

**PERSEPSI PELANCONG TERHADAP ASPEK KESELAMATAN  
(KAJIAN KES : DAERAH JOHOR BAHRU)**

**HANIRAH BT MOHAMAD NUR**

Laporan projek sarjana ini dikemukakan sebagai memenuhi  
sebahagian daripada syarat penganugerahan Ijazah Sarjana Sains  
(Perancangan Pelancongan)

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APRIL 2007

## **ABSTRAK**

Persepsi pelancong merupakan salah satu faktor utama di dalam pemilihan destinasi. Jaminan keselamatan di sesebuah destinasi pelancongan merupakan faktor penting dalam membuat keputusan untuk melancong. Kajian ini dilakukan untuk mengkaji persepsi pelancong terhadap aspek keselamatan di sekitar bandaraya Johor Bahru. Penemuan kajian mendapati aspek keselamatan semakin menjadi pilihan utama kesemua responden apabila majoriti daripada mereka memilih lokasi yang selamat dalam percutian mereka. Insiden jenayah yang paling diberi perhatian adalah jenayah kecurian dan peras ugut selain kecurian kenderaan bermotor dan rompakan. Bagi lokasi yang dianggap paling tidak selamat, adalah Holiday Plaza dan Kompleks Sentosa. Dari segi hotel pula para pelancong menyatakan agak selamat. Sebahagian responden merasakan tidak selamat memasuki tandas awam pada lewat malam begitu juga untuk berjalan seorang diri pada lewat malam. Walaupun aktiviti membeli-belah adalah aktiviti utama namun mereka perlu juga ada perasaan bimbang dan perlu berhati-hati. Majoriti responden juga menyatakan tidak bersetuju bahawa polis pelancong sangat ramah dan sedia membantu.

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Tourist perception is one of the important factors in determining their tour destination. Safety and security in the tour destination has become their main concern in their list. Therefore, this research was conducted to study the tourist perception in term of security and safety at several tour destinations in Johor Bahru City. The result of this study shows that majorities of the tourist are very concern about the safety and security before selecting their tour destination. Incident of crimes such theft, extortion, theft of motor vehicle and robbery were highly considered by tourist. As to location, they were of the opinion that Holiday Plaza and Kompleks Sentosa are the most unsafe. Yet, majorities agreed that hotels in Johor Bahru are safe. However, this study revealed that safety in Johor Bahru town is not as it should be since some of the respondent feel that it is not safe to enter the private toilet provide by the local authorities and to walk alone after midnight. Majorities of the tourist agreed that they still have to be careful and aware during shopping though shopping is one of their tour agenda. Majorities of respondent were also of the opinion that the tourist police were not friendly and helpful.