

The State of Tourism Security 2016
Some of Our Tools in Tourism Security
Understanding What We Do



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On lack of feeling secure from crime
Perceptions of crimes are influenced by:

- * What a person is accustomed to
- * The image of the destination portrayed
- * The way the media portrays the risk

The perception of a crime may be as important as the actual victimization from that crime.

Some key principals:

- The higher the cluster of tourism amenities and attractions, the greater the threat.
- The lower the perceived safety, the lower the relaxation factor.
- The greater the presence of police the higher the perception of safety.
- The further one comes from, the less fearful the person is at first, but the more likely the person is to panic.
- Foreign visitors tend to be concerned for
 1. Personal belongings
 2. Crimes against their person
 3. Sexual harassment of assault
- Often female visitors, Asians or non-whites and places where Caucasians are in the majority, will change behavior more than whites while on vacation.
- The greatest chance of harassment occurs to people traveling alone who are 20-29 years old.
- Overseas visitors are at greater risk of crime than local visitors.

- We must be careful not to group people together by race. For example, Chinese visitors often feel safer than Japanese visitors.
- Often foreign tourists who feel more vulnerable do take extra precautions.
- The further one is from the tourist spot the more one wants to see police officers.

Key factors in feeling safe:

- Language skills
- Companions
- Gender
- publicity

Factors in Visitor Safety:

- Is the nation safe?
- Is the visited city safe?
- Is crime publicized?
- Do officials smile?
- Are people in authority open to hearing my problem?
- Distance from the place
- Age of the person
- Language skills
- Experienced crime in home country
- Race vs. race of nation/place

The "bad guys" are often versed in the ways of foreign tourists. Often know how to appear to be providing an illegal service.

Where we are: 2016

Problems we face in tourism

- **-High Taxation on the Tourism Industry.** There is a mistaken belief that visitors and tourists do not pay taxes. Nothing could be further from the truth. Instead tourists are some of the highest taxed and under represented people in the world. We only have to examine an airline ticket, rent a car, or stay at a hotel to realize how much we spend on travel. These taxes not only add a great deal to the cost of travel, but they also have become nuisances. For example, leaving too many places requires an exit payment and in all too many other locations visas is nothing more than an additional way to victimize tourists. Because tourists are generally not citizens of the places that they are visiting, they have no political voice. However, the local members of the tourism industry can act as their voice. Tourism, just as any other product has an economic saturation limit and if taxes become overly burdensome local tourism business will see a diminution in their profits.
- **-Increase of mass tourism resulting in straining the tourism infrastructure.** Many places around the world have seen large numbers of tourist arrivals but are simply not prepared to handle the influx. Tourism is much more than merely selling or marketing. There has to be a product and the product must be composed not only of the attraction and or activity but also the personnel who deliver the product. This means that if the number of visitors is greater than the capacity of a location to absorb these visitors, the locale will suffer numerous problems. Often too many visitors to a place that is ill prepared for non-sustainable numbers creates a sense of tourism euphoria in the short run, but introduces long term tourism problems that may become deadly to the sustained health of a tourism industry. An easy check on if a particular tourism product's infrastructure is over extended is to determine the percentage of visitors wish to return. If few visitors desire to

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return, then this may be an indication that the price-tourism structure continuum is reaching unsustainable limits.

- **-Physical plants that are no longer adept for modern tourism.** Perhaps the biggest problem exists in the realm of airports. Many airports are simply not equipped to handle a large number of passengers arriving at the same time. This lack of infrastructure combined with often poorly trained personnel (or personnel who simply do not care) creates long lines and unpleasant memories. Tourism officials need to remember that first and last impressions are key components in their marketing efforts.
- **Local Infrastructure problems.** Too many tourism destinations are not prepared for the visitors. They lack good sanitation facilities and water treatment plants. Likewise both roads and sidewalks are not well maintained creating hazards not only for the local population but also for the visitor population. It is essential that local governments take into consideration that a good tourism environment also impacts the local culture and environment. Heavy taxes with poor road and street quality are sure not only to upset citizens but are a warning sign that tourism may be headed toward future problems.
- **Customer service is the key to a healthy tourism industry.** The least expensive and most important part of the tourism experience is the customer –visitor interaction. Smiles and a friendly handshake or nod of the head cost nothing and can change a negative impression into a positive one. Unfortunately, tourism personnel often forget that the visitor is their employer and that when visitations cease so do their jobs. Too many people who work in tourism are civil servants who cannot be fired. Job protection needs to be a reward and not a right. When there are no consequences for bad behavior or rudeness on the part of tourism personnel not only is the product's reputation diminished but so too the quality of the tourism offering. Providing quality customer service is an ongoing challenge for many parts of the tourism industry. Although it is the least expensive challenge to

face, it has proven to be one of the hardest challenges to meet and overcome.

- **-Be aware of the lack of trained personnel.** Because many tourism areas have grown rapidly there are too many locations where there is a dearth of skilled labor. Tourism needs people who are both inspired and well trained. Yet, too few people in the tourism industry speak multiple languages, are proficient in high tech computer skills or have a good knowledge of statistics and how to utilize them. This lack of education and training creates not only numerous financial losses but also creates lost opportunities and the inability to adapt to new challenges.
- **-Low Salaries, recruitment and retention.** Many on line and front line workers receive low salaries, have low levels of job loyalty, and change jobs with high level of rapidity. This high turnover level makes training difficult and often each time a person leaves, the information is lost. To make matters even more challenging these are often the people with whom visitors come in contact. The formula tends to guarantee low job satisfaction and low levels of customer satisfaction. This situation has resulted in the lack of availability of skilled manpower by the travel and tourism industry, one of the largest if not the largest employment generators in the world. If tourism is to be a sustainable product then it needs to turn part-time jobs into careers without pricing itself out of the market. If the travel and tourism industry hopes to continue to grow it will need trained personnel, and a willing and enthusiastic workforce at every level from the managerial, to skilled workers to the semi-skilled worker.
- **-Nonsensical regulations and over regulations.** No one is arguing that tourism should be an unregulated industry, but often governments' desires to regulate trumps common sense. All too often decisions are made so as to avoid a lawsuit or negative media coverage. Too many regulations are reactive to problems that are minimal while refusing to be proactive regarding growing

problems. Often the desire to over-regulate puts tourism businesses in jeopardy and fail to help the consumer.

- **-The lack of adequate and truthful marketing.** Too many locations tend to either exaggerate or simply fabricate. The lack of truth in marketing means that the public not only loses confidence in the industry but investors fear being burnt. Marketing has to be both innovative and true. Tourism is a highly competitive industry and requires good and innovative marketing that captures a place's essence while making people aware of the locale's tourism offerings.
- **-The lack of amenities or the over charging for the use of amenities.** In too many locations around the world there is a lack of simple amenities. From clean and potable water at hotels to well maintained public restrooms. In all too many locations finding simple public services is a constant challenge. Signage is often unintelligible to the foreign tourist, parking turns an outing into a nightmare, and as hard as it seems to believe there are all too many "good" quality hotels that charge for internet service. In many locations the hotel's in-room phone service is outrageously expensive even for local calls. The lack of amenities or the over charging for their usage destroys the sense of hospitality and turns guests into mere customers.
- **-The need to develop or update tourism infrastructure.** Around the world tourism suffers from poor infrastructure. These infrastructure challenges range from substandard docks and ports of entry to modes of transport to urban infrastructure such as access roads, electricity, water supply, sewerage and telecommunication. As airplanes begin to carry more people airports will face not only the problems of handling large numbers of arriving passengers but also will need to find ways to unload luggage faster, and transit people through immigration and customs lines. The lack of infrastructure will also impact issues of security as governments attempt to ferret out potential terrorists while creating a warm and welcoming arrival experience.

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- **The airline industry will continue to be the part of tourism that visitors love to hate.** Air travel has gone from elegant to pedestrian. Today passengers are crowded onto planes as if they were cattle and treated as if they were criminals rather than honored guests. Airfares are so complicated that passengers need a college course to understand them and the once popular airline loyalty programs continue to degenerate. Service is often so bad that when flight attendants smile, passengers actually thank them. Unfortunately, the “getting there” has become part of the “being there”. Unless the tourism industry can work with the airline industry to change attitudes, be less mercenary, and more flexible the entire industry may suffer. When poor air service is combined with infrastructure problems the combination may in the long run be deadly and “staycations” may over take vacations.
- **Nothing works if visitors are afraid and not secure.** The spread of terrorist groups throughout the world is a major threat to tourism. Tourism must learn to create not merely security and safety but ‘surety’: the interaction between the two. That means that locations without TOPPs (tourism policing programs) will suffer and eventually decline. Private security and public security will need to learn to interact and work well not only with each other but with the media and marketers. The old and outdated adage that security scares visitors is more and more being replaced with the adage that the lack of security provokes fear among visitors. Cyber crime will continue to be another major challenge the travel industry faces. Tourism cannot merely hobble from pandemics and health crisis to the next. Also, unless the travel and tourism industry can protect visitor privacy and lower the incidents of fraud, it will face an ever greater and daunting challenge during 2016.
- **Be prepared for economic instability.** We are now seeing the stock market on a roller coaster and coupled with low gas prices, there is a sense of ennui and foreboding. Last year’s feel good combination has now changed to one of wait-and-see in the United States, Latin America and Europe. Experts indicate that there are multiple clouds on the horizon. These include an

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unstable European economy, recession in countries such as Brazil and low employment rates, and a slowing down of the Chinese economy. It is essential to remember that although unemployment is low in the US, this figure does not necessarily reflect a strong economy, but rather that millions of people have ceased looking for work. In this world of false recoveries, low unemployment does not translate into the willingness on the part of the public to travel more.

- **-View the world carefully.** The political world will continue to be unstable and when instability hits people are less likely to spend money on luxury items such as travel. Political instability is now a major concern in Africa and Latin America, with the Middle East, Europe, and North America open to terrorism attacks and Latin America still suffering from high levels of crime and drug trafficking. Furthermore, no one knows how Europe's refugee crisis will play out and what the consequences of increased crime will be on European tourism. Brazil, along with much of Latin America, is suffering from both issues of crime and issues of health and sanitation.
- **Below here are some suggestions to help face these problems.**
- **Develop a tourism vision.** You cannot begin to create an infrastructure if you do not know what form of tourism your locale desires. Not every form of tourism is correct for every locale, and no locale can be all things to all people. Think through what forms of tourism best meet your community's needs and how tourism will add to the quality of life for your community. Once you have the vision of what type of tourism you desire, you can then begin to analyze if the vision is realistic and obtainable and finally what obstacles stand in the way of creating this vision
- **-Bundle taxes.** Do everything possible to ease the taxation burden and to make payments as easy as possible. For example, include airport, bus station or seaport entrance and exit fees in the cost of a ticket. Forcing visitors to go from one line to the next in order to

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depart wins the local tourism industry few friends and creates a negative final image of the locale.

- **-Simplify currency exchange laws and procedures.** Tourism can produce a great deal of hard currency for any particular location. However, when exchange centers such as banks and hotels overcharge for the purchase of local currency, there is a tendency to go to the black market, not to respect local laws, or put oneself in danger. Post rates of exchange and where currency can be exchanged legally and at what times. Post prices whenever possible in both the local currency and in an international currency such as dollars or euros, and Chinese yuan.
- **-Seek out of the box solutions.** The bottom line is that no matter what the problem may be do not give up. Be creative, smile and remember that tourism is all about turning challenges into new and exciting opportunities

Dissecting a Medical Tourism Crisis:

What Does SARS teach us about the Zika Virus and future medical scares?

Fear: "There is no terror in the bang, only in the fear of it" Alfred Hitchcock

In tourism medical problems are not what they are but what you talk about. Once people become scared then the consequences become real, even if the reality is not real.

Fear (scares) can live on long after the disease is gone.

Medical fears tend to

- Tap into our current cultural anxieties.
- The media has to "like" the scare.

How to be a successful scare

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- Best to catch on with secondary scholars who are looking to make a reputation
- You need some form of photo-journalism or a way to show suffering
- Needs constant reporting, once will not work
- Needs to be connected to other cultural fears
- The fear-orienting group should be able to make money from the new fear.
- It is advisable to have a group to scapegoat.

SARS. How Similar to Zika?

- The city of Toronto lost \$11 billion in business
- Malaysia lost US\$52.5million a month for each month of the crisis
- Thailand lost 700,000 visitors
- Singapore lost 67% of its tourists during the crisis and hotel occupancy dropped to 25% rather than the normal 80%
- In April of 2003 Japanese arrivals in Hawaii due to fear of SARS went down 23.5%
- Cathy Pacific cancelled either due to (or as an excuse for) 16 Boeings and Airbuses
- Internet conferences grew (and have now become part of the business-scape) by 20% in Thailand as a direct impact from SARS
- In 2003 SARS shaved 0.10% off of the entire world's economy.

Comparisons between Crime and Terrorism

	Crime	Terrorism
Goal	Usually economic or social gain Parasitic	To gain publicity and sometimes sympathy for a cause. Destructive
Usual type of victim	Person may be known to the perpetrator or selected because he/she may yield economic gain	Killing is a random act and appears to be more in line with a stochastic model. Numbers may or may not be important
Defenses in use	Often reactive, reports taken	Some pro-active devices such as radar detectors
Political ideology	Usually none	Robin Hood model
Publicity	Usually local and rarely makes the international news	Almost always is broadcast around the world
Most common forms in tourism industry are:	Crimes of distraction Robbery Sexual Assault	Domestic terrorism International terrorism Bombings Potential for bio-chemical warfare
Statistical accuracy	Often very low, in many cases the travel and tourism industry does everything possible to hide the	Almost impossible to hide. Numbers are reported with great accuracy and repeated often

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	information	
Length of negative effects on the local tourism industry	In most cases, it is short term	In most cases, it is long term unless replaced by new positive image
Recovery strategies	<ul style="list-style-type: none"> • New marketing plans, assumes short-term memory of traveling public. • Probability ideals: “Odds are it will not happen to you.” • Hide information as best as one can 	<ul style="list-style-type: none"> • Showing of compassion • Need to admit the situation and demonstrate control • Higher levels of observed security • Highly trained (in tourism, terrorism, and customer service) security personnel

On Terrorism

Some Reasons for the Interaction between Terrorism and Tourism

- Tourism is interconnected with transportation centers
- Tourism centers are often areas in which diseases can spread/be spread easily
- Most tourists have no idea how to seek medical help and are unaware of public health issue policies

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- Tourists carry diseases from place to place often without knowing it.
- Tourism carriers such as airplanes and ships may be germ and infectious disease cargo carriers too.
- Tourism is interrelated/connected with multiple other industries
- Tourism is open to issues of panic
- Tourism is highly media oriented
- Tourism centers are often places where businesses come together.
- Tourism must deal with a constant flow of new people about whom we have no data.

Terrorism will target the tourism industry. This includes:

- Airlines
- Cruise Ships
- Buses
- Restaurants and outdoor cafes
- Major events, sporting or cultural Institutions
- Places where people congregate
- Cultural institutions
- Wherever people are carefree and happy.

A Sociology of Air Travel/When we travel via air we tend to:

- 1 Feel out of control
- 2 Enter into anomic states
- 3 Are willing to lower inhibitions
- 4 Rise in stress
- 5 Undergo Reality loss (what becomes important is making a connection rather than safety)
- 6 Undergo physical discomfort
- 7 Enter into anger displacement

In the past, terrorists have sought targets that offer at least 3 out of these 4 possibilities

1. Potential for mass casualties
2. Potential for mass publicity. Good Images
3. Potential to do great economic damage
4. Potential to destroy an icon.

Tourism officials will need to have moral clarity during these difficult times. Terrorism has a history of striking when we least expect it.

Some Risk Management Guidelines

Basic Plans

- Have you analyzed your vulnerabilities?
- Do you have a crisis system in place?
- Have you set up a team to develop crisis plans?
- Does your plan distinguish between natural crises and terrorism crises?
- Have you developed a plan that has immediate action steps and unique considerations for such travel and tourism crises as:
 - Airplane crash?
 - Act of terrorism at a hotel?
 - A biochemical attack?
 - Civil unrest?
 - Earthquakes?
 - Fires?
 - Floods?
 - High profile kidnappings?
- How will you be notified of a crisis?
- How will you notify others?

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- Is there a plan to take immediate actions?
- Is there a tourism crisis team in place?
- Is there a plan to deal with special tourism needs such as foreign language issues, notification of relatives abroad, shipment of bodies to a foreign destination?
- Have you developed a set of crisis guidelines, and review these guidelines with every employee. Do you have guidelines to cover almost every aspect of the guest's visit including security? Look at details:
 - Type of lighting used in parking lots and along paths;
 - Policies as to single women travelers and or travelers who need extra security;
 - Employee background checks;
 - Special security instructions for those working at ticket booths and entrance to festivals.
 - What to do, should a crime or accident take place.
- Do a regular review of fire safety procedures. For example, it is important for all employees to know about what to do in case of a fire. Some of the issues that should be touched on include:
 - Smoke. Many employees know that not all smoke means a major fire. Their prime objective should be to evacuate the site or isolate the fire at the first sign of smoke. Smoke accumulates at the ceiling. If exit signs are at the ceiling will they be seen during a fire? Do employees know that fresh air for breathing is near the floor?
 - Panic. How to handle panic and how not to panic. People who panic rarely save themselves or others. The more information that a guest and an employee have, the less likely they are to panic.

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- Exits. Make sure guests and employees know where the exits are located. This is especially important in enclosed visitor or information centers areas. We can almost be sure that the exit will be needed when the guest is least prepared. It is important that multi-lingual signage provide evacuation instructions.
- Have visible guards. Contrary to what some Visitor/Information centers professionals may believe, professional security guards are greatly appreciated and make guests feel secure. This sense of security is especially true for female guests and visitors from foreign lands. Professional security guards, if trained properly, not only do not hurt profits, but also can add to a place of lodging's bottom line. Festival managers should always do a spot check of their guards to make sure that they are asleep on the job and are well trained.
- Do a good background check as to the criminal history of all employees. Find out for example, does the person have an arrest record?
- Get to know the people who work at local police departments and hospitals. Often police and medical officers can point out errors and easy ways to correct problems. It is a lot cheaper to avoid a crisis than to have to deal with the crisis after it has occurred.
- Have a clear policy as to type of keys and who controls these keys.

Critical Risk Management Steps:

You need to know:

- How many people will be at the event?
- Are there one or multiple venues at the event?

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- What are the event's demographics and its demographic make-up?
- Is the location a normal event-staging place or used only from time to time?

Know:

- Your own persona strengths and weaknesses
- What is expected of you by your boss, the public and the media

Some of the key assumptions of tourism risk management

- There is no event that is 100% free of risk
- Risk management is statistical in nature. We are playing a probability game.
- To be away from home is to be insecure.
- Allocentric-risk is different than psychocentric-risk.
- All events are a volunteeristic activity; no one ever needs to go to an event.
- No guest ever has to return to your event.
- Most guests assume that you know something about safety and security.
- As world tension mounts, the demand for risk management increases.
- In risk management as in tourism, there is no distinction between security and safety.
- The further we travel from a crisis, the worse the crisis seems.

- The further we are from a crisis, the longer it lasts in the collective memory.
- Many visitors are highly unsophisticated when it comes to geography.
- Visitors do not distinguish between one part of the event and another part. An error is an error.
- Different types of guests require different forms of risk management.
- Often as efficiency rises so does the risk.
- As we script events and try to rationalize them, we discover that irrationalities often become part of the event.