

Safety and Risk Management in Tourism: A Case Study of the Rainforest World Music Festival

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Abstract

Realizing the importance of Safety and Risk Management (SRM), thus the aim of this study is to investigate the level of crowd management strategy and safety performance practices by using the Rainforest World Music Festival as a case study. Hence, due to increase number of crowd each year the safety and risk management need to be conducted before disaster happen for the benefit of organizer (STB) and morale image of the state. This research focuses on the perception and expectation of safety and risk management in the Rainforest World Music Festival (RWMF). Therefore, the scope of study is only limited to RWMF venue where respondents have been chosen randomly out of this site area which comprises of the stakeholders and visitors. Whilst there was no formal research done on previous RWMF events to measure against, the survey nonetheless has been successfully carried out. As the result, there is a need for a major paradigm shift regarding attitudes occupational safety and health in managing events. The organizer of the event shall ensure there is a system procedure or a management tool to ensure the safety of those doing the work and that of others. It also ensures that the overall Health, Safety and Environmental aspect and the integrity of the installation and its surrounding is not put at risk.

Keywords: Safety and Risk Management, Rainforest World Music Festival, Crowd management strategy, Disaster

1 Introduction

Safety should be a major concern in any industry. Hinze (1997) claimed that managing safety essentially involves four levels: the company policy level, project management level, site management level, and individual level. Failure at each level is the reason for the occurrence of accidents. Failure at the first level will increase the probability of failures at the second level and so on. In the industrialized nations of the world, accidents now cause more deaths than all infects diseases and more than any single illness except those related to heart disease and cancer (Biggs et al., 2005).

The idea of risk is very subjective and highly contingent on the situation and area in question. The understanding of risk as the probability of loss is very macro. This probability is sometimes complex to diagnose as the involved variables are subjective and the probability itself is to make it ambiguous-uncertain. Furthermore, risk is also a matter of significance and relative consequence that various negative influences bring upon an initiative or institution (Khademi and Ismail, 2013). Risk is an inherent element that exists in every aspect of activities and operation, so prevalent that taking risk is inevitable part of life. However, transferring technology into wealth is considered a risky activity that will probably decrease the success rate of project growth or it may influence investments in such projects (Khademi et al., 2015a). However, along the course of history, man become wiser and learned that he could actually measure risk and make appropriate methods to cushion its severity. Defined Risk-Taking as borrowing heavily, committing a high percentage of resources to projects with uncertain outcome (Khademi et al., 2015b). According to Butler (1982), "Risk" is defined as the chance of an adverse event depending on the circumstances. William and Heins (1989) defined risk as the variation in the outcomes that could occur over a specified period in a given situation.

Whereas according to Rowe (1997), risk is the potential for unwanted or negative consequences of an event or activity. Moreover, Chicken and Posner (1998) defined risk as a combination of hazard and exposure.

The UK's Health and Safety Executive (1998) defined risk as the likelihood that a hazard will actually cause its adverse effects, together with a measure of the effect. Likelihoods can be expressed as probabilities (e.g. "one in a thousand"), frequencies (e.g. "1000 cases per year") or in a qualitative way (e.g. "negligible", "significant", etc.). Whereas OHSAS 18002 (1999), risk means a combination of the likelihood of an occurrence of a hazardous event with specified period or in specified circumstances and the severity of injury or damage to the health of people, property, environment or any combination of these caused by the event. According to Ismail Bahari (2006), Risk is the eradication or minimization of the adverse affects of risks to which an organization is exposed to an acceptable or tolerable level by all parties. Whereas, according to Cox, S. And Cox, T. (1996) risk can be defined as the Probability or likelihood of harm occurring in relation to a particular hazard and the magnitude or severity of harm.

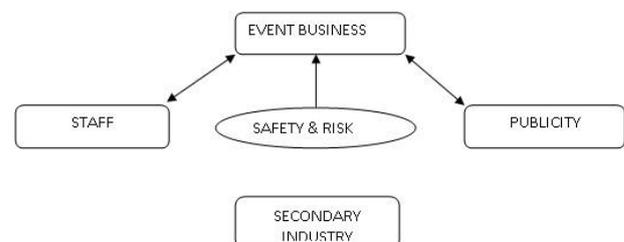


Figure 1: Tourism System of Event Stakeholders (Adapted from Tarlow, 2002)

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Romney et al., (2008), in their book of *Managing Risk: The Human Element*, described that most of human risk taking decision are greatly influenced by our individual perception which is dominated by unknown factors that determine what risk were considered acceptable and what is to be avoided. In general, that view is coloured by one's own experience, expectations, needs, and influence of media or information one was exposed to. The perceived benefits of the risk decide the choice the way & quantity one expose personally to risk. In other words, it is the mind which recognises what to sense, decide and influenced by many subjective factors like degree to which the risk is known or unknown voluntary or involuntary, acceptable or avoidable, threatening or attractive, controlled or uncontrolled. For safety professional, they perceived risk as assessing the balance of likelihood or probability of a loss of control event taking place against its severity of potential consequences. Ridley and Channing (2008) wrote that a thorough understanding of risk can help to identify hazards present in the work place but risk analysis may not necessary convince everyone about the risk, control measures required. Different group have a different perception of risk depending on their familiarity with work place and the immediate personal risk faced. They act in accordance with their own perception of the risk, thus it is important to get involvement of workers during the risk assessment processes in order to be successful in reducing injury or improving safety performance. Safety risks are needed to identify, assess, and take certain action to eliminate or minimize the probability of occurrence. In order to reduce the accident or incident level and subsequently cut losses, it is important to ensure that safe working practice is being observed (Ahmad and Gibb, 2003). There are seven major steps in the risk management process, namely risk identification, risk assessment, risk response planning and implementation, monitor/ appraise and reassess risk status, improvement and risk closure.

2 Methodology

Sampling is part of the element in the population. While simple in principle, sampling can be fraught with difficulties in practice. However, sampling is an important subject in statistics and it is easier to ask more questions with sample. Sampling is economical, convenient and can provide quicker results and a good sample must be valid in terms of precision. In this study, the target population consists of stakeholder such as organizer (STB), performers, volunteers and visitors from Malaysia and also different part of the world, who participated in the RWMF 2011, (10-11 July). These groups are selected because they are dealing task associated with public event which expose to hazard such as crowd stamping, structure collapsed. The survey was self-administered by the researcher and her team during the 3-days events. Sampling techniques in this study will be a random sampling according to quotas. This sampling's concept is a random selection, a controlled procedure that assures each population a known nonzero chance of being selected as a sample. Zikmund (2003) supported that this sampling type has equal chances to be selected. Hence, this study will try to include about 300 respondents as an ideal representative of the population in general. Pilot study refers to a trial study that is being administered to a selected small group of respondents using the instrument which is similar to the actual study. This pilot study is meant to test the reliability and the validity of the items in the questionnaire that are to be answered by the respondents in the study (Konting, 2005). By using this pilot study, researcher would be able to identify the items that need to be improvised

or deleted in order to produce a questionnaire of high degree of reliability and validity. The reliability of the questionnaire can be assured through its Alpha Cronbach level. Alpha Cronbach is the reliability coefficient that shows the correlation of all the items to form one set of questions (Sekaran, 2005). The closer is the alpha to 1.0, the higher the internal reliability of the item. The alpha value that falls below 0.6 is considered weak while the Alpha value that falls between 0.6 and 0.7 can be accepted. The alpha value that is higher than 0.8 is considered good. Therefore, the minimum alpha value that has been set for this study is 0.7. For that purposes, about 20 sets of questionnaires were conducted to the respondents with duration of period required to accomplish the questionnaire also taken into consideration. From the initial findings, changes and amendment were done to synergize the instrument. They were required to answer the questionnaire from with minimal guidance from researcher. The pilot test also served to identify any problems in preparing data for processing using SPSS software, and to validate that question were not biased. The researcher analyzed every component by generating the Cronbach's Alpha to determine the internal consistency, (Cronbach, 1951). The raw data obtained from the questionnaires were analysed using the Statistical Package for Social Science (SPSS) Software version 19.0 to test the research hypotheses constructed and objective of the study. The raw data were analysed using two types of statistic which are descriptive and inferential statistics. SPSS was used to get an accurate result which minimized errors (Khademi et al., 2014). Besides that, Mansor et al., 2015 mentioned without statistics, the collected data is difficult to analyse, explained and understand.

3 Results and Discussion

Based on result of the reliability test, the methodology and variables applied in this study was found reliable with the Cronbach's Alpha value were range from 0.873 to 0.891, with overall at 0.913 which is bigger than 0.7000 for each component as shown in Table 1. This means that the variables applied in this study can be accepted because of their internal consistency (Cronbach, 1951).

Table 1: Reliability Test for the Study Constructs

Construct	No. of Items	Alpha (α) Value
B: Awareness level on safety and risk	13	0.873
C: Safety and Risk Expectation	5	0.891
D: Safety Performance	5	0.887
Overall	23	0.913

3.1 Analysis for Demographic Profiles

The demographic backgrounds of the respondents were taken into great consideration in this study, as they are believed to influence their attitude towards the questions asked in the questionnaires as stated above. Based on the findings, there were no biases or discrimination in distributing the questionnaires to the respondents.

3.1.1 Age Group

There were five age groups among respondents which range from 15 to more than 59 years old. The distribution is almost equal across the group range, with 36.3 percent aged between 26 to 36 years old followed by 28.3 percent for age between 37 to 47 years old with 18.7 percent aged less than 25 years old and the remaining at 14.6 percent respectively aged above 48 years old. The overall mean age group among the studied respondents is at 2.48 years old which are at youth level whom looking for entertainment.

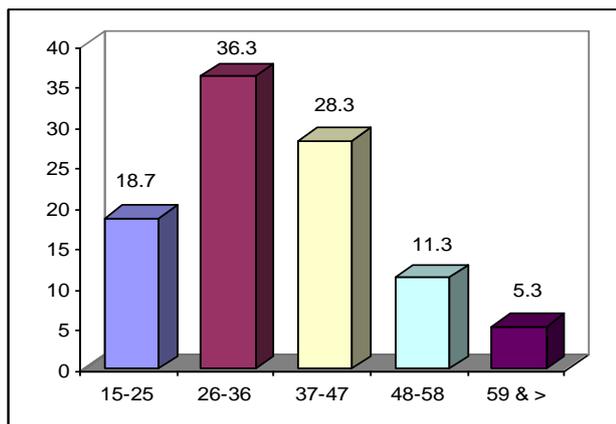


Figure 2: Respondents' Distribution according to Age Group

3.1.2 Gender

The gender analysis revealed that male respondents outnumbered female respondents at 71.3 percent to 28.7 percent respectively. This result is based on the returned questionnaire without discrimination or biases. The factor contributed to high number of male is due to their behaviour driven for entertainment.

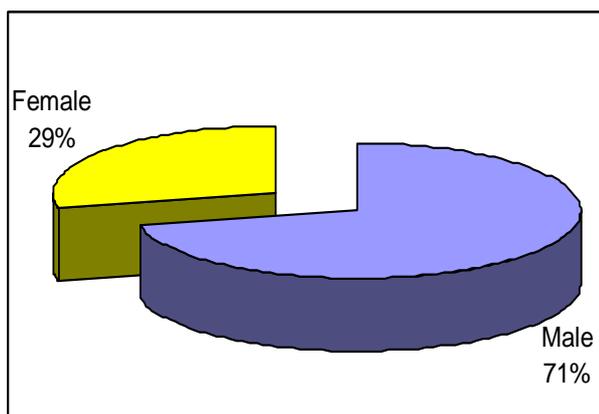


Figure 3: Respondents' Distribution according to Gender

3.1.3 Nationality

Nationality composition recorded that more than two third or 78.3 percent of the studied respondents were Malaysian citizen, whereas the remaining are foreign visitors. Less number of foreigners covered by the study was due to their willingness to participate with the study.

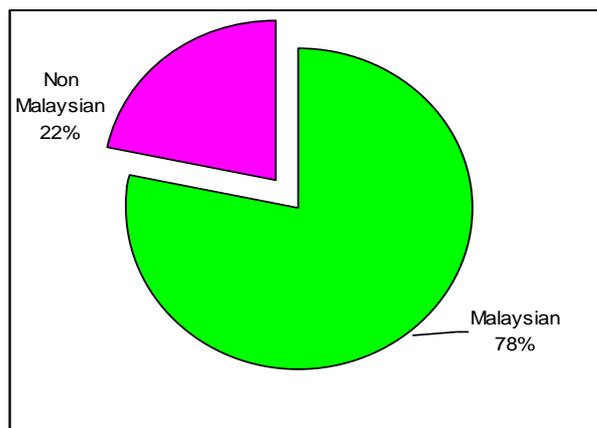


Figure 4: Respondents' Distribution according to Nationality

3.1.4 Education Level

Educational levels among them were divided into three groups such as basic primary school level, secondary or high school level and tertiary level. The statistic revealed that slightly more than half or 58.3 percent of them have been attended tertiary level, followed by secondary or high school level at 39.7 percent and the remaining are primary level at 2.0 percent. High feedback received from tertiary level was influenced by the research instrument (refer to questionnaire) using English Language where visitors with primary and secondary school level faced difficulties to understand. This was proved by a numbers of questionnaires form returned in-completed, which are rejected from the analysis.

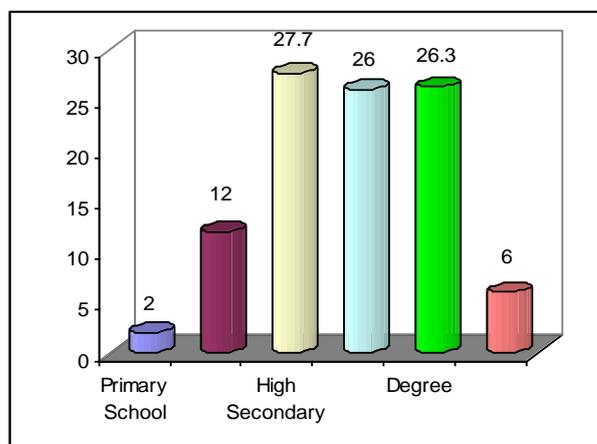


Figure 5: Respondents' Distribution according to Education Level

In line with safety and risk management, the entire respondents claimed that safety issue is utmost important. Since establishment in 2007, about 70 percent of the visitors have been re-visited the event. The detail analysis based on 2011 event, the frequencies visited shows that 35.3 percent of them have been visited twice, followed by 29.7 percent for first time and 18.7 percent for three times with the remaining 16.3 percent visited more than three times. In depth analysis found that high frequencies visited among stakeholder due to their commitment with the event. Furthermore, among visitors especially foreigners were attached to the event. Interestingly, some of them already pre-book their accommodation prior to the event in the future year.

Table 2: Respondents' Distribution according to Age Group

Age	Frequency	Percent	Valid Percent	Cumulative Percent
15-25	56	18.7	18.7	18.7
26-36	109	36.3	36.3	55.0
37-47	85	28.3	28.3	83.3
48-58	34	11.3	11.3	94.7
above 59	16	5.3	5.3	100.0
Total	300	100.0	100.0	

Table 3: Respondents' Distribution according to Gender

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Male	214	71.3	71.3	71.3
Female	86	28.7	28.7	100.0
Total	300	100.0	100.0	

Table 5: Respondents' Distribution according to Nationality

Nationality	Frequency	Percent	Valid Percent	Cumulative Percent
Malaysian	235	78.3	78.3	78.3
Non-Malaysian	65	21.7	21.7	100.0
Total	300	100.0	100.0	

Table 5: Respondents' Distribution according to Education Level

Education Level	Frequency	Percent	Valid Percent	Cumulative Percent
Primary School	6	2.0	2.0	2.0
Secondary School	36	12.0	12.0	14.0
High Secondary	83	27.7	27.7	41.7
Diploma	78	26.0	26.0	67.7
Degree	79	26.3	26.3	94.0
Master & Higher	18	6.0	6.0	100.0
Total	300	100.0	100.0	

Table 6: Respondents' Distribution according to Frequency Attending the Event

	Frequency	Percent	Valid Percent	Cumulative Percent
1-2 Times	194	64.7	64.7	64.7
3-4 Times	85	28.3	28.3	93.0
5-6 Times	16	5.3	5.3	98.3
7-8 Times	3	1.0	1.0	99.3
> 9 Times	2	.7	.7	100.0
Total	300	100.0	100.0	

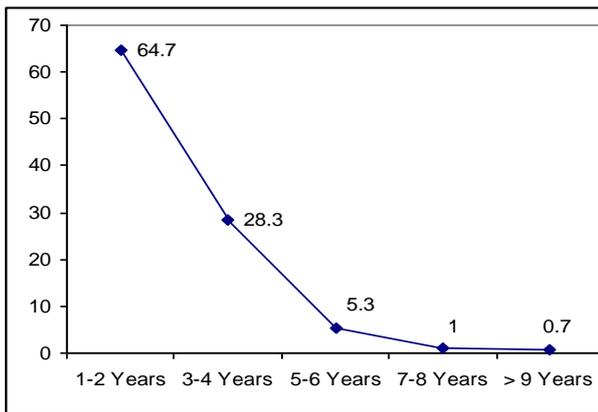


Figure 6: Respondent's Distribution according to Frequency Attending the Event

3.2 Awareness on the Safety and Risk Level

For this variable, the researcher seeks to find out the perception of respondent on the safety and risk level provided by the organiser. Table 7 below shows that scored for the entire statements were between 3.27 to 3.80 and standard deviation from 0.752 to 0.997, which means mixture of feedback to the statements given. The highest Mean scored is at 3.80 with standard deviation at 0.801 for the statement; saying that "Site venue have sufficient safety personnel to supervise crowds at any given time", which shows the more than half of the studied respondents gave feedback skewed toward positive respond. This is proved by 63.3 percent claimed that "Agreed" and 7.7 percent for "Strongly Agreed", whereas 11.6 percent of them

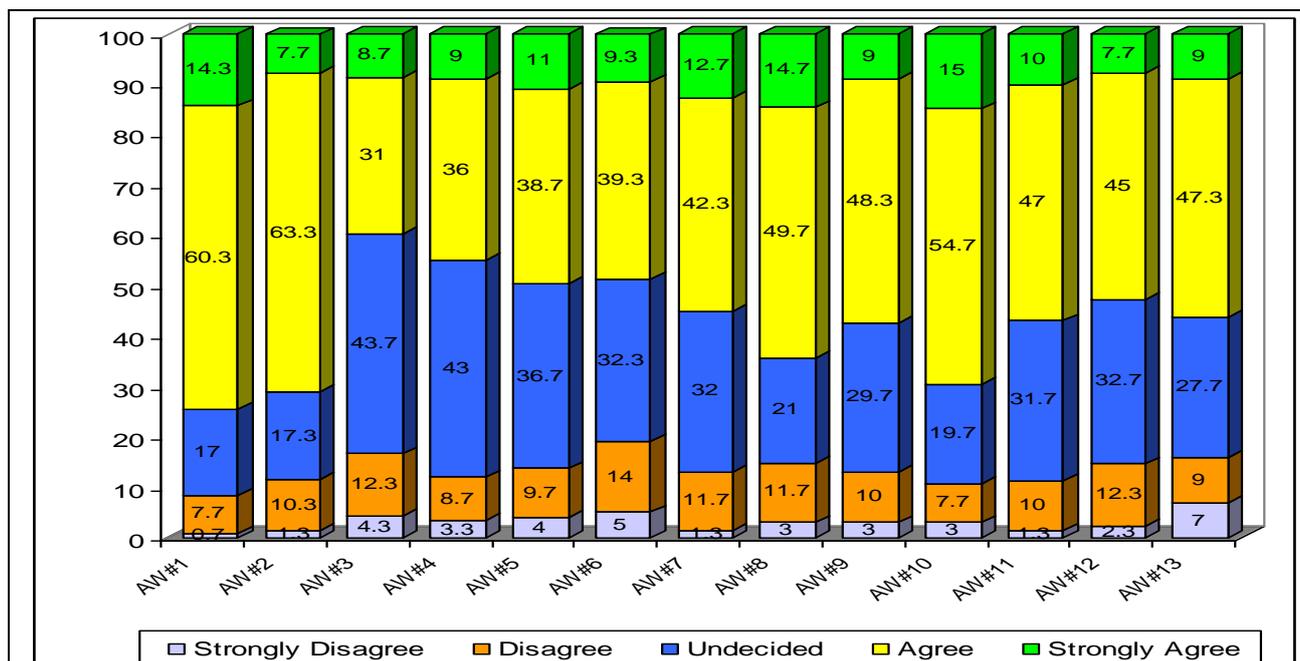
opposed the statement. It means they are aware safety issues at the venue site. Second highest mean is at 3.71 and standard 0.918, scored by the statement; saying "Signs at premise help crowds know where they're going", with slightly half or 57.0 percent gave positive feedback compared to 11.3 percent negative respond. As observed from the Table 4, almost a third (31.7%) were undecided. This proved that safety and risk level seen by majority of them are at average level. Hence, Safety and risk level need to be improved in future in line with high number of crowd.

On the other hand, the lowest mean scored at 3.27 and standard deviation of 0.801 is for the statement saying "The safety personnel are experienced and knowledgeable.", about 44.0 percent of them agreed and strongly agreed with minimal percentage at 12.0 percent opposed the statement. In addition, almost half (43.0%) were undecided. These feedbacks were due to the static guard and RELA seen mingling around the area. However, they are not fully trained as safety personnel to deal with hazard. They are not performing the Job Hazard Analysis (JHA) before the events is upheld. To support the argument, for years after establishment there is no issues for crowd stamping or disaster to examine the safety and risk level at the venue. Minor cases such as social-ills have been faced successfully without negative consequences. The overall mean scored at 3.42 with standard deviation of 1.014 which shows average feeling on safety and risk level provided by the organizer. Thus, the researcher concludes that the selected respondents for this study were relevant to prove that the safety and risk level are at average level skewed toward positive and need improvement in future.

Table 7: Respondent's Distribution according to Feedback on Awareness of Safety and Risk Level

Statement on Awareness of safety and risk level	Percentage						
	Mean	SD	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
AW#1: Organisers demonstrate full commitment of safety risk management at the site venue	3.51	.752	0.7	7.7	17.0	60.3	14.3
AW#2: Site venue have sufficient safety personnel to supervise crowds at any given time	3.80	.801	1.3	10.3	17.3	63.3	7.7
AW#3: Site venue assigned duties only to those individual who has met those standards (eg. OSH, ERP, First Aid)	3.66	.817	4.3	12.3	43.7	31.0	8.7
AW#4: The safety personnel are experienced and knowledgeable	3.27	.939	3.3	8.7	43.0	36.0	9.0
AW#5: The safety personnel are responsive to crowd needs	3.39	.891	4.0	9.7	36.7	38.7	11.0
AW#6: The safety personnel are presentable are easily identified	3.43	.949	5.0	14.0	32.3	39.3	9.3
AW#7: Site venue uses warning signs	3.34	.997	1.3	11.7	32.0	42.3	12.7
AW#8: Signs at premise give clear direction of where things are located	3.53	.905	3.0	11.7	21.0	49.7	14.7
AW#9: Site venue provides instruction to crowds on proper use of the facility	3.61	.973	3.0	10.0	29.7	48.3	9
AW#10: Sign located at entrance identifying items that are prohibited and allowed into the festival site venue	3.50	.901	3.0	7.7	19.7	54.7	15
AW#11: Signs at premise help crowds know where they're going	3.71	.918	1.3	10.0	31.7	47.0	10
AW#12: Site venue provides safety instructions to crowds	3.54	.851	2.3	12.3	32.7	45.0	7.7
AW#13: You are aware of the site evacuation plan	3.43	.888	7.0	9.0	27.7	47.3	9

[Overall: N=300, Mean=3.42 & SD=1.014]



AW#1: Organisers demonstrate full commitment of safety risk management at the site venue

AW#2: Site venue have sufficient safety personnel to supervise crowds at any given time

AW#3: Site venue assigned duties only to those individual who has met those standards (eg. OSH, ERP, First Aid)

AW#4: The safety personnel are experienced and knowledgeable

AW#5: The safety personnel are responsive to crowd needs

AW#6: The safety personnel are presentable are easily identified

AW#7: Site venue uses warning signs

AW#8: Signs at premise give clear direction of where things are located

AW#9: Site venue provides instruction to crowds on proper use of the facility

AW#10: Sign located at entrance identifying items that are prohibited and allowed into the festival site venue

AW#11: Signs at premise help crowds know where they're going

AW#12: Site venue provides safety instructions to crowds

AW#13: You are aware of the site evacuation plan

Figure 7: Respondent's Distribution according to Feedback on Awareness of Safety and Risk Level

3.3 Expectation Level

Under this variable, the researcher seeks to find out respondent's perception on their expectation level regarding safety and health management in organizing public events. There are five statements posed to the respondents and their feedbacks were analyzed and compiled into Table 8. The overall Mean values recorded were range between 2.87 to 3.34 with Standard Deviation between 0.966 to 1.111, which strongly indicates that the feedback were well distributed across the studied respondents. Based on the feedback, there were two statements recorded mean value lower than 3.0, as the factors contributed to job low expectation level. The highest mean at 3.34 was recorded for the statement saying "The site venue allows enough space to handle the crowds", with the positive feedback at about 47.3 percent (37.0 % claimed agreed and 10.3% for strongly agree) followed by 29.7 percent for "undecided" and 22.0 percent for disagree with the statement. From the observation made during the study are undertaken, the

physical venue is at stagnant size with bit expansion on green area or empty space toward the west. Two statements recorded mean values at 3.01, which saying "The eating area are large enough to handle the crowds", and "The walkways are wide enough to handle the crowds", with standard deviation of 1.079 and 1.111 respectively. The statistic revealed that both statements scored cumulated positive feedback were less than 40 percent compared to negative feedback at 37.6 percent for the eating venue and 34.0 percent for 'walk away' designated for public crowded. As observed about 22.0 percent and 29.0 percent cannot decide their answer for both variables. On the other hand, another two statements recorded low mean value at 2.87 and 2.91 respectively. The statement saying "The restrooms are large enough to handle the crowds", scored 37.0 percent at "agree" and 10.3 percent at "strongly agree" level, with standard deviation of 1.048. New public restrooms facilities have been erected in the area with addition to the temporary facilities provided by Treineken Sdn. Bhd.

Table 8: Respondent's distribution according to feedback on Expectation of Safety and Risk Level

Statement on Expectation of safety and risk level	Percentage						
	Mean	SD	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
EXP#1: The site venue allows enough space to handle the crowds	3.34	.966	1.0	22.0	29.7	37.0	10.3
EXP#2: The restrooms are large enough to handle the crowds	2.87	1.048	9.3	29.7	30.7	25.8	4.7
EXP#3: The eating area are large enough to handle the crowds	3.01	1.111	8.3	29.3	22.0	33.7	6.7
EXP#4: The walkways are wide enough to handle the crowds	3.01	1.079	8.3	25.7	29.0	30.3	6.7
EXP#5: The seat arrangement provides plenty of spaces	2.91	1.075	9.0	28.3	32.0	23.7	7.0

[Overall: N=300, Mean=3.05 & SD=.938]

Whereas, for the second statement saying '*The seat arrangement provides plenty of spaces*', scored highest percentage at almost a third for undecided, 30.7 percent were in positive view and 37.3 percent opposed the statement given. The main factor contributed to the feedback were the organizer did not prepared seating arrangement but lets the crowd enjoyed them self at open space. They are encouraged to bring their own portable chairs or mat with flexible arrangement. Structure such as walk pathway and nearby building could be optimized as a seating arrangement. Thus, the researcher concludes that respondents' perception shows average level of expectancy on safety and health management in managing the public crowd.

3.4 Safety and Risk Management Level

For this variable, the researcher seeks to find out the respondents' perception on safety and risk management level at the venue site. Table 9 below shows that the Mean scored for the entire statement were ranging from 3.15 to 3.94 with standard deviation range from 0.818 to 1.097 respectively. Overall mean value for Safety and Risk Management level variables at 3.44 with standard deviation of 0.961. The highest Mean scored is at 3.94 with standard deviation at 0.818 for statement saying that "*I am responsible for the safety issues related to the place I am involved in*", which shows 23.0 percent for strongly agree and 54.7 percent agreed with the statement. The undecided feedback is recorded at 17.3 percent with the remaining 5.0 percent opposed the statement. It means slightly more than two-third of them was given positive feedback compared to 5 percent gave negative view. As imposed by the organizer, safety arrangement at venue was depending on ad-hoc basis such as standby ambulance during the onstage events. Second highest mean is at 3.44 and standard 1.021, scored by the statement saying "*Waiting time to purchase ticket is reasonable*". There were slightly more than half or 54.3 percent gave positive feedbacks followed by 27.0 percent for undecided and the remaining 18.6 percent were

opposed the statement. This is supported by the fact that public can purchase ticket through on-line or from appointed representative prior to the event. However, '*Waiting time to exit the festival site venue is acceptable*' at 55.6 percent agreed and 26.3 percent undecided with the remaining opposed the statement. The delay time out exit could contribute to the crowd stamping especially when they rush with limited entry point.

On the other hand, the lowest mean scored at 3.15 and standard deviation of 1.097 is for the statement saying "*Some people here have high understanding of the risk associated with the activities*", about 20.7 percent of them disagreed and 8.0 percent were strongly disagreed with the statement, the remaining 29.0 percent were undecided and 42.3 percent were agreed. For the entertainment purposes, there is potential for individual to ignore the risk. Hence, this proved that safety and risk management level should be highlighted by the organizer with void for improvement. With better implementation of safety and risk management at the venue is to mitigate chances of crowd stamping which driven to disaster. Hence, the situations lead to non-compliance with safety performance driven to accident occurred at venue. The remaining mean values are at 3.38, for both statements saying '*Waiting time to enter the festival site venue is acceptable*' and '*Waiting time to exit the festival site venue is acceptable*' with standard deviation of 1.061 and 1.019 as shown in Figure 4.8. Thus, the researcher concludes that respondents' improvement is required to manage the crowd safety.

3.5 Pearson's Correlation Analysis

In line with the objectives of the study, the Pearson's Correlation analysis was conducted to investigate the relationship between the studied variables. Firstly, was between the demographic background with the study constructs, and secondly within study constructs. A 95 percent confident level was adopted as a guideline to conduct the analysis.

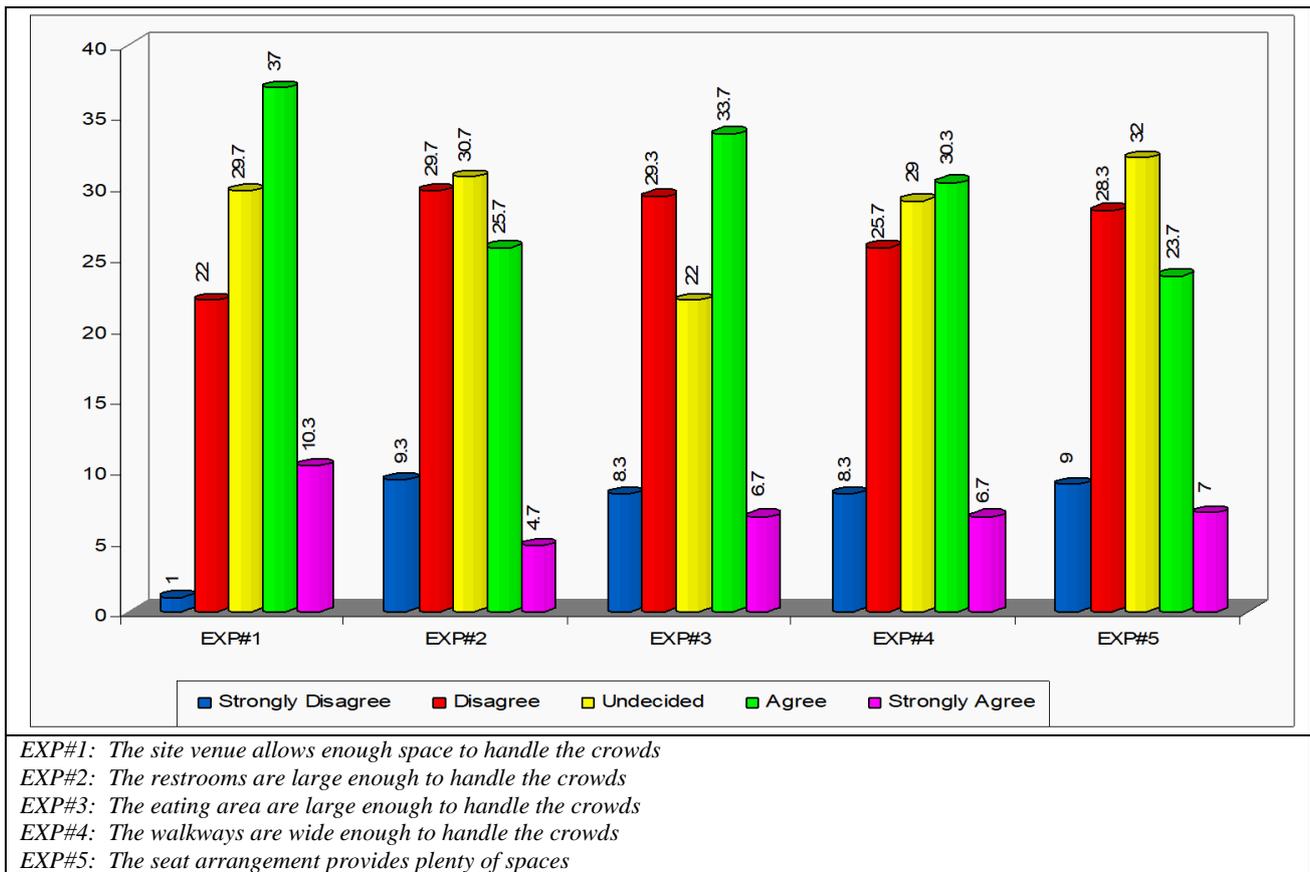


Figure 8: Respondent's distribution according to feedback on Expectation of Safety and Risk Level

Table 9: Respondent's Distribution according to Feedback on Performance of Safety and Risk Level

Statement	Percentage						
	Mean	SD	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
PL#1: Waiting time to enter the festival site venue is acceptable	3.38	1.061	4.7	17.3	26.7	38.3	13.0
PL#2: Waiting time to purchase ticket is reasonable	3.44	1.021	4.3	14.3	27.0	42.0	12.3
PL#3: Waiting time to exit the festival site venue is acceptable	3.38	1.019	7.3	10.7	26.3	48.3	7.3
PL#4: I am responsible for the safety issues related to the place I am involved in	3.94	.818	1.3	3.7	17.3	54.7	23.0
PL#5: Some people here have high understanding of the risk associated with the activities	3.15	1.097	8.0	20.7	29.0	33.3	9.0

[Overall: N=300, Mean=3.44 & SD=.961]

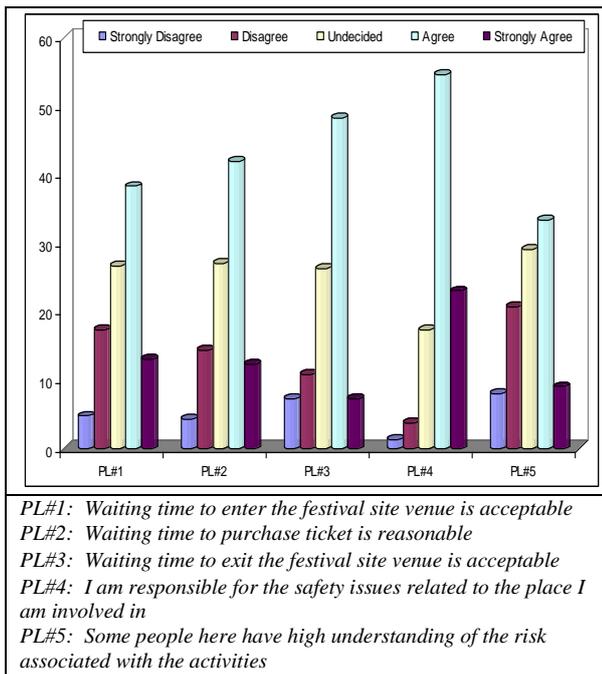


Figure 9: Respondent's Distribution according to Feedback on Performance

The statistic shown in Table 7 above revealed that there were two of the demographic variables have significant relationship with the study's construct, which proved by the $p < 0.05$ at 95 percent confident level in positive direction. In-depth analysis found that the differences in educational level

influenced their perception in regard to safety and risk management expectation ($r=0.238$ and $p=0.000$) and with safety and risk management level at ($r=0.153$ and $p=0.008$), however not determine perception on safety and risk awareness proved by ($r=0.018$ and $p=0.757$). Secondly, significant relationship between frequency attending RWMF with awareness ($r=0.210$ and $p=0.00$) but not significant with safety and risk management expectation ($r=-0.016$ and $p=0.783$) and safety and risk management performance ($r=0.099$ and $p=0.087$). These means that the more frequent (more than once) they attended the festival the more aware they are in regard to the safety and risk management. Others demographic variables such as age group among respondents does influence their perception or feedback on safety awareness level ($r=-0.063$ and $p=0.274$), expectation ($r=-0.085$ and $p=0.143$) and safety performance ($r=-0.106$ and $p=0.068$). Similar pattern also observed between gender and the study constructs where; safety awareness level ($r=-0.011$ and $p=0.846$), expectation ($r=-0.075$ and $p=0.192$) and safety performance ($r=-0.028$ and $p=0.626$). Finally, the nationality or citizenship among respondent with the study construct which proved that there is no significant relationship with the significant level is higher than 0.05 at 95 percent confidence level. To support the findings, observation also made during the study was implemented, which observed that the main purpose of the trip is to enjoy the entertainment environment.

Another significant relation recorded between expectation and safety and risk performance level at $r=0.391$ and $p=0.000$ in positive direction, whereas the remaining study variables were not significant ($p>0.05$) at 95 percent confidence level. Hence, the explanation is higher expectation from respondents for safety and risk management. Table 4.11 shows the relationship within the constructs components.

Table 10: Pearson's Correlation between Demographic and Study Constructs

		Awareness	Expectation	Performance
a. Age	Pearson Correlation	-.063	-.085	-.106
	Sig. (2-tailed)	.274	.143	.068
	N	300	300	300
b. Gender	Pearson Correlation	-.011	-.075	-.028
	Sig. (2-tailed)	.846	.192	.626
	N	300	300	300
c. Nationality	Pearson Correlation	-.090	.082	.037
	Sig. (2-tailed)	.119	.155	.527
	N	300	300	300
d. Education Level	Pearson Correlation	.018	.238**	.153**
	Sig. (2-tailed)	.757	.000	.008
	N	300	300	300
e. Attended RWMF	Pearson Correlation	.210**	-.016	.099
	Sig. (2-tailed)	.000	.783	.087
	N	300	300	300

Table 11: Pearson's Correlation within Study Constructs

		Awareness	Expectation	Performance
Awareness	Pearson Correlation	1	.032	.087
	Sig. (2-tailed)		.579	.135
	N	300	300	300
Expectation	Pearson Correlation	.032	1	.391**
	Sig. (2-tailed)	.579		.000
	N	300	300	300
Performance	Pearson Correlation	.087	.391**	1
	Sig. (2-tailed)	.135	.000	
	N	300	300	301

3.6 Restatement of Research Hypothesis

The purpose of the restatement of research hypotheses is to prove the research framework. In this research, the ANOVA was applied to investigate the significant level (p) to determine the acceptance of the tested hypothesis. A significant p-value resulting from a one-way ANOVA test would indicate that a perception is differentially expressed in at least one of the groups analyzed. If there are more than two groups being analyzed, however, the one-way ANOVA does not specifically indicate which pair of groups exhibits statistical differences. In depth analysis was conducted to investigate respondents' perception based on their demographic background. There were four components in the demographic background have been selected for the purposes of this study. Three of components in demographic background have more than two variables, hence One Way ANOVA was recommended to be adopted. Whereas, a T-Test applied for the demographic background characteristic which consists two variables.

3.7 Significant different for respondents' perception of safety and risk management according to demographic background

As shown in Table 12a below, the differences in the age group among respondents shows that there is significant different in respondents' perception on safety and risk management, which is prove by $p < 0.05$ at 95 percent confident level for two-tailed analysis. Hence, this hypothesis should be rejected because younger age group has differences in their perception about their safety and risk management compared to the older group among the studied respondent, or safety compliance among respondents were not determine by their age group. Interestingly, a T-Test analysis indicates that there is significant different in perception on safety compliance according gender. Table 12b, shows perfect significant level at 0.000 for 95 percent confidence level was recorded as a proven that this sub-hypothesis is to be rejected. An explanation given is male have different perception on the safety and risk management compared to the female. The differences are mainly due to their feeling. For example, female feel that safety issues including sexual harassment compared to male. From nationality perspective, among respondents recorded there is significant different between studied variables. Table 12c shows the significant level at 0.000, proves that the differences in respondents nationality was a dominant factor determine their perception on safety and risk management. This explained that respondents whom are non Malaysia, especially among visitors from Europe, Australia and New Zealand view that

safety issues is important based on their experience at their respective country. Hence, if compare to the RWMF organizer the safety and risk management is considered to be low as compared to the other countries. Table 12d below shows the differences in educational level among respondents with respondents' perception on safety and risk management. The statistic revealed that there is no significant different in respondents' perception on safety and risk management, which is prove by $p = 0.080$ and $F = 2.103$ for 95 percent confident level. Hence, this hypothesis should be accepted because there is no difference in their perception about the safety and risk management. One Way ANOVA analysis indicates that there is no significant different in perception on safety and risk management according to number or frequencies of visiting. Table 12e, shows the significant level at 0.135 for 95 percent confidence level was recorded as a proven that this sub-hypothesis is to be accepted. An explanation given is the purpose to attending the event is to enjoy the event and surrounded environment.

3.8 Significant different for respondents' perception of safety and risk management according to study constructs

An ANOVA analysis indicates that there is no significant different in perception on safety and risk management according awareness level. Table 12f, shows that the significant level at 0.237 for 95 percent confidence level was recorded to indicate this sub-hypothesis is to be accepted. An explanation given is respondents whom have high awareness did not recorded differences in safety and risk management. Another component in the study constructs was expectation level on safety and risk management. Based on the analysis, there is significant different in perception on safety and risk management according to the expectation. Table 12g, shows that the significant level at 0.000 for 95 percent confidence level was recorded to suggested this sub-hypothesis is to be rejected. An explanation given is respondents with high expectation want to see high performance level on safety and risk management by the organizer. Final component within the study construct was awareness level according to their expectation. Based on the analysis, there is no significant different in perception on safety and risk management. Table 12h, shows that the significant level at 0.438 for 95 percent confidence level was recorded to suggested this sub-hypothesis is to be accepted. An explanation given is their expectation is not influenced by their awareness level.

Table 12a: ANOVA for Respondents' Safety and Risk Management according to Age Group

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	18.425	4	4.606	4.087	.003
Within Groups	332.492	295	1.127		
Total	350.917	299			

Table 12b: T-Test for Respondents' Safety and Risk Management according to Gender

	Test Value = 0					
				95% Confidence Interval of the Difference		
	T	Df	Sig. (2-tailed)	Mean Difference	Lower	Upper
Gender	49.200	299	.000	1.287	1.24	1.34
Performance	76.302	300	.000	3.449	3.36	3.54

Table 12c: T-Test for Respondents' Safety and Risk Management according to Nationality

	Test Value = 0					
				95% Confidence Interval of the Difference		
	T	Df	Sig. (2-tailed)	Mean Difference	Lower	Upper
Nationality	51.067	299	.000	1.217	1.17	1.26
Performance	76.302	300	.000	3.449	3.36	3.54

Table 12d: ANOVA for Respondents' Safety and Risk Management according to Education Level

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	11.669	4	2.917	2.103	.080
Within Groups	409.118	295	1.387		
Total	420.787	299			

Table 12e: ANOVA for Respondents' Safety and Risk Management according to Frequency Attending RFMF

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	3.475	4	.869	1.771	.135
Within Groups	144.672	295	.490		
Total	148.147	299			

Table 12f: ANOVA for Respondents' Perception on Safety Performance according to their Awareness Level

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	3.128	4	.782	1.391	.237
Within Groups	165.818	295	.562		
Total	168.947	299			

Table 12g: ANOVA for Safety Performance according to their Expectation Level

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	41.457	4	10.364	13.791	.000
Within Groups	221.690	295	.751		
Total	263.147	299			

Table 12h: ANOVA for Respondents' Perception on Safety Awareness Level according to their Expectation Level

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	3.331	4	.833	.946	.438
Within Groups	259.816	295	.881		
Total	263.147	299			

4 Conclusion

To sum up, based on study findings analysis in chapter 4 in each of study objective is achieved. Which indicate that the awareness of safety and risk level among stakeholders and visitors are low. Whereas, level of expectations of safety and risk is high among foreigners. The implementation by event organizer at average level needs further enhancement in future due to ensure the safety of public. The findings would be useful for the stakeholders of the events managers or any industrial key players. It is hoped that the recommendations obtained and summarized in this survey of research would be a helpful tool for local authorities, policy maker, and the government.

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