



Using crowdsourcing to study the safety perceptions and experiences of tourists

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- Introduction
- Tourism and Risk
- Crowdsourcing
- Preliminary Findings
- Conclusions



Introduction

- Alternatives to the urban
- Tourist hotspots as:
 - Escapes from the urban
 - Temporary urban space
 - Crime hotspots in rural areas



Tourism and Risk

- Perceived Risk: 'fear of crime'
 - Local residents
 - Visitors/potential visitors
- Actual Risk: victimisation
 - Local residents
 - Visitors



Crowdsourcing

- Introduction to our research
- Advantages of crowdsourcing
- Disadvantages of crowdsourcing



Preliminary Findings.1

- Victimisation
 - Explaining the distorted rates of victimisation
 - Explaining variations (why are some tourists at higher risk?)
 - Distinguishing between tourist type and vacation type shows dramatic differences



Preliminary Findings.2

- Perceptions of Secure Destinations
 - Variations between different safety and security risks
 - Variations between countries
 - Variations between different subgroups of tourists



Conclusions

- Advantages of Crowdsourcing
- Our findings
- Applications: e.g. Swedish tourists' perceptions/ experiences of risk in different resort areas