DEVELOPMENT OF SAFETY CULTURE IN THE CONSTRUCTION INDUSTRY: A CONCEPTUAL FRAMEWORK

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The nature of most accidents at the construction sites shows that the construction industry is unique. Factor involved include human behaviour, different construction sites, the difficulties of works, unsafe safety culture, dangerous machinery and equipment being used, and non-compliance to the various set procedures. Study shows that an accident and injury at the worksite is often the result of workers’ behaviour, work practices or behaviour and work culture. Safety and health culture are more related to workers’ safety practices. An efficient safety management system ought to be based on the safety awareness that should become a culture in the construction industry involving all the parties. The efficient safety culture and safety management system should be shown to the public, and as well as healthy and safety in environmental value business. This paper will discuss the conceptual framework of the development of safety culture in the construction industry, known as one of the dangerous industries but which can still provide a safe working environment thus offering a safe and promising career. Safety culture is an alternative for encouraging competition at any level. The construction industry must have a safety culture in order to reduce number of accidents, fatalities and injuries that involves workers and properties.

Keywords: behaviour, safety, safety culture, work practices.

INTRODUCTION AND BACKGROUND

The construction industry is unique among other industries as the activities of construction often take place in the outdoor under conditions not conducive for safety and health. Workers in the construction sites have to face constant change in the nature of work, the location of work and the mix of workers. Most of the people tend to relate construction industry with dangerous working environment and high risk as compared to others. The reputation of construction industry is relying on the expertise of implementation and management of safety and also how it can be completed safely and meet the consumer's requirements (Mills, 2001; Loosemore et al. 2003; Root, 2005; Goetsch, 2005).

One of the actions that can be undertaken in order to develop good or better image of construction industry is by providing safe working environment (Jamal Khan et al. 2005). High accidents in construction industry are causing losses of both the number of labours and millions ringgit of properties every year in the country (Alves Dias and Coble, 1996; Singh et al. 1999). If this situation is not reduced to a minimum or if