2000).

In addition to the above, the period of visit to the park showed no statistically significant relationship to tourists' perceptions of safety and security at a p-value of 0.824. A total of seventy (47.9%) respondents who felt safe and secure visited on weekdays. One reason could be that because of the less number of visitors on weekdays, tourists found the park to be less crowded, placid, and were very active in the tour and therefore had positive perceptions of their safety and security. On public holidays, however, about 51.5% of the respondents indicated they felt unsafe for reasons attributed to the overwhelming numbers of visitors at the park which had negative effects on their safety and security perceptions. Tourists frequently mentioned

misbehaviour and negative attitude of other visitors as athreat to their safety and security at the park in such periods.

The current study revealed a significant relation between respondents' continent of origin and perceptions of safety and security at a p-value of 0.001. Asians (71.4%) emerged as the dominant group with higher positive safety and security inclination at the park. This finding is not strangeas Boakye (2012) found a similar result where Asians and Africans were the highest proportion of respondents who did not feel susceptible to crime. This was attributed to familiarity and confidence with the environment they visited. A percentage of 85.7 of respondents who did not feel safe at the park were Australians. According to Lane and Meeker (2003), this has to do with the different social values, attitudes,and community commitment which shape people's perceptions of safety and security.

Tourists' Adaptive Behaviours to Threats

As discussed in the Protection Motivation theory, the appraisal of threats and coping responses result in one's adaptive behaviours.As the theory postulates, the intention to protect oneself depends on factors such as the severity of the threat and the individual's expectancy that the adaptive behaviour carried out would help diminish or remove the threat. Significant in this study, therefore, was to identify the various threats that tourists encountered at the park which finally resulted in their adaptive behaviouralresponses.

Threats encountered by tourists

Analysis of the data explained that adult tourists (aged above 40 years) experienced physical stress and were usually troubled by the behaviour of other visitors especially the children when they were put together on the same tour or on the canopy walk. These category of visitors were usually females and preferred more relaxing tours in the forest with no ruckus from other visitors. The younger tourists (below 30 years) on the other hand encountered slips or falls and misplaced their belongings or lost their way in the forest, on their way back to the visitor centre. Reasons ascribed to these encounters included that this category of visitors adhered to no particular precautionary measures before visiting the park. Again most of these tourists wore inappropriate foot wears like slippers instead of sneakers. Others were also enthusiastic about the tour that they paid little attention to their belongings.

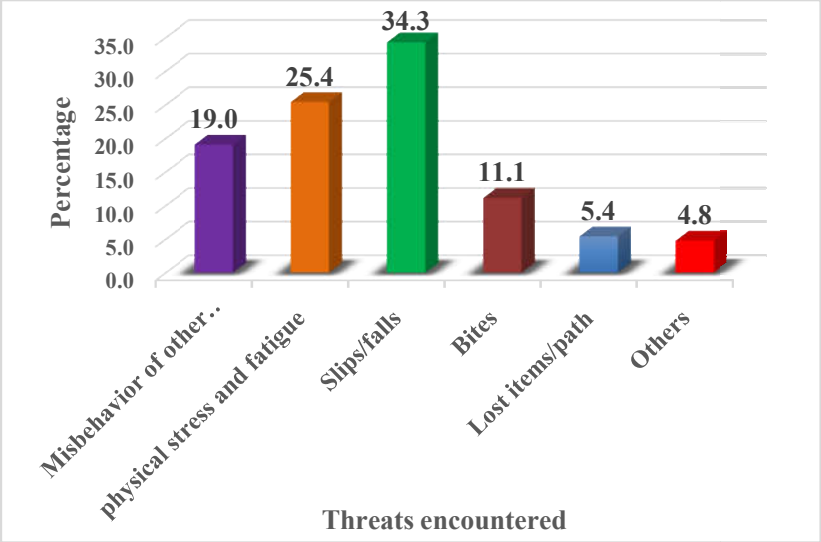

Figure 5: **Threats Encountered by Tourists**

Source: Fieldwork (2016)

In a descending order, common threats encountered by tourists at the site included slips and falls (34.3%), physical stress and fatigue (25.4%), misbehaviour of other visitors (19.0%), bites (11.1%), lost items or path (5.4%) and 4.8% encountered "other" kinds of challenges (see Figure 5).

> *I saw a snake hanging on a tree in the forest which I stood under and I walked away quietly*(Non-Ghanaian tourist, female, weekend).
>
> *The place was very crowded and hot so I removed my shirt and came back bare-chested. I needed water to drink and wash my face but there were no provisionsmade in the forest.* (Non-Ghanaian tourist, male, public holiday).

Tourists' Adaptive Behaviours to Threats

The data revealed four main dimensions of adaptive behaviours by tourists to manage threats while at the park. These included; "personal physical measures", "call for assistance", "follow instructions" and "personal vigilance". Personal vigilance emerged as the predominant strategy adopted by tourists when they encountered threats. Mention can be made that although tourists were aware of the dangers at the park, nonetheless, in the absence of basic safety and security measures, they were very cautious about the things they did at the park.

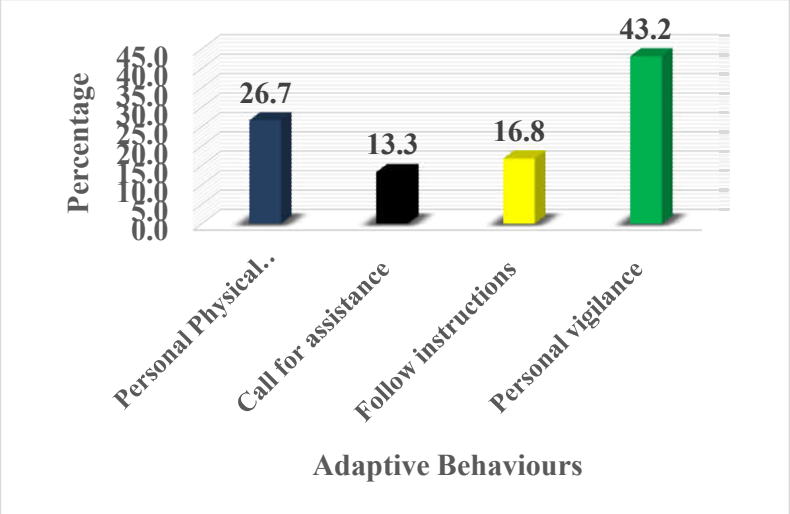

***Figure 6:*Tourists' Adaptive Behaviours to Threats**

Source: Fieldwork (2016)

As shown in Figure 6, the leading adoptive behaviour was personal vigilance where 43.2% of the respondents indicated they "walked carefully", "avoided intractable tourists", "prayed and mastered confidence or faith". Almost a third (26.7%) also carried personal physical measures like water,

insect repellents, and sunglasses or wore tight sneakers. Other adaptive strategies were those of the remaining 16.8% respondents who followed instructions from guides or signs and 13.3% who called for assistance or relied on other visitors or guides who were with them on the tour (Figure 6).

Tourists' Socio-demographic Characteristics and Adaptive Behaviours

Following the cross tabulation between tourists' socio-demographic characteristics and adaptive behaviours, the data (refer to Table 6) suggested a significant association between tourists' continent of origin and their adaptive behaviours (p-value = 0.008). The data appeared to demonstrate that about 46.8% of respondents who adopted personal vigilance as an adaptive behaviour were Africans. Mention can possibly be made of their familiarity with the local terrain, hence depended not on others for assistance but rather their personal cautiousness. Again, the data presented that tourists from Asia called for assistance (28.6%) when faced with threats at the park. Tourists in this case relied on their families or friends in the tour at the park due to their inability to properly communicate in English.

Table 5: *Tourists' Socio-demographic Characteristics and Adaptive Behaviours*

Socio-demographics	Adaptive behaviour				X^2(p-value)
	Personal measures	Call for assistance	Follow instructions	Personal vigilance	

Sex					
Female	25.3%	14.2%	17.3%	43.2%	0.928
Male	28.1%	12.4%	16.3%	43.1%	
Age					
< 20	21.1%	10.5%	21.1%	47.4%	0.848
20-29	22.8%	14.7%	16.9%	45.6%	
30-39	27.4%	11.9%	19.0%	41.7%	
40-49	29.8%	10.6%	14.9%	44.7%	
> 50	41.4%	17.2%	10.3%	31.0%	
Continent					
Europe	32.2%	20.3%	10.2%	37.3%	0.008
N. America	29.4%	23.5%	11.8%	35.3%	
Africa	23.9%	10.1%	19.3%	46.8%	
Asia	14.3%	28.6%	21.4%	35.7%	
Australia	85.7%	0.0%	0.0%	14.3%	
Educational level					
High School	33.3%	27.8%	27.8%	11.1%	0.047
GCE O/Level	19.0%	14.3%	14.3%	52.4%	
Tertiary	28.4%	11.4%	18.3%	41.9%	
Vocational/Technical	20.9%	18.6%	7.0%	53.5%	
Others (specify)	0.0%	0.0%	0.0%	100.0%	

Source: Fieldwork (2016) *** p < 0.05**

Results from the study also show that respondents' level of education statistically relates to their adaptive behaviours at the park (p-value = 0.047). Table 6 shows that 33.3% of respondents who adopted "personal physical measures" like water, sunglasses and insect repellents had attained at least a high school degree. Respondents who mainly "followed instructions" (18.3%)

had gained a tertiary degree or were at the time of the study in tertiary institutions. This was not surprising since they had higher knowledge and could comprehend instructions from guides or signs.

Suggestions for Making Kakum National Park Safer

Tourists' suggestions on how to make KNP safer included adequate provision or improvement in safety and security measures at the park. This was the dominant request or suggestion by tourists. About 34.3% of respondents suggested the need for management to have certain measures like disclaimer, CCTV cameras, metal detectors for inspections before entry, armed guards, health and emergency rescue personnel. Some respondents (18.7%) also suggested that proper orientation and organization before a tour would enhance tourists' experience and impressions about safety and security at the site. This they emphasized that children should be separated from adults on a tour and orientation properly spelt out. Again, 9.8% tourists proposed the need to have safety and security information or policy on the website of the site (Figure 7).

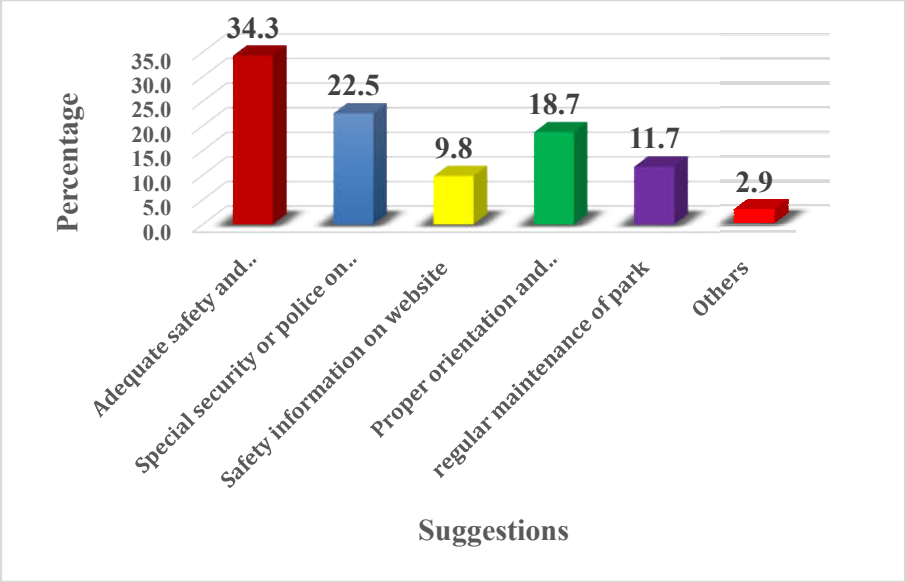

Figure 7: **Suggestions for Making Kakum National Park Safer**

Source: Fieldwork (2016)

Management's Perspectives on Safety and Security at the Kakum National Park

Safety and Security Interventions by Management

The views of management at KNP concurred with the assertion made by Pyo and Bouncken (2003), stating that maintaining safe destinations is an important prerequisite to attract a sufficient number of tourists and to make destination visit enjoyable.Also,in response to measures that had been laid to ensure the safety and security of tourists at the site, management's viewsonly centred on the canopy walkway and made little or no mention of the other facilities at the park. The following were some views shared:

KNP is a "safety and security conscious site,…in the sense that you are developing a facility or product that you want people to patronize or buy. Those coming to buy or intends to buy ask if it is safe for them, if not hundred percent, "am I really protected to the highest degree", "should I go there", "would something bad happen to me, like anattack from animals, tree falls, human negligence"?. If they are natural hazards, for instance, seeing a dead tree, we do not wait for it to fall on someone before we have to cut it down. Again, the facility and workers are all insured and we have public liability(Director, GHCT, Male).

This statement is consistent with the assertion made by Mendiratta (2011) about tourists' fear of danger even in the quest for leisure.

Safety and security of visitors isour priority because it is an international site, we have visitors coming from Europe, America etc. Because this is a forest or an ecotourism site, first and foremost we have tour guides who lead the visitors on the tour. We also have trained guards (Law enforcement Team [LET] from Akyease Jungle Welfare by commander Agyimfra) who protect the forest and its inhabitants from encroachment(Site manager, Male).

We sometimes also tell them about the likely dangers in the forest like snake or insects bites and again assure them that our (tour guides) presence will guarantee that they are hundred percent safe(Tour guide, Male).

From the above, mention can be made that the management's safety and security interventions provided include: proactive measures, provision of guides, guards and orientation.Besides, regular checks on the canopy were carried out on daily, weekly, monthly and quarterly basis. This was stated as follows:

We first check and walk on the canopy every day. We do this every morning as early as 5: 30 am to check its safety before allowing visitors on it. We also have general maintenance which is done every six months. You see these new robes here, we are doing some changes on the last bridges(Maintenance officer, Male).

We also have structural engineers come in to inspect. Materials used for renovations are sent to thestandard board for inspection. We have daily, monthly, quarterly and annual inspections. We change bridges, ropes, nets especially to bigger ones, we oil the cables every six months otherwise, it will break in case oxidation takes place. We assess the trees on which the canopy itself hangs periodically to see whether they are solid

enough to carry the people who walk on it. I remember there was a time when a tree fell on a canopy but no one heard it, we quickly had to remove all the dead trees…. (Director, GHTC, Male).

Although majority of the respondents believed the regular maintenance of the canopy was adequate to protect tourists, this was what another respondent believed:

We need more safety and security measures in place because of the emergence of insecurity around the world since KNP if not the best, it's among the best attractions in Ghana. As you have observed, our safety and security is very low here. I think it's about 80% low. Unlike other places like Mole National Park and Labadi beach...We need to have proper security at the gate even as high as military. It's high time we don't leave things as open as we used to. No one knows who is following the other to the park… (Tour guide, Leader, Male).

We do not inspect any car that comes here, we have not been mandated to do that. However, with the exception of private cars, we inspect all the buses that come here. The tourists are made to get down so that we can count them and inspect the car for the purpose of taking the gate fee. We do this to ensure that no one gets away with the fee (Security, Male).

The training of staff was another intervention cited by management to enhance the protection of visitors at the park. As Pond (1993) suggested, a skilful guide is one of the most valuable assets of a tourism destination. Nonetheless, the interviews with management were somehow contradicting. Some of the respondents stated that all the staffs at the park had undergone training in safety and security to include training in first aid, fire service among others, for example:

> *....but as you go there you will see that all the staffs have fire service training and the entire place is furnished with fire extinguishers…* (Director, GHTC, Male).

> *We all have training in first aid. Right now you can try and collapse and you will see that we will wake you up …laughing. Yes we also double as rescue officers, we have gone through so many training and we are expert in this work*(Maintenance officer, Male).

Other respondents provided clarity on the safety and security training of staff at the park. It was emphasized that not all staff had undergone this training but rather a selected few.

> *…Yh, we had one training with the policemen, we will have another one maybe this year also. A number of us (workers) were selected, one person from each unit was picked for this training*(Head of security, Male).

Ilearnt all these from my years of working experience until recently some of us went for training at Mori. We were taught many things for instance even when someone suffers snake bite we know of some leaves that when we apply the person will be completely healed without the need to go to the hospital. We also learnt how to offer CPR or tilting the head downwards what we call "fireman lift" even from some soldiers before we went for the training (Tour guide, Male).

As regards the provision of health facilities,management of KNP admitted the absence of health personnel or facilities at the park but was quick to mention the provisions that were made in the absence of these facilities. For instance, in the absence of a licensed ambulance and clinic, a standby private pickup car and first aid box were made available at the park. In relation to the conceptual framework was that the presence of uniformed health personnelor clinic had a significant relationship in shaping tourists' perception of safety and security positively or negatively. Nonetheless, it emerged from the data that these measures were absent except for the provisions which were made on some public holidays

...Assuming someone accidently gets injured, we do have first aid box but on public holidays we have nurses coming from Frami clinic (community before Abrafo). We have some kind of rapport with them so if there is any case beyond us, we rush

them there. We also have a vehicle on standby, we don't have an ambulance or fire service… (Director, GHTC, Male).

They sometimes bring nurses from Frami clinic also on public holidays and we have our own standby car like our ambulance……..(Tour guide, Male).

Safety and Security Challenges Faced by Management

Majority of the challenges management faced were from tourists and this included noncompliance to rules, inattentive during orientations and misbehaviour especially on the canopy walk which usually resulted in the deterioration of the natural forest. Gramann, Bonifield, and Kim (1995), for instance, observed that the major problem currently facing outdoor recreation management agencies is the damage to natural and cultural resources resulting from visitors' violation of protective rules. This statement was no different from the challenges management faced at KNP. The following were some concerns they shared:

Visitors tend to jump on the bridges especially on the last bridge when they know they, have conquered their fears after walking on the last bridge. Some people also mark or sketch their names or signature on trees to attest their presence here…But some people are such that they get crowded at one point either because of fear or fun to take pictures, of course, then you put a lot of pressure on the canopy (Director, GHTC, Male).

For example at the badge control, when the tour guide is supposed to orient tourists about the tour while they (badge control) do their checks, some tourists tend to complain about the delay of the tour, and they would say: "Ah we are behind time, these "talks" (orientation) are not necessary, please hurry up and let's go (Site manager, Male).

It becomes challenging when you have two dissimilar groups or category of visitors on one tour. Whiles you have some who want to take time and take pictures during the tour, others would want to hurry and get back to the centre. Sometimes you have different age groups in a tour, the older ones tend to slow down the tour while the younger ones would want to hurry on and go(Tour guide, Male).

Summary

Data collected has been summarized and presented in charts and tables showing frequencies and percentages. Cross tabulation of responses was done to explain the relationships between visitors' demographic backgrounds, their perception of safety and security and adaptive behaviours at the park. Tourists' adaptivebehaviours at the park were also discussed in this chapter. The chapter also brought to fore the safety and security measures that were present and absent at the park which wereinstituted as a result of management's perspectives on safety and security at the park. The next and

final chapter deals with the summary, conclusions, and recommendations for the study.

CHAPTER FIVE

SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

Introduction

This chapter presents a summary of the research process and the major findings from the study. It draws conclusions and makes recommendations for policies and practice. Suggestions are also made for future research.

Overview of the Study

The study was conducted at the KNP to examine the safety and security of tourists. Specifically, the study was to appraise the safety and security measures at KNP, examine tourists' perceptions of safety and security at the KNP, examine tourists'adaptive behaviorsto threats at the KNP, examine management perspectives on safety and security at the KNP.

Based on the objectives of the study, a conceptual framework was adapted from Yang and Nair (2013): Conceptualising a safety and security framework of tourists' perceptions and travel behaviour in rural destinations. The framework captured five main areas; tourists' characteristics, perspectives of management, safety and security measures at KNP, tourists' safety and security perceptions and their adaptive behaviours to threats while at the park.

With the aid of a cross-sectional study design, 387 tourists were sampled using convenience sampling while 13 management at KNP were selected purposively. Questionnaires, semi-structured interviews, and

observation checklist were designed and administered personally to collect data from respondents. The data was analysed using descriptive statistics like frequencies and chi- square. The qualitative data was examined manually through themes and patterns that emerged.

Summary of Findings

Findings from the study presented that more than half (52.7%) of the respondents felt unsafe while 47.3% of the total respondents felt fairly safe. Tourists attributed their perceived safety with the presence of staff and other visitors. Although tourists consistently mentioned the absence of some safety and security measures, they alternatively relied on the friendliness and encouragement of staff and other visitors in the absence of these measures. Again, tourists' perceptions of safety and security were associated to their socio-demographic characteristics like age (p-value = 0.026) and continent of origin (p-value = 0.001).

From the list of items check listed, only 8 (32%) of them were evident at the site. The management of KNP gave reasons for the absence of some of the remaining 17 (68%) items. In the absence of a licensed ambulance, for example, management had in place a standby private pick up track. The absence ofmajority of these items was as a result of management's belief that the park is known to only record minor and mundane accidents which did not necessitate the provision of most of the check listed items.

The study revealed four main dimensions of adaptive behaviours by tourists to manage threats while at the park. These included; "personal physical measures (26.7%)", "call for assistance (13.3%)", "follow instructions (16.8%)" and "personal vigilance (43.2%)". Personal vigilance emerged as the predominant strategy adopted by tourists when they encountered threats. Respondents who adopted personal vigilance indicated they "walked carefully", "avoided intractable tourists", "prayed and mastered confidence or faith". Results from the study also further proved that there were no statistical relationships between tourists' socio –demographics like sex (p-value = 0.928) and age (p-value = 0.848) and their adaptive behaviours to risk. However, tourists' adaptive behaviours only related to their level of education (p- value = 0.047) and continent of origin (p- value = 0.008).

Again, it emerged that management's safety and security interventions and challenges at the park resulted in the measures that were put in place to ensure tourists protection. In view of the numerous challenges the management faced from tourists, tourists were blamed for the safety and security threats they encountered at the park, terming it as "tourists' carelessness".

Conclusions

In conclusion, it can be said that 52.7% of tourists who were involved in the study generally felt unsafeat the park as result of the inadequate safety and security measure at the park. Tourists' positivesafety and security

perception(47.3%) was rather attributed to the presence of tour guides and other staff at the park. This information can be useful to management in order to satisfy tourists' safety and security needs and also design effective safety and security measures to build a positive image of the park. The implication is that through the guidelines of the Ministry of Tourism and GTA, official safety and security training and education can be given to employees (tour guides) to enhance their service delivery.On the other hand, escalating negative safety and security perceptions of tourists could also lead to a decline in the prospective visitor numbers to the park.

Only a third (32%) of the items on the checklist could be found at the park and thus can be said that the safety and security measures at KNP is inadequate. The implication is that KNP can be an easy hub for terrorism and criminal acts. Management should improve on safety and security interventions at the park in order to enhance tourists' positive perceptions.

Tourists' adaptive behaviours to threats were as a result of the threats encountered (like slips and falls, insects bite, misbehaviour of other visitors, physical stress and fatigue) in the absence of some safety and security measures. Again, the kind of behaviour adopted by a tourist depended on his or her educational level or continent of origin as shown in the conceptual framework. Thus tourists' adaptive behaviours to threats were significantly related to their level of educationand continent of origin.

Finally, the study results have shown that management of the park were satisfied with the safety and security provisions made so far because of the belief that the canopy walk had never broken down since its inception or

had there been any major accident that could possibly cause alarm. Tourists on the other hand although realised some safety and security expectations were lacking, they still went on the tour based on their faith and conviction that since there had not been any major accident at the park, they were safe.

Recommendations

To the park management, it is important that management capitalize on the services of tour guides and other staff at the park in order to enhance greater positive perceptions of tourists. With this management should improve on the skills and knowledge of tour guides through official training.

Also, the Ministry of Tourism and Ghana Tourism Authority should develop a standard policy that enshrines the safety and security of tourists who visit attractions in Ghana. The required safety and security systems and facilities for attractions in Ghana should also be documented for proper management. The GTA as the implementing body of the ministry should be empowered and mandated to embark on regular checks to ensure that attractions in Ghana adhere to the safety and security rules and regulations.

It is recommended that modules on safety and security (for both tourists and attractions) should be incorporatedinto the academic curricula of our tourism institutions. This addition can be geared towards training safety and security officers for the attractions in Ghana. In an attempt to increase the number of guides at the park, further training could be carried out in the

various tourism and hospitality institutions to produce qualified tour guides to meet the demands of international tourists particularly.

Suggestions for Further Research

It is suggested that further research should be oriented towards validating the findings of this study by utilizing a more representative sample. For instance, a nationwide study could be conducted among all the attractions in Ghana. Again, the results of this study can provide a baseline data for a longitudinal and comparative analysis of tourists' safety and security perceptions.The question as to whether international tourists are more or less likely than locals to report accidents at natural parks should be extensively captured in the safety and security literature.

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APPENDIX A

University of Cape Coast
Department of Hospitality and Tourism Management
QUESTIONNAIRE FOR TOURISTS

It would be greatly appreciated if you could complete this questionnaire. The study is purely for academic purposes and nothing else. Be assured that your response will not in any way be linked to your identity as your anonymity is guaranteed. You are kindly requested to answer the questions below by indicating a tick [√] or writing the appropriate answer when need be. Please be objective in your response. Thank you.

Name: GETRUDE POKU
Topic: SAFETY AND SECURITY OF TOURISTS AT THE KAKUM NATIONAL PARK OF GHANA.

SECTION A: CHARACTERISTICS OF THE SITE/ATTRACTION

1. How did you get to know of this site? a. Friends/Relatives [ ] b. Travel agent [ ] c. Research/Academic work [ ] d. Internet/Social media [ ] e. Others (Specify) ……
2. Did you get any information on safety and security of the site before your visit?a. Yes [ ] b. No [ ]
3. If yes, where did you get the information?
   a.....
   b.……..

4. What precautionary measures did you adopt before your visit to this site?
   a. ……
   b. ……
5. Did you avoid any specific areas in the park? a. Yes [ ] b. No [ ]
6. If yes, which areas did you avoid and why?
   a. …..…….
   b. …….

SECTION B: PERCEPTIONS OF SAFETY AND SECURITY

7. What impression(s) did you have about safety and security before your visit to the park?
   a. …….
   b. …….
8. Where the impressions real or nonexistent? ……...…….
9. Do you think there are enough measures at the site to ensure your safety and security? a. Yes [ ] b. No [ ]
10. In your opinion, what are some of these measures that ensure your safety and security at the site?a. ……
    b. ……..c. ……..
11. What other safety and security measures do you think should be present/improved but are absent at the site? a. ……b. ……c ……
12. Do other visitors' attitude affect your safety and security at the site? a. Yes [ ] b. No [ ]

Please give reasons ……..…….

13. Are there enoughwarning signs and instructions at the site? a. Yes [ ]

    b. No [ ]

14. Which of the areas listed below do you feel your safety and security is more ensured?

    - Washroom []
    - Canopy walkway [ ]
    - Camping/Treehouse [ ]
    - Visitor center/sheds [ ]
    - Forest [ ]

15. Generally, do you feel safe and secure at this site? a. Yes [ ] b. No [ ]

16. Why or why not? ……..

…….

SECTION C: ADAPTIVE BEHAVIOURS TO THREATS

17. In case of an emergency do you know where to go? a. Yes [ ] b. No [ ]

18. Are you aware of policies and measures for handling incidences and accidents at the site? a. Yes [ ] b. No [ ]

19. What are some of the threats you encountered while at the site?

    a. ……

    b. …….

20. What strategies or measures did you personally adopt to ensure your safety and security while at the site?

    a. ……..

    b. …….

21. Are you likely to revisit this site again? a. Yes [ ] b. No [ ]

22. Please give reasons for your answer

    a. …….

b. ……..

23. Will you recommend this site to others as safe and secure? a. Yes [ ]

b. No [ ]

24. Please give reasons for your answer

a. ……

b. ……..…….....

25. Kindly suggest ways to improve the safety and securityat this site?

a. .....

.....

SECTION D: SOCIO DEMOGRAPHIC CHARACTERISTICS

Please Tick [√] to indicate which applies to you

1. Please indicate whether you are a. Female [ ] b. Male [ ]
2. Age a. Below 20 [ ] b. 20-29 [ ] c. 30-39 [ ] d. 40-49 [ ] e. 50 and above [ ]
3. Educational Background: a. High School [ ] b. GCE O/Level [ ] c. Tertiary [ ] d. Vocational/Technical [ ] e. Others (Specify)……
4. Country of origin ……..…….
5. Purpose of visit to the site? a. Recreation/Vacation [ ] b. Business [ ] c. Research/Academic [ ] d. Health/Therapeutic [ ] e. Others (Specify) …….
6. Which of these activities did you partake in at the site? a. Canopy walkway [ ] b. Hiking [ ] c. Bird watching [ ] d. Camping [ ] e. Others (Specify) ……..

7. Tourist type a. Ghanaian adult [ ] b. Ghanaian Student [ ] c. Non-Ghanaian Adult [ ] d. Non-Ghanaian student [ ]
8. Is this your first time visiting this site? a. Yes [ ] b. No [ ]
9. If No, how many times have you visited this site? …..……...
10. Did you visit in a? a. Group [ ] b. Alone [ ]
11. If in group, how many are you in the group? …….……

THANK YOU FOR YOUR PARTICIPATION!!!!

APPENDIX B

University of Cape Coast

Department of Hospitality and Tourism Management

INTERVIEW GUIDE FOR MANAGEMENT

It would be greatly appreciated if you could complete this questionnaire. The study is purely for academic purposes and nothing else. Be assured that your response will not in any way be linked to your identity as your anonymity is guaranteed. Please be honest in your response. Thank you.

Name: GETRUDE POKU

Topic: SAFETY AND SECURITY OF TOURISTS AT THE KAKUM NATIONAL PARK OF GHANA.

1. Briefly describe your duties at the park?
2. What measures have you put in place as management to ensure the safety and security of tourists at the site?
3. What are the challenges faced by management in ensuring safety and security at the site?
4. What safety and security tools or equipment do you use in carrying out your duties at the site?
5. What have been the most common safety and security threats faced by tourists at the site?
6. What has been the common safety and security adaptive behaviours by tourists while at the site?
7. Generally, what role do you play in ensuring the safety and security of tourists at the site?

APPENDIX C

OBSERVATION CHECKLIST

SITE DESCRIPTION

1. Name of site:
2. Name of site Manager:
3. Location:
4. Region: _____ Town: _____
5. What is the approximate area of the site: _____

6. Does the site have the following safety and security measures in place?

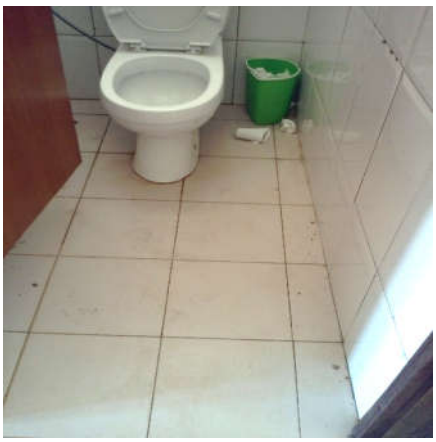
Measures	If Yes Evidence	If No, Reason
Written safety and security policy		
Availability of policy to all visitors		
Accident record book		
First Aid Unit		
Presence of clinic		
Presence of staff with first aid training		
Security guards		
CCTV camera		
Ambulance		
Fire extinguishers		
Safety/warning signs		
Security alarms		
Good Lightening system		
Metal detectors at entrance		
Visitor Sheds		
Visitor benches		
Sanitary facilities		
Tourist compliance to rules		
Regular maintenance		
Visitor safety and security desk		
Clearly designated entry and exit points		
Clearly designated emergency evacuation		
Availability of well-equipped tour guides		
Safety and security officer on site		
Safety and security orientation before tour		

APPENDIX D

Pictures from fieldwork

Visitors Centre, benches and shed

Fire extinguisher



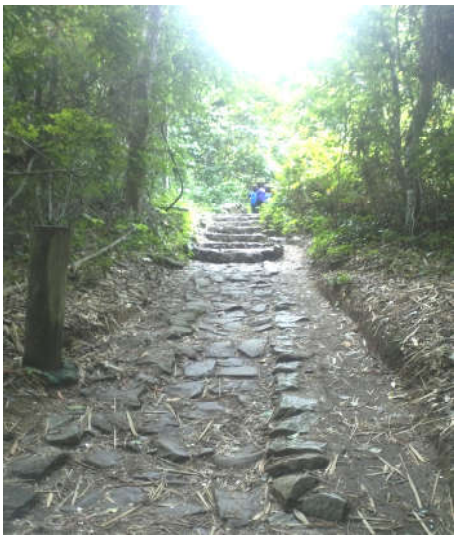
Washroom on a public holiday

Car park on a weekday

Canopy walkway

Instructional sign

Instructional sign



Stony terrain

Car park on a public holiday