

Crime Hallmark Nexus Between Tourism Support and Destination: Empirical Standpoint of Social Control Theory

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Abstract

The focus of the study is on types of crime and their relationship with tourism destinations and tourism support among northern tourist areas. The main objective of the study was to shed light on the types of crime and their association with tourism destinations and tourism support with the framework of the social control theoretical model (inner and outer control). Face-to-face quantitative data was collected from (n=501) respondents. The study analyzed data with partial least squares structural equation modeling (PLS-SEM version 4). The path analysis showed that crimes against persons, property, and victimless crime significantly decreased tourism support. A similar phenomenon, such as crimes against person and property, decreased tourism destinations, and victimless crime was insignificant. Based on the study's findings, the results concluded that types of crime have made unsuccessful tourism support and tourism destination in the northern region. The study put forward recommendations to policymakers that criminal activities should be controlled through crime control systems among different tourist destinations in northern areas.

Keywords: Types of Crime; Tourism Support; Destination; Social Control Theory

Introduction

The problem of tourism security is not a recent phenomenon, as tourist visitors have always faced this obstacle throughout their expeditions and excursions. Criminals exploit piracy, robbery, and fraud of individuals and increasingly achieve their illegal goals in different places of society (Ahad et al., 2021). Several authors extensively examined the relationships among crime, political instability, crime rate, socio-economic inequality, and sociocultural

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effects on tourism and tourism destinations (Azinuddin et al., 2023; Nazirullah, Som, & Al Qassem, 2023; Nazirullah, Som, Shariffuddin, et al., 2023; Rauf et al., 2022). Such as, Ahad et al. (2021) proposed that types of crime can affect various tourist destinations and tourism localities. Future research could enhance the study by including other dependent constructs with tourism and using linear standardized regression. Furthermore, an analysis of tourism in the northern areas/region of Pakistan and crime types can be the best study for future researchers. The study found a gap in the contemporary scientific literature review and proposed that types of crime have a dynamic relationship with tourism support and tourist destinations. Similarly, the current body of research examined the causal relationship between types of crime (crimes against the person, crimes against property, and victimless crimes), tourism support and tourism destination. Criminal activity control is the most complicated issue in the tourism and hospitality management phenomenon.

In this study, Pakistan has been chosen as the target population due to its diverse regions, ethnicities, sub-cultures, and have various tourism opportunities. The relationship between types of crime with respect to tourism support and destination are the dire need for Ministry of Tourism of Pakistan. Pakistan is home to numerous natural sites, shrines, religious temples, ecotourism, and remnants of ancient civilizations (Altaf & Hussain, 2021). The nation is making efforts to enhance its tourist industry with the aim of attracting foreign visitors and rejuvenating its ailing economy (Nawaz, 2018). Nevertheless, Visit of Humanity (2019) delineated that now Pakistan ranked 153rd in the Global Peace Index. Several authors claimed that tourist arrivals and poor opinions among tourists increased due to criminal activities in the nation (Akarsu, 2025; Jehan et al., 2023). For instance, Pakistan was a hippy trail and was recognized as a prominent tourist destination worldwide since 2013 to 2015 (Ali et al., 2017). However, tourism activities decreased due to terrorist attacks, jailbreaks, 9/11 and COVID-19 (Ullah et al., 2021; Usman, 2023). The national legal privacy and security system control the criminal activities which ultimately effect the tourist visit interest in Pakistan (Romaniuk & Kaunert, 2023). Religious tourism and cultural heritage destination in Pakistan have increased criminal activities (Akhtar et al., 2019). The broad generalizations of crime deterrence can maximize the attraction of visitors toward tourist destinations and tourism support (Ali & Memon, 2023). The study noted some fluctuation in crime rates in relation to tourist activity in the tourist destinations and then draw a causal predictive association among types of crime, tourism destination and tourism support. Consequently, the results obtained from this research can contribute to the scientific literature and infer interconnection among types of crime, tourism destination and support tourism.

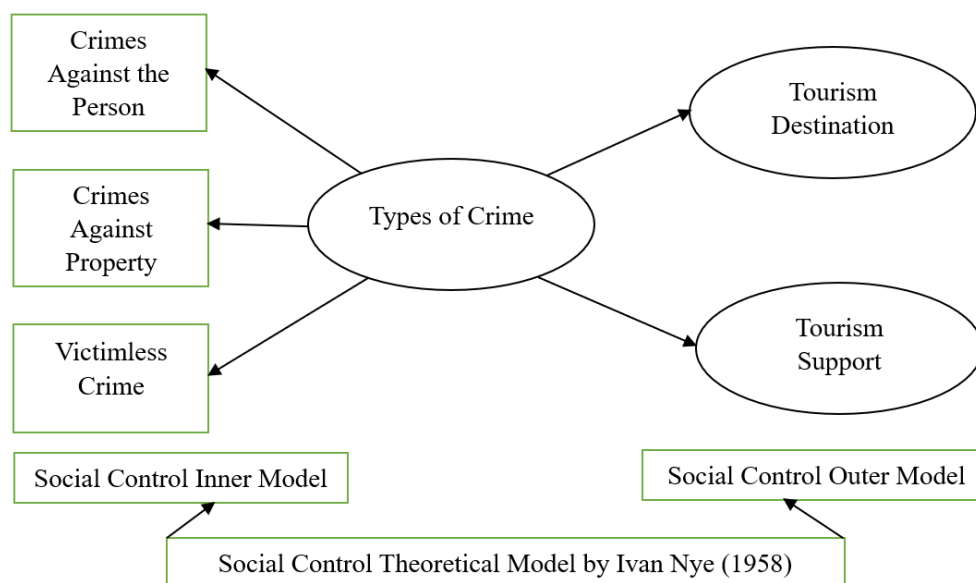
Literature Review

After an initial overview of related work, researchers examine specific prior work on crime, types of crime, tourism, support for tourism, and destination. Several studies proposed the hypothesis of crime and theoretical criminology with tourism attributes, along with other demographic and control variables (Cruz-Milán & Castillo-Ortiz, 2023; Maldonado-Guzmán, 2023; Mehmood et al., 2016). Recently, Vakhitova et al. (2023) found that burglary and tourist accommodation crimes had an association, which decreased tourists' interest in a specific region. The results found that tourism can create good opportunities for criminals to commit crimes against people in tourist destinations. On the contrary, other studies view that tourism dependent on criminal activity, typology of crimes, and socioeconomic factors (Bassil et al., 2019; Fourie et al., 2020; Pappa et al., 2023; Zhang & Xiang, 2022). Several authors proved that crime and terror are related to the decline in the rate of tourist arrival, tourist activities, and tourism support among the community (Akamavi et al., 2023; Awan et al., 2023; Beha, 2023; Buigut et al., 2022; Fauzel & Seetana, 2023; Lee et al., 2018; Polyzos et al., 2023; Raifu et al., 2022; Zaida & Attiab, 2023).

This research provides significant additions to the existing body of knowledge. So far, there needs to be more research examining the link between crime, types of crime and tourism in Pakistan, a significant nation in South Asia renowned for its many tourist destinations. To understand this connection, the Ministry of Tourism and governments should assess the implications of criminal activities and tourism benefits for the country, which could improve tourist arrival initiatives and attract a significant number of visitors. For instance, Ahad et al. (2021) narrated that the northern areas are situated at an elevation of 1,454 meters in Gilgit Baltistan. There are different attractive rivers, such as the Gilgit Riverbanks, the quaint little town of Gilgit and the beautiful, spectacular scenery on the shore of rivers in the northern area of Pakistan. The current study takes motivation and illustrates the problem with predictive association among types of crime, tourism destination and tourism support. As a result, the significance of the study findings provides valuable insights to inform policymakers and decision-makers to deter criminal activity and its type from tourist destinations for long term tourism success.

The previous scientific literature review ensured that tourist destinations should be secure if the crime aspects are controlled in the regions (de Oliveira et al., 2023). Furthermore, previous researchers commonly acknowledged that decrease in tourism activities are closely associated to criminal activities and terrorism (Çetin et al., 2023; de Oliveira et al., 2023; Mataković, 2023; Maulana et al., 2023). Pakistan's status is ranked as a developing country and must utilize

tourism driver for significant socioeconomic growth. The current research examines the predictive relationship among types of crime, tourism destination and tourism support in the northern areas of Pakistan, with special focus of understanding the nature and direction of predictive causal association among constructs. The results of this study have the potential to inform policymakers and government agencies to formulate effective policies for deterring criminal activities in the tourist destinations places. Likewise, PLS based SEM was used to explain the relationship between types of crime, tourism destination and tourism support. The PLS-SEM technique is preferable since it does not depend just on the theoretical basis of an association but also figure out real-world data toward predictive statistical results about issue and problem (Hair et al., 2017). The research made novel discoveries with the help of multi directional causation among types of crime, tourism destination, and tourism support and a somewhat higher impact of social control theoretical framework to contribute valuable knowledge to the existing body of literature. The integrated model of social control theory was used to develop conceptual framework of the study in the



context of types of crime association with tourism destination and tourism support (see Figure 1).

Figure 1: Conceptual and Theoretical Model

Empirical Method

Research design is an essential aspect of the study. The research chooses a positivistic research design and rationalist philosophy to measure the interrelationship between exogenous and endogenous constructs. The research was explanatory and quantitative in nature. Such as, Creswell et al. (2007) defined that quantitative research deals with objective reality and explain the phenomenon. In other terms, the current research believes in rationalism philosophy and their values are determined statistically with explanatory inferences. However, Hair et al. (2017) demarcated that explanatory variables may exhibit endogeneity, meaning interrelated and simultaneous predictive association between independent and dependent constructs. Therefore, the current literature needs to consider the potential endogeneity of destination and tourism support and the exogeneity of types of crime with indirect and direct causal associations. Henceforward, due to the limitations of current approaches in yielding reliable results, the study aims to provide a scholarly contribution by using a PLS-SEM to examine the relationship among types of crime, tourism destination and tourism support with the help of community perception. PLS-SEM is a genuine extension of multivariate regressive models, where the focus is on numerous dependent variables and independent constructs. When using the PLS-SEM application model, the specification of the exogenous and endogenous constructs are explicitly delineated since all variables inside the model are considered essential (Hair et al., 2017). Therefore, by using the PLS-SEM approach, the study measures to evaluate the genuine predictive association among types of crime, tourism destinations and tourism support in the context of the northern community individual's perspective. The population of the study was Gilgit Baltistan all the districts. The below map shows clusters representation of the study population (see Figure 1).



Source: Pakistan Ministry of Tourism, Figure 1: Total Districts of the Gilgit Baltistan

Sampling Technique and Sample Size

The study used cluster sampling techniques (CST) and selected all the district with the help of simple random sampling (SRS). The nature of the respondents was mutually homogeneous and internally heterogeneous groups in the Gilgit Baltistan. Therefore, the researchers selected clusters sampling technique in the study. First of all, names of the northern regions/areas were written on the card (e.g., Gilgit Baltistan, Chitral, Swat, and Azad Jammu & Kashmir) and then put into lottery. The researchers randomly took one card from the lottery which was Gilgit Baltistan. The selection of sample size was done through power analysis (G*Power software). Likewise, the study taken sample from these districts of Gilgit Baltistan, and unit of analysis was household local individuals. Total sample size of the study was five-hundred-one ($n= 501$).

Data was collected through self-administered questionnaires by the researchers with the help of local gatekeepers or key consultants. The measurement scales were adapted and adopted from past scientific studies and books. Heggstad et al. (2019) defined that scale adaptation refers to the modification and alteration made by the researcher in the measuring scale. For example, types of crime constructs were taken from (Macionis, 2017). Then these constructs were adapted with three different constructs for example, (1) crimes against the person have 8 items, (2) crimes against property have 6 items, and (3) victimless crimes have 7 items. On the other hand, the tourism destination scale has 6-items and was adapted and adopted from the study of Liu et al. (2019). Lastly, the tourism support scale has a total of 8 items adopted from the study of Nazirullah et al. (2023) and Nazirullah, Som, and Al Qassem (2023). There were 3 items discarded with the help of exploratory factor analysis and remaining 5-items were considered for data analysis.

Analysis and Results

Descriptive Results and Analysis

The findings from the descriptive analysis were described first. In relation to crime and types of crime, most participants had favorable points of view regarding tourism destinations and tourism support. This pertains specifically to their experiences, actions, and practices in the local northern community people of Gilgit Baltistan. The findings indicate that the majority of participants expressed a high level of agreement regarding the decrease in the tourism destination and tourism support (crimes against the person (CAPT) = $M = 2.162$; $SD = .810$, Skewness = .896, Kurtosis = .685, crime against property (CAP) = $M = 2.270$; $SD = .840$, Skewness = .694, Kurtosis = .994, victimless crimes (VLC) = $M = 2.194$; $SD = .249$, Skewness = .896, Kurtosis = .375, tourism support = $M = 3.922$; $SD =$

.920, Skewness = -.750, Kurtosis = -.094, tourism destination = M = 3.498; SD = .902, Skewness = -.309, Kurtosis = -.603).

Additionally, the research directly analyzed the predictive association among the types of crimes, tourism destination and tourism support. Most participants indicated that CATP has a relationship with CAP ($r = .880$), as they express a strong association between CATP and VLC ($r = .669$). However, participants conveyed a high level of association between CATP and tourism support ($r = -.816$). In a similar way, participants indicated a moderate association between CATP and tourism destination ($r = -.638$). Participants' inclination endorses the association between CAP and VLC ($r = .659$). Moreover, CAP has a negative favorable relationship with tourism support ($r = -.826$) as well as CAP has a negative correlation with tourism destination ($r = -.530$). Likewise, VLC has a negative relationship with tourism support and tourism destination ($r = -.710$ and $r = -.403$). Lastly, the correlation results revealed that tourism support and tourism destination have a positive association with coefficient ($r = .525$).

Inferential Statistics Measurement with PLS-SEM

Measurement Model

The reliability, convergence validity, and discriminant validity of the constructs are compulsory parts of the measurement models (Hair et al., 2017). The study assesses constructs' reliability with the help of several statistical measures, including factor loadings, composite reliability (CR) or (ρ_c), Cronbach's alpha, and average variance extraction (AVE) (see Table 2 and Table 3). The scale reliability of the factor loadings was above the threshold of 0.60 (see Figure 3). The accomplishment of CR and Cronbach's alpha values exceeded the minimum threshold of 0.70 in the research study. The study found that internal consistency, CR, VIF and AVE of the constructs were significant (see Table 1).

Table 1

Measurement Model and Constructs Validity and Reliability (n=501)

Constructs	"α"	CR (ρ_c)	AVE	VIF
Crimes Against Property	0.831	0.876	0.544	4.386
Crimes Against the Person	0.847	0.882	0.485	4.386
Tourism Support	0.864	0.902	0.648	4.655
Tourism Destination	0.830	0.870	0.529	4.655
Victimless Crime	0.897	0.919	0.619	2.037

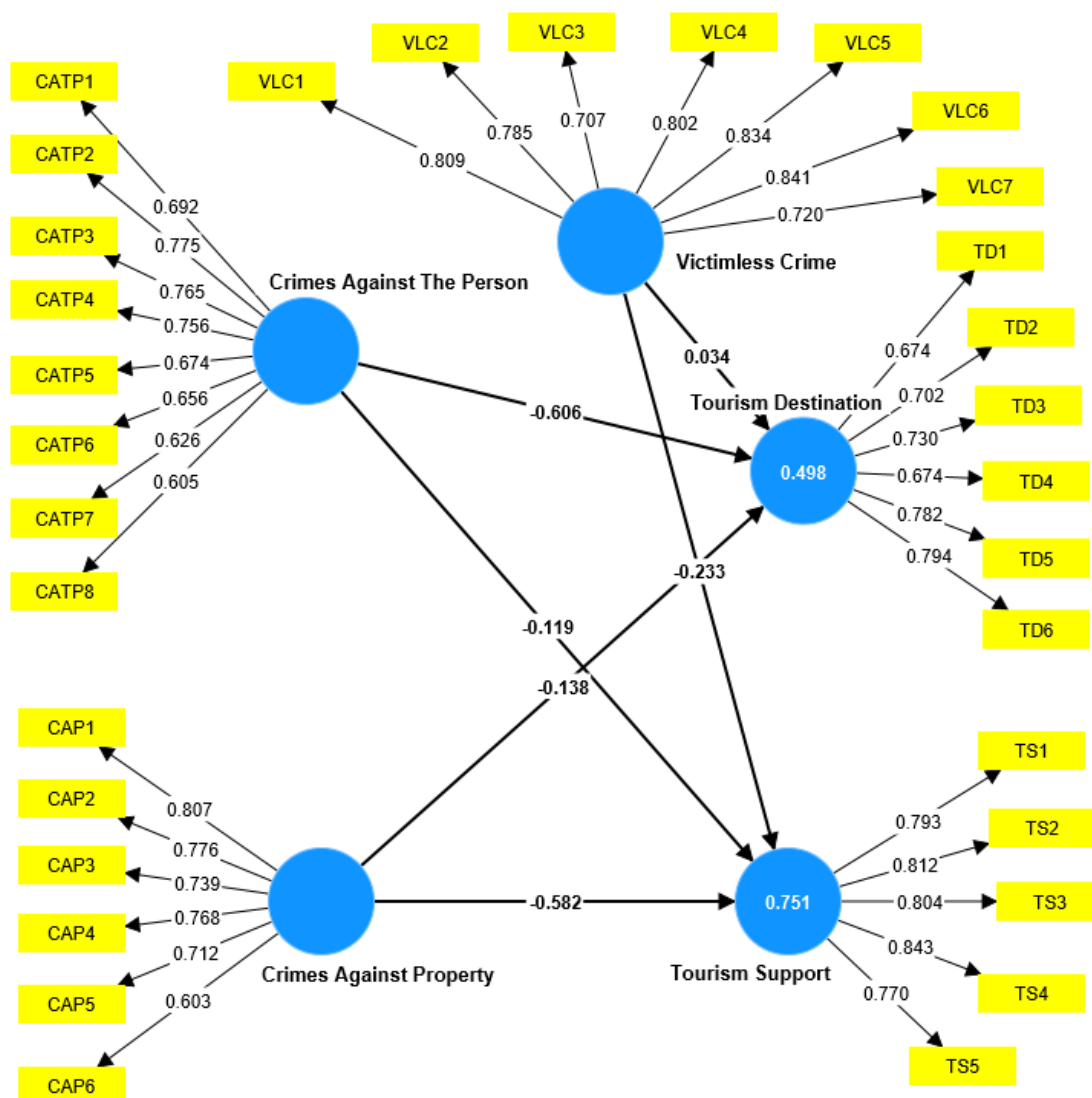


Figure 3

Table 2
Heterotrait-monotrait Ratio (HTMT) (n=501)

Constructs	1	2	3	4	5
Crimes Against Property					
Crimes Against the Person	0.890				
Tourism Support	0.884	0.815			
Tourism Destination	0.688	0.784	0.646		
Victimless Crime	0.775	0.802	0.803	0.878	

Table 3
Fornell-Larcker Criterion (n=501)

Constructs	1	2	3	4	5
Crimes Against Property	0.737				
Crimes Against the Person	0.874	0.696			
Tourism Support	-0.844	-0.791	0.805		
Tourism Destination	-0.644	-0.702	0.618	0.728	
Victimless Crime	0.678	0.701	-0.711	-0.484	0.787

Structural Model and Hypotheses Testing

The study conducted a structural model analysis using PLS-SEM. The study measured quality criteria, predictive relevance, effect size and coefficient of determination analysis for the proposed conceptual framework. In general, the constructs of crimes against property, crimes against person, and victimless crime account for 75.1% ($R^2 = 0.751$) of the variation in tourism support. In terms of explaining crimes against property, crimes against person, and victimless crime, the variation accounts 49.8% ($R^2 = 0.498$) for tourism destination. Secondly, the study measured predictive relevance (Q^2) for the estimation of the model coherence and consistency. The model estimates for crimes against property, crimes against the person, victimless crime, and tourism support are shown to be significant ($Q^2 = 0.463$), and regarding the model estimate of crimes against property, crimes against person, victimless crime, and tourism destination proved to have good predictive relevance ($Q^2 = 0.326$). As a result, the model justified that conceptual framework had significant predictive capability, and their respective predictive relevance is highly perfect. In conclusion, the impact magnitude and effect size (f^2) of all the constructs were classified as moderate, which is given a highly influential pattern for determining effect sizes in the model (see Table 4).

Table 4
Predictive Relevance, Effect Size and Coefficient of Determination (n=501)

Constructs	Outcomes	Q^2 Predict	R^2	f^2
Crimes Against Property -> Tourism Support				0.310
Crimes Against Property -> Tourism Destination	Tourism Support	0.463	0.751	0.816
Crimes Against the Person -> Tourism Support				0.123

Crimes Against the Person -> Tourism Destination	Tourism Destination	0.326	0.498	0.157
Victimless Crime -> Tourism Support				0.107
Victimless Crime -> Tourism Destination				0.110

The last stage was structural model analysis with the help of PLS-SEM, and the technique was path analysis to evaluate the hypotheses from the proposed framework. The results of the bootstrapping approach are depicted in Figure 4 and Table 5. The research used a cluster sampling technique, and it is advisable to exercise caution when interpreting the results. Consequently, the present study revealed that crimes against property have a negative association with tourism support ($\beta = -0.581^{***}$, $t\text{-value} = 12.241$, $p < .05$). Considering this, the study hypothesized that crimes against property have decreased tourism support (H1). The results proved that crimes against property can reduce tourism support in northern areas. The second path (H2) revealed that crimes against property decrease tourism destination. Such as, crimes against property not worthy and not beneficial for tourism destination with a coefficient of ($\beta = -0.120^{***}$, $t\text{-value} = 1.808$, $p < .05$). Regarding crimes against person, the findings indicate that this factor have negative substantial influence on the tourism support ($\beta = -0.133^{***}$, $t\text{-value} = 2.208$, $p < .05$). The study approved (H3) and crimes against person also decrease tourism support among northern areas. The study suggests that crimes against person have a negative predictive association with tourism destination (H4). Regarding the crimes against person, it is proved that there is a negative predictive association between crimes against person and tourism destination with ($\beta = -0.609^{***}$, $t\text{-value} = 7.229$, $p < .05$). Victimless crime is a type of crime, and it was proposed that victimless crime has decreased tourism support among northern regions (H5). The study has statistically proved that victimless crime has decreased tourism support. It means that victimless crime is a negative significant predictor for tourism support ($\beta = -0.233^{***}$, $t\text{-value} = 7.283$, $p < .05$). However, it should be noted that victimless crime has a substantial negative influence on tourism destination (H6). The results revealed that victimless crime has no association with tourism destination with insignificant beta value and p-value ($\beta = 0.033^{***}$, $t\text{-value} = 0.734$, $p = 0.463$). The findings provided empirical results, and the study found that five hypotheses were accepted, and one hypothesis was rejected.

Table 5

Paths and Hypotheses Testing with Predictive Relationship among Constructs (n=501)

Paths and Hypotheses	Beta (β)	t-value	p-value
Crimes Against Property -> Tourism Support (H1)	-0.581	12.241	0.000
Crimes Against Property -> Tourism Destinations (H2)	-0.133	1.808	0.030
Crimes Against the Person -> Tourism Support (H3)	-0.120	2.208	0.027
Crimes Against the Person -> Tourism Destinations (H4)	-0.609	7.229	0.000
Victimless Crime -> Tourism Support (H5)	-0.233	7.283	0.000
Victimless Crime -> Tourism Destinations (H6)	0.033	0.734	0.463

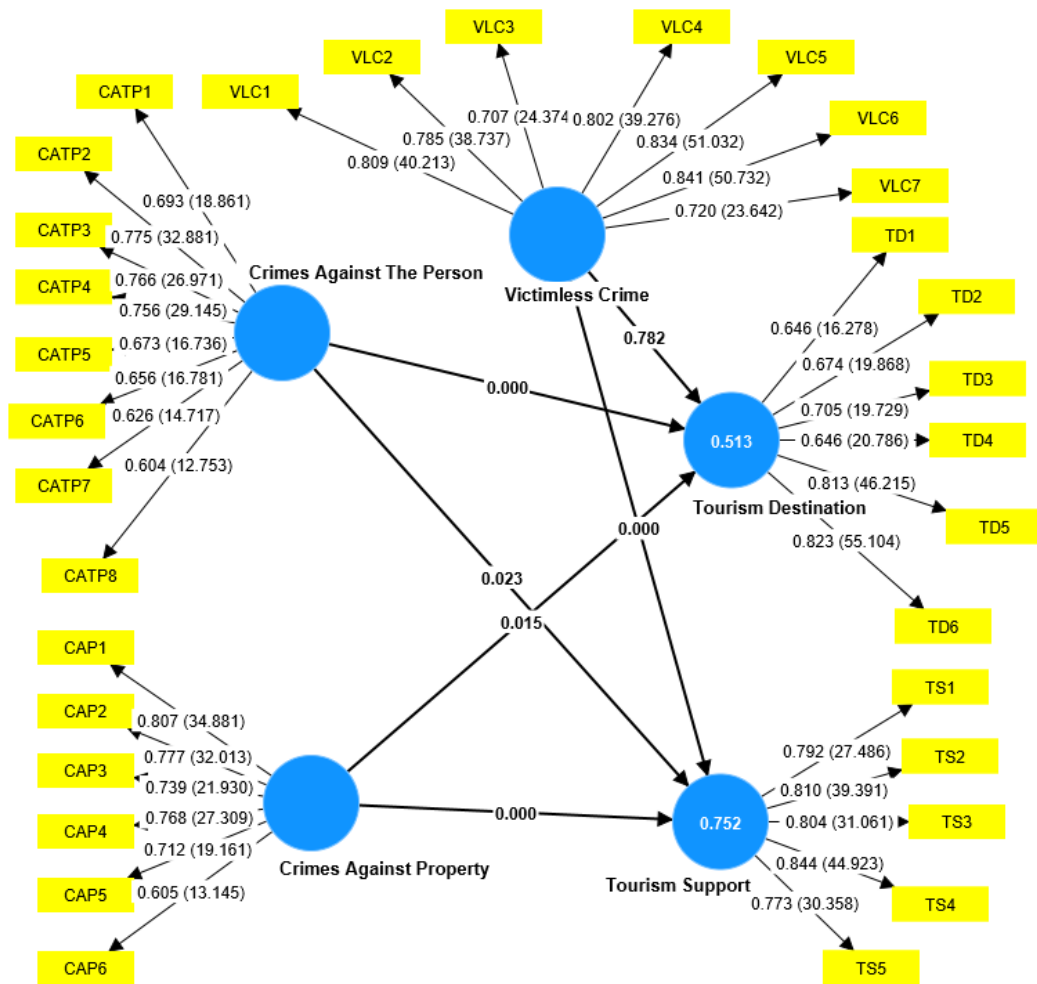


Figure 4

Research Implication

The role of social control theory examines the relationship between social structures and the occurrence of deviant behavior, focusing on the ways in which certain social institutions contribute to elevated rates of deviance (Hirschi, 2015). The study applied the framework and model of the social control theory to justify and verify the conceptual model of crime types and its relationship with tourism destination and tourism support in the northern areas of Pakistan. The findings of the study could be generalized to the northern areas' community individuals. However, tourist misbehavior can affect the specific regions (tourism destination places) level of support toward tourism (Wan et al., 2021). As a result, the combination of both inner and outer control factors assessed the relationship among types of crime, tourism destination, and support to capture holistic northern region community individual perception. Previous studies found that tourist interpretations and tourism destination can be dealt through position of the social control measures (Gouda et al., 2023; Saleh, 2021). These findings demonstrate that types of crime control may be a valuable mechanism for the success of tourism, and it has a negative predictive association with tourism destination and support. As a result, types of crime decrease tourism destination rate and tourism support among northern tourists' communities.

The results of the current study demonstrate a long-term cointegration between types of crime and tourism destination and tourism support, indicating an adverse long-term link between these constructs. Similarly, the types of crime are identified as significant factors that fallen down number of tourists interest to visit Pakistan northern regions. The observation of bidirectional causation indicates that an increase in crime rates subsequently decreases tourist activity in tourist destinations and support. The co-occurrence results of crimes may be attributed to decrease tourism success in overall Pakistan. This suggests that when crime and terror increase, tourists' arrival rate declines. The study found that the rise in types of crime is negatively correlated with the influx of tourists' success. The findings of the current study is consistent with previous studies conducted by Lee et al. (2018), Buigit et al. (2022), Raifu et al. (2022), Polyzos et al. (2023), Fauzel and Seetanah (2023), Awan et al. (2023), Akamavi et al. (2023), Beha (2023), Zaida and Attiab (2023) as documented in the current scientific advance literature.

All the previous studies focused on secondary data analysis techniques to note the ratio of crime and its association with the unsuccess of tourism at specific tourist destination (Ahad et al., 2021; Arshad et al., 2018). For instance, Azinuddin et al. (2022) found that destination experience, reputation, and loyalty can be possible justifications for tourists in some northern areas. The importance of tourism destinations and tourist visits are related to safe tourist places. Several

authors developed a constructive association between tourism activities and criminal activities in the tourism destination (Çetin et al., 2023; de Oliveira et al., 2023; Mataković, 2023; Maulana et al., 2023). The current study result proved that crimes against persons and property have decreased the interest of tourists in northern areas and do not support tourist destinations by the community people. Cruz-Milán and Castillo-Ortiz (2023) delineated that tourism characteristics are affected in the tourist destination due to crime. Maldonado-Guzmán (2023) study implication was related to savage tourism and theoretical criminology in the context of tourism disorganization. Mehmood et al. (2016) related tourist arrivals with crime and its dynamic impact on immigrants. The study of Vakhitova et al. (2023) recommended that the crime of burglary and tourist accommodation should be probed in the context of different tourist destinations. The study concluded that outer social control is the structural opportunity to prevent criminals from committing crimes against a person at any place. Pappa et al. (2023) agreed that tourism management is affected by criminal typology. Tourism revisit intention has dynamic relationships with crime, and the Durbin model is a unique mechanism to control it. Community individuals do not support tourism due to criminal activities in the tourist destinations (Bassil et al., 2019; Fourie et al., 2020). The current study confirmed that types of crime can significantly decrease tourism destination and tourism support, except victimless crime has an insignificant association with tourism destination.

Conclusion

The present research proposes empirical data that provides a dependable and accurate assessment of the idea of tourism destination and tourism support. This work is a valuable contribution to the existing body of knowledge in the field of criminology and tourism destination, supporting perspectives from northern area residents. Moreover, the current research tested the social control theoretical model within the context of inner and outer structure dimensional framework, including crimes against the person, property, and victimless crime approach, as well as examine these constructs effect on tourism support and destination. The findings yielded significant and unique insights from the viewpoints of northern region individuals in relation to types of crime, tourism destination and tourism support whenever a typology of crimes can be related by the future researchers. From an inner and outer social control perspective, tourism support and tourism destination can improve tourism development. The implementation of social control theory stimulates the evaluation of tourism destination and tourism support in northern regions of Pakistan as well as promote the potential commercial viability of tourism. Therefore, the study recommended that future research should

be conducted with the help of qualitative, in-depth interviews among various northern region individuals. In addition, prospective studies may also consider the integration of other variables, such as crime and criminal typology independent role toward tourism support and the intervening position of emotional solidarity with tourists. This study has the potential to enhance the understanding of community individuals toward tourism support and tourist arrivals in various northern destinations, as well as governmental initiatives should be taken to control crimes with the help of an outer and inner structure control approach within the tourist places.

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