

TEACHING NOTES

SAFETY ISSUES IN MARINE PARKS

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Synopsis:

The case is about safety issues of the Pulau Lara Marine Park. Safety is a paramount concern of anyone as lack of safety awareness and implementation will expose the operators, the authority and particularly the tourists in danger. A study has been done to tour operators and the results were analysed. As the result shown the high awareness of safety climate, further constructive actions should be implemented to increase or maintain the safety climate among the tour operators. This case is best suited to BPMH 3033 Occupational Safety & Health which is compulsory course for student from Bachelor Degree of Human Resource Management.

1.0 CASE STUDY OBJECTIVES:

The objective of this case study is to enhance the student understanding on:

1. The importance of safety climate to the workers and the impact of their behaviour to people around them especially in the service industry.
2. The concept of safety climate and safety culture.
3. The entities those are responsible to manage the safety climate in an organization.
4. Comprehensiveness in giving ideas to solve any safety issues arise.

Students were given a list of questions and which are in line with the case study's objectives. The instructor needs to allow students to answer the case study's questions before discussing the case.

2.0 TARGET GROUP:

Undergraduate students.

3.0 DISCUSSION OUTLINE:

Discussion outline provides a guideline to an instructor to manage his/her discussion with the students. The outline contains extra questions to be asked to the students. The questions in the outline should be offered after the student answer the respective question. Students should be divided in groups (four to five members for each group). The case material should be given a week before an actual meeting. This process will enables them to comprehend the case and also to search for extra materials or readings. Class discussion will take approximately 90 minutes.

3.1 Preliminary session:

1. Let the students read the case.
2. Open up a discussion on the background of the case.
 - The background of Pulau Lara Marine Park.
 - The main issue of the case – tourist safety issues.

3.2 Case Objective 1:

Question to ask:

How can you know the safety of tourist if you are unable to explore their perception on it?

Answer:

The tourists are being guided by tour operators. As some of the tourists lack understanding of safety, it is a responsibility of the tour operators to provide safer services, and to advise and monitor the behaviour of tourists. If the tour operators fully

understanding of the safety aspects, they will impose a strict safety standard to themselves and also to the tourist.

Note:

Tour operator should know that their workers behaviour could affect the safety of tourist who interact with them. This scenario is tremendously vital for the service industry where customer receive the product (service) at the place of production. In other word, customers are also involved during the production process of the product. Hence, the safety issues of customers in service industry must be given top priority since accidents can jeopardize the business performance of an organization.

3.3 Case objectives 2:

Question to Ask: What is the relationship between safety climate and safety culture?

Extra Questions to Ask:

- What is safety climate?
- What is the main difference between safety climate and safety culture?

Answer:

1. Definition of safety climate.
2. Safety climate is the subset of safety culture (refer to Figure 1). Safety climate is the perception of individual workers about safety issues. The aggregate perceptions of workers characterize safety culture in an organization.

Note:

Safety climate is the perception about safety at individual level. It is easier for management to unfreeze unsafe behaviour of individual worker instead of changing the whole organization which is refers to safety culture. The changes can be done via the implementation of safety policies and procedures. The changes in individual worker's behaviour will contribute to the changes of safety culture in an organization.

Extra Question to Ask:

- What are the elements (dimensions) that construct safety climate?

Answer:

There are seven elements or dimensions of safety climate which are (a) supervisor safety, (b) job safety, (c) co-workers' safety, (d) safety management, (e) safety training, (f) safety rules and special safety training, and (g) job pressure.

Note:

There are seven dimensions which constitute the safety climate. The safety climate itself is too broad and difficult to be managed. These dimensions are parts of safety climate.

3.4 Case Objectives 3.

Question to Ask: If the survey finds that the level of mean score for each and overall dimension of safety climate is low, who are the most of responsible for this? Why?

Answer: The employers of the tour companies are the most responsible entity in giving training and putting into practice the entire safety climate among their employees.

3.5 Case Objectives 4.

Question to Ask:

1. What are your suggestions to increase level of safety climate among tour operator workers?
2. What are your suggestions to maintain the level of safety climate among workers if result from the survey was showed the level is satisfactory?

Answer: The students are allowed to voice their suggestions. Instructor can encourage students to provide suggestions as many as they can. Each suggestion should be evaluated critically.